



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

AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Tuesday, January 25
TAHOE CITY PUBLIC UTILITIY DISTRICT OFFICE

NLTRA Mission

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

NLTRA Tourism Division Mission

"to promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level."

Meeting Ground Rules

- Be Prepared
Engage in Active Listening
Be Respectful of Others
No Surprises
It is OK to Disagree
Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

Marketing Committee Members

NLTRA Board:

Deanna Gescheider
Ron Parson
Barb Cohen

Committee Members:

Heather Allison
Kevin Hickey
Christine Horvath
Julie Maurer
Becky Moore
Les Pedersen
Brett Williams

Placer County Rep:
Jennifer Merchant

Quorum

2 Board Members
1 Lay Member

- A. Call to Order – Establish Quorum
B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (3 min)
C. Election of Marketing Committee Chair for 2011 (3 min)
D. Welcome to New and Returning Committee Members (5 min)
E. Agenda Amendments and Approval (2 min)
F. Approval of Marketing Meeting Minutes – December 9th, 2010 (rescheduled from Dec.) (3 min)
G. Presentation on Placer Lake Tahoe Film Office – Beverly Lewis, Executive Director (15 min)
H. Presentation on North Lake Tahoe Social Media Platform – Ronele Klingensmith, RKPR (15 min)
I. Discussion and Possible Action to Appoint the North Lake Tahoe Resort Association Marketing Cooperative Committee Members (10 min)
J. Presentation/Discussion and Request for Direction to Staff – Six Month Strategic Planning and FY 2010/11 Budget Development Plan (20 min)
K. Update on North Lake Tahoe Wedding and Honeymoon Association Dissolving (10 mi)

L. Review of Proposed North Lake Tahoe Wedding Marketing Plan (15 min)

M. Departmental Reports

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

N. Committee Member Comments (5 minutes)

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

- December MTRiP Report
- November Reno Tahoe Airport Report
- December Search Engine Optimization Report
- December Web/GeoTracking Report
- December Lodging Referral Report
- Conference Activity Report

Posted and Emailed



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**MARKETING COMMITTEE MEETING MINUTES  
December 9, 2010 – 1 pm (Rescheduled November Meeting)**

**Tahoe City Public Utility District-Conference Room**

PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Deb Dudley, Les Pederson, John Monson, Ron Parson, Becky Moore, Christine Horvath and Julie Maurer

**RESORT ASSOCIATION STAFF:** Andy Chapman, Jeremy Jacobson, Jason Neary, Judy Lavery and Emily Sullivan

**OTHERS IN ATTENDANCE:** Pettit Gilwee, Alanna Crete, Wendy Hummer, Cathy Davis, Shelley Fallon and Mike Williams

**I. MEETING OF THE MARKETING COMMITTEE**

**1.0 CALL TO ORDER – ESTABLISH QUORUM**

- 1.1 The Marketing Committee meeting was called to order at 1:05 pm by Chair Deb Dudley and a quorum was established.

**2.0 PUBLIC FORUM**

- 2.1 No public forum.

**3.0 AGENDA AMENDMENTS AND APPROVAL**

- 3.1 Andy reported that item E on the agenda will be moved to a later date, Beverly Lewis was unavailable.
- 3.2 **M/S/C (Parson/Pederson) (5/0) to approve the Marketing Committee agenda as presented.**

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

- 4.1 **M/S/C (Parson/Pederson) (5/0) to approve the Marketing Committee minutes from October 28, 2010 minutes.**

**5.0 PRESENTATION ON REVISED WWW.GOTAHOENORTH.COM WEBSITE-MIKE WILLIAMS**

- 5.1 Mike Williams reviewed the revamped gotahoenorth.com website with the committee. He described the new imagery and the summer/winter split of information and pointed out the addition of a slider and a social networking page with twitter, facebook and flicker on the homepage. Each lodging property now has video, social feeds and a 'Book Now' button. Mike encouraged each lodging property to review their listings to ensure information, pictures and video are correct. Three changes that will occur in the next couple of weeks; the summer/winter split, mobile functions of the site and mapping functions. Ron

said he liked the website and suggested staff send a link to each lodging property to ensure that their information is correct. Shelley replied that she would reach out to the lodging community. Ron suggested staff review the consumer search pattern statistics after the website changes have been implemented. Andy reminded the Committee that the analytics are in the Marketing packet every month for review. Les wanted to know what the NLTRA Board thought of the revised website. Andy replied that there will be a presentation at the next Board Meeting. Pettit said there has been great response to the new website especially concerning the calendar of events. Deb suggested that the Chamber send out an e-blast to Chamber members to remind them to check out the new website. Shelley said the e-blast should be sent out after the social properties are completed.

**Action Item: Staff to send a link to each lodging property to ensure that their information is correct.**

**Action Item: Staff to review the consumer search pattern statistics after the website changes has been implemented.**

## **6.0 DISCUSSION AND POSSIBLE ACTION ON SMALL LODGING MARKETING EFFORT-ANDY CHAPMAN/AGENCIES**

- 6.1 Andy reported that the NLTRA Board gave the Marketing Committee direction to keep moving forward with the Small Lodging marketing efforts and eventually form a stand-alone Lodging Committee. The Small Lodging plan would be the first task the Lodging Committee puts into action. This plan would be the first of many plans for the Lodging Committee. Wendy reviewed the Small Lodging marketing plan that she passed out to the Committee. Les asked if the plan is specifically for 'small lodging' or 'lodging' in general. Andy said the plan is designed to be a flexible 'Lodging Campaign' and different messages could be marketed within the plan. He then reviewed the plan for the Lodging rack card. He asked the Committee if the rack card should focus on small lodging. He said Jeremy would be able to utilize the rack cards internationally to market North Tahoe's different types of lodging. Les was concerned that the rack cards would confuse the consumer. Ron said that lodging in North Tahoe is very diverse and some properties could be listed in more than one category. He wants to ensure that each lodging property is represented appropriately. He suggested lodging be marketed by what is in demand at specific times of the year, if its vacation rentals, Bed and Breakfasts or lakefronts. Andy stated that the main goal is to put heads on beds. The goal of the plan would be to drive consumers to gotahoenorth.com; once they get to the website there are activities and information to drive visitors to North Lake Tahoe. Deb suggested the campaign be used for a couple of months to see what drives people to the website. Becky was concerned about the amount of money focused on 'Small Lodging' but she is fine as long as it brings visitors to North Lake Tahoe. Jeremy suggested the overall message be, "North Lake Tahoe has everything you need, for any budget or lodging type." Cathy said part of the marketing is focused on lodging deals so maybe consumers should be sent directly to Cool Deals, but then they would miss the splash page so she suggested they click on Cool Deals on the property page instead. Deb said Reno is trying to create loyalty on the RSVCA's site by saying they will give you the best price guarantee, they call it the 'Best Rate Plan.' Andy asked if the Committee was comfortable spending \$30,000 on this plan. The Committee agreed as long as there is a variety of lodging messages tested to see what works best to drive visitors to the website. Ron stated that at this time the Lodging message is not very strong and he thinks forming a Lodging Committee is a good idea. Wendy said this is a good idea as a whole but a call to action needs to be added to the plan.

**7.0 DISCUSSION AND DIRECTION ON SAN DIEGO WINTER EFFORT-ANDY CHAPMAN**

7.1 Andy gave the Committee a brief overview of the San Diego Winter Cooperative efforts and Wendy and Cathy reviewed the marketing plan. Andy said Kym Fabel was at San Diego's SnowJam Ski and Board Show in November and passed out marketing material. Andy thanked the Committee for their support with this campaign. Deb said it would be great if an airline was a part of this program.

**8.0 DISCUSSION ON MARKETING COMMITTEE LAY MEMBER APPOINTMENT PROCESS-ANDY CHAPMAN**

8.1 Andy thanked Steven Holt, Julie Maurer, John Monson and Brett Williams for completing the second year of their two year term as Lay Members of the Marketing Committee. Due to the early resignation of a Lay Member earlier this year the NLTRA Board will need to appoint four, two-year Lay Members and one, one-year Lay Member. Interested applicants can send in a letter of interest and a list of qualifications by December 27, 2010.

**9.0 DISCUSSION AND POSSIBLE ACTION TO CANCEL DECEMBER MARKETING COMMITTEE MEETING-ANDY CHAPMAN**

9.1 After discussion the Committee agreed to cancel the December Marketing Meeting.

9.2 **(Maurer/Parson) (7/0) to cancel the December Marketing Committee Meeting.**

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

10.1 **Advertising**-Cathy gave a report on media for November and December on Print, Internet, Outdoor, Direct response and the Website. Cathy said they added a lodging line to the ads.

10.2 **Conference Sales**-Jason reported on the Conference Sales. Jason said that the Conference Report in the packet has been changed to reflect this year vs. last year.

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

10.4 **Special Projects**-Judy reported on the Special Event/Projects. John said he was at a Donner Summit Business meeting last month and wanted to know who the point of contact will be for the Amgen Tour. Judy suggested they conduct a road show with them. John said he would set it up and get back to Judy.

10.5 **Web**- Shelley reported on the web updates that she has put in place. She said that the event calendar was soft for winter so she sent an e-blast through the Chamber to get people to send in their events.

10.5 **Public Relations**-Pettit reported on the public relations report.

**Action Item: John Monson- Set up Road Show with the NLTRA (Judy and Andy) and Donner Summit Business Group.**

**11.0 COMMITTEE MEMBER COMMENTS**

11.1 Ron thinks the Amgen Tour of California is a huge opportunity and North Tahoe needs to say that our community is bike friendly. He also would like more

Marketing focused on cross country skiing. Judy said that there is a new cross country skiing tab on gotahoenorth.com. Ron said there will be a small Olympic Heritage Celebration in January. He also thanked Deb for being the Chair of the Marketing Committee for the past four years.

## **12.0 STANDING REPORTS**

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

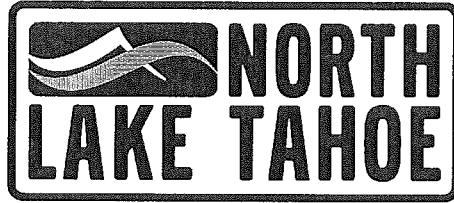
- OCTOBER MTRiP REPORT
- SEPTEMBER RENO TAHOE AIRPORT REPORT
- OCTOBER SEARCH ENGINE OPTIMIZATION REPORT
- OCTOBER WEB/GEO TRACKING REPORT
- OCTOBER LODGING REFERRAL REPORT
- QUARTERLY REPORT AND SIX MONTH PERFORMANCE MEASUREMENT
- CONFERENCE ACTIVITY REPORT

## **13.0 ADJOURNMENT**

13.1 The Marketing Committee meeting adjourned at 2:55 pm.

Submitted By:

Emily Sullivan, Programs Assistant  
North Lake Tahoe Resort Association



North Lake Tahoe Resort Association  
January 25, 2011

BACKGROUND

The North Lake Tahoe Resort Association has participated in the funding of the Placer Lake Tahoe Film Office for a number of years. This funding allows the Film Office the necessary resources to promote the entire Placer County region as a viable region for commercial film production, consumer commercial production and other related activities.

SITUATION

Beverly Lewis, Executive Director of the Placer Lake Tahoe Film Office will present the past year's activities and results.

**PLACER-LAKE TAHOE FILM OFFICE  
2010 Economic Impact**

Permit #	Date of Issue	Production Dates	Name Of Project	Production Company Name	Project Type (Location)	Shoot Days	Economic Impact	Room Nights	Tahoe Room Nights	Tahoe Impact
2010										
10-001	1/11/10	1/12-14/10	Paddy Pallin Winter Catalog	Paddy Pallin	Stills (Alta, Auburn, Alpine Meadows)	3	\$15,000	12	12	\$8,000
10-002	1/27/10	1/29/2010	Bloodline	Oasis Motion Pictures	Indie (Foresthill)	1	\$1,000	0		
10-003	2/5/10	2/9/2010	Pit Bulls & Paroles	44 Blue Productions	Reality TV (Auburn)	1	\$500	0		
10-004	3/4/10	3/5, 7, 8, 11-13/10	The Dudesons	New Remote Productions	TV Reality (Alpine Meadows, Kingvale)	7	\$80,000	156	156	\$65,000
10-005	3/4/10	3/9/2010	Dodge Ram Truck	Lone River Productions	still (Alpine Meadows)	1	\$25,000	33	33	\$15,000
10-006	3/5/10	3/8-10/10	JackAss 3D	Superstar Productions	Feature (Alpine Meadows, Kingvale)	6	\$72,000	192	192	\$72,000
10-007	3/15/10	3/15-17/10	The Adventurist	Impossible	TV Reality (Auburn)	1	\$10,000	12		
10-008	3/17/10	3/21/2010	Sperry Topsiders	Noel Dewitt/Exposure	Catalog (Tahoe City)	1	\$15,000	28	28	\$15,000
10-009	3/17/10	3/21/2010	Subaru Fly Fishing	Tyler Gourley	Stills (Foresthill)	1	\$15,000	10		
10-010	3/18/10	3/20/10 & 3/22/10	Subaru Brochure	First Shot Productions	Stills (Foresthill & Alpine Meadows)	2	\$25,000	44	22	\$12,500



**PLACER-LAKE TAHOE FILM OFFICE  
2010 Economic Impact**

Permit #	Date of Issue	Production Dates	Name Of Project	Production Company Name	Project Type (Location)	Shoot Days	Economic Impact	Room Nights	Tahoe Room Nights	Tahoe Impact
10-011	3/18/10	3/22-3/10	Intersections	Blue Chip Films	TV Reality (Alpine Meadows)	2	\$10,000	6	6	\$10,000
10-012	3/25/10	3/26-7/10	Joseph Ribikoff/Leggs	Kara Glyn Productions	Stills (Alpine Meadows)	2	\$15,000	40	40	\$15,000
10-013	4/9/10	4/12-13/10	Wells Fargo	Jim Purdum Photography	Stills (Squaw Valley)	2	\$18,000	64	64	\$18,000
10-014	4/14/10	4/27/2010	Spyder Can Am	Robert Dalrymple Productions	Commercial, Internet (Alpine Meadows, Squaw Valley)	1	\$10,000	14	14	\$10,000
10-015	4/22/10	4/28/2010	Ford Explorer	Roe Photo	Stills (Foresthill)	14	\$7,500	14		
10-016	4/29/10	4/30/2010	Coors Light	Catatoria-Giraldi	Commercial (Alpine Meadows)	1	\$25,000	30	30	\$25,000
10-017	4/30/10	5/3-7/10	Timberland	Artifex Productions	Catalog (Alpine Meadows, Foresthill)	4	\$44,000	89	30	\$25,000
10-018	5/10/10	5/16-23/10	Orvis Womens Fall, Holiday Catalog	Orvis Compnay	Catalog (Kings Beach, Tahoe City) Stayed in Incline Village	2	\$3,000	80	0	\$3,000
10-019	5/11/10	5/12/2010	California Tourism	FLF Films	Commercial (Squaw Valley)	1	\$20,000	20	20	\$20,000
10-020	5/11/10	5/14/2010	Pondskimming	Teak Digital	Internet Comm	1	\$12,500	17	17	\$12,500

**PLACER-LAKE TAHOE FILM OFFICE  
2010 Economic Impact**

Permit #	Date of Issue	Production Dates	Name Of Project	Production Company Name	Project Type (Location)	Shoot Days	Economic Impact	Room Nights	Tahoe Room Nights	Tahoe Impact
10-021	5/25/10	5/26-7, 5/29	Ford Motors	San Diego Productions	Print (Cisco Grove, Alpine Meadows)	2	\$5,000	0	0	\$5,000
10-022	6/15/10	6-17 to 9-7	The Bear Woman	Firecracker Films	TV Documentary (N. Tahoe) rented house June 17-Sept 11	90	\$50,000	270	270	\$50,000
10-023	7/19/10	7/20-21/10	Gymboree-winter	Zephyr Photo Pro	Catalog/Print (Tahoe City)	2	\$15,000	54	54	\$15,000
10-024	7/22/10	7/23-25/10	HRTV-Tevis	HRTV	TV Doc/Reality	3	\$2,000	9		
10-025	8/10/10	8/11/2010	Amgen Tour Promo	Auburn Chamber of Commerce	Promo		\$200	0		
10/26/10	9/27/10	10/2/2010 10/1/10, 22, 24 & 11/5/10	Perspective	Silas Barker Videography	Short Film	1	\$500			
	9/27/10		Addendum: Perspective	Silas Barker Videography	Short Film	5				
10-027	9/22/10	9/23-24/10	GMC Yukon	Jeff Ross Photography	Print (Kings Beach-Wsetshore)	2	\$500	0	0	\$500

**PLACER-LAKE TAHOE FILM OFFICE  
2010 Economic Impact**

Permit #	Date of Issue	Production Dates	Name Of Project	Production Company Name	Project Type (Location)	Shoot Days	Economic Impact	Room Nights	Tahoe Room Nights	Tahoe Impact
10-028	11/9/10	11/16-17/10	Columbia Sportswear-Spring	First Shot Productions	Catalog (Hwy 20 & Foresthill)	2	\$20,000	28	14	\$10,000
<b>OTHER</b>	<b>2010</b>	<b>PRODUCTIONS</b>								
		2/8/2010		Rick Balthasar	Commercial (S. Placer)	1	\$250	1		
		2/17/2010	Thunder Valley Casino	Beef Productions	Commercial (Roseville)	1	\$25,000	48		
State Parks		3/9/2010	Aviva	Dan Escobar Photography	Still (Folsom Lake)	2	\$2,500	10		
		4/1/2010	(National Geographic)		(Rocklin) Stayed in Sacramento	4	\$50	0		
City of Roseville		5/3,5&6/10	Code 290	Nat Ctr for Child Safety & Awareness	Industrial	3	\$1,000	0		
		6/10-11/10	Pfizer		Stills (Eagle Rock)	1	\$5,000	10		\$5,000
		6/12-13/10	Toyota	Team Halperin	(Donner Summit)	2	\$10,000	23	23	\$10,000
City of Rocklin		12/15-16/10	Turf Wars	Idea Factory	TV Reality (Rocklin)	2	\$20,000	0		
<b>2010 YTD TOTAL</b>						<b>177</b>	<b>\$580,500</b>	<b>1314</b>	<b>1025</b>	<b>\$421,500</b>

**PLACER - LAKE TAHOE FILM OFFICE**  
**Fiscal Year Comparisons**

<b>FY</b>	<b>Co Permits et al</b>	<b>Economic Impact- Co Wide</b>	<b>Tahoe permits</b>	<b>Tahoe Economic impact</b>	<b>Program Budget</b>	<b>NLTRA support</b>	<b>Co Room nites</b>	<b>Tahoe Room nites</b>	<b>Notes</b>
Nov 1998- Dec 99	8	922,300	3	\$370,000	\$48,333	est. \$16,111	NA	NA	first year of op was a 1/2 year: 12-98 to 6-99; estimates due to contracts being on calendar year
1999-00	27	4,082,700	13	\$2,544,412	\$92,000	\$32,000	NA	NA	estimates due to contracts being on calendar year
2000-01	17	780,500	9	\$418,500	\$99,600	\$32,000	579	327	
2001-02	22	4,233,050	10	\$575,170	\$103,200	\$33,200	4283	1062	Film California First! reimb begins, Dragonfly, XXX, Gentle Ben I & II
2002-03	13	678,500	8	\$314,500	\$103,200	\$29,400	963	776	a one time reduction by NLTRA due to budget tightening
2003-04	24	987,300	6	\$421,000	\$119,445	\$29,400	619	339	County billed NLTRA same as previous year by mistake; FCF ends
2004-05	32	1,197,380	13	\$515,105	\$117,445	\$34,400	1032	617	
2005-06	29	1,194,380	12	\$535,500	\$124,134	\$34,400	970	270	
2006-07	25	1,379,050	12	\$306,250	\$124,134	\$34,400	1351	313	
2007-08	43	1,830,050	13	\$1,138,000	\$124,134	\$34,400	2136	1465	
2008-09	33	561,250	18	\$434,350	\$164,134	\$54,400	401	276	California Film & TV Tax Credit began July 2009 (a 5 yr program); PC locales in one of these films: Jackass 3D
2009-10	43	612,650	25	\$395,500	\$155,927	\$51,680	1323	709	
<b>TOTALS</b>	<b>316</b>	<b>18,459,110</b>	<b>142</b>	<b>\$7,968,287</b>	<b>\$1,375,686</b>	<b>\$399,680</b>	<b>13657</b>	<b>6154</b>	

*Placer County can claim some modest successes in production this year*<sup>1</sup>. Overall we are still experiencing the double whammy of 1) the global economic downturn that we have been in since 2008, and 2) the effects of 'runaway production' – where productions are lured out of state due to state and federal film incentive legislation elsewhere . Even with the state's modest new Film and TV Tax Credit program, essentially if a production has to fly to its locations it's still cheaper to leave the state than fly to northern California locations. That being said we hope the following indicates a trend in the right direction:

- We're up 16% over last years' figures for the numbers of productions shooting in the county.
- We're up 61% over last year's figures for economic impact left in our county from these production activities.
- Only one film out of 74 that qualified for the new California Film and TV Tax Credit program in its first year (2009-10) shot outside of the L.A. 'drive zone': And it shot in Placer County: "JackAss 3D", MTV's third feature installment of the TV series, wildly popular with a certain demographic, shot their winter antics here in Placer County. The film debuted number one at the box office!
- Two finalists nominated by the Placer-Lake Tahoe Film Office for California On Location Awards were winners! Captains Brad Albertazzi and Bob Eicholtz of Placer County Fire/CAL FIRE were recently honored as the top Public County Employees of the Year throughout the state at the 16th annual California On Location Awards (COLA) for their critical contributions as Film Safety Officers for a complex series of pyrotechnic snowmobile stunts in an episode of "The Dudesons", an MTV series.
- In addition New Remote Productions , MTV's producing company for "The Dudesons", took home the award for best Reality TV series at the October COLA ceremonies.
- 2011 Familiarization Tour: Six L.A. based location managers were hosted by this office in June of a three day tour of the 'best of Placer County'. This tour 'familiarized' the guest with some of the top and unique locations in the county from Sheridan to Tahoe as well as the breadth of resources and community support for productions which opt to shoot here. Critical to the success of this trip were the sponsors of the visit: Hilton Hotels, The Resort at Squaw Creek and Paul Martin's American Bistro. At least three of the guests have included location photos of our county to potential clients since their visit. A very positive article covering this trip was published by one of our guests in the Location Managers Guild of America's online newsletter.
- An L.A. business trip centered around two annual film commission conferences and events offered us a unique opportunity to meet one-on-one with several production companies to better acquaint them with the advantages of filming their productions here. These meetings included those at Screen Gems at Sony Pictures, MTV Series Development, and several commercial production houses: Green Dot Films, House of Usher and Porkchop Films.

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<sup>1</sup> I am citing calendar year information due to the timing of the report. See the attachments for details.

- A Viewpoint letter written by the film Office Director was published in the Sacramento Bee 12-20-10. Our letter was in response to a negative Viewpoint piece on the new California Film and TV Tax Credit program. Besides factual errors regarding the program the negative piece left out the success of this jobs program's first year ,which not only pays its own way but provides much needed tax revenue to the state.

#### CURRENT AND FUTURE ACTIVITIES:

- The film office is revamping and overhauling the web site to maximize its Search Engine Optimization status (it's rankings on key search engines) and improve the site for client's use. This is expected to take several months .
- We are exploring a modest cash rebate option for productions who opt for longer shooting schedules in Placer County. This is being developed in conjunction with County Counsel and the formula would look something like this: Once a production company has reached a specified spending threshold that generates roughly \$4-5000 in Placer County TOTs, they would receive a cash rebate of about \$5000. Currently undergoing fiscal strategization. We'd like to see this in place by the end of the fiscal year if possible. This incentive is in response to the clear fact that such efforts at the state and federal level are frequently the key reason why locations are selected. This was underscored by numerous producers and studio executives at recent our international conference in LA, ' If you don't have some kind of incentive, you're not in the game."
- Upgrading the Film Permit announcements: we'll be standardizing these announcements that alert those on a needs-to-know basis when a production has been approved for shooting in the county. Pending: a second announcement may be developed that lets our county lodging and business partners know about pending productions.
- Our office plans to join statewide efforts to join industry stakeholders in beefing up the current state Film and TV Tax Credit program in 2011 to be more competitive against other incentive programs and to ensure that it impacts communities statewide.

## **Sacramento Bee/ Opinion / Viewpoints**

Another View: Hollywood Tax Credit Keeps Jobs in State

Published Sunday, Dec. 19, 2010

Re "You get red ink with that popcorn" (Forum, Dec. 12)

In his column, Dan Morain ignores the point that the Film & TV Tax Credit Program is a jobs program. Productions hire hundreds of workers and spend millions of dollars that support small businesses. In the first two years of the program, participating productions are estimated to bring \$2 billion in direct spending to California, including \$740 million in wages paid to "below-the-line" crew – electricians, drivers, etc. – generating much needed California tax revenue.

Why a tax credit at all? In 2000 a 14-month study determined \$10 billion exited the Hollywood film industry due to incentives elsewhere, when three states were offering credits. Now 42 states have credits. California's new program targets those productions most likely to leave the state. Ever watch the credits at the end of a film? Those names were mostly Californians; now they're not because incentives elsewhere require filmmakers to hire residents in those states in order to get their tax credits. By 2000 almost every American TV movie was shot in Canada. Since 1997, more than 36,000 California film jobs disappeared as well as dollars to our local communities from location production. New Mexico legislators aped Canada's success and more by integrating their incentives with their university infrastructure. This includes technical post-production and computer jobs which can start at \$65,000.

Productions in the California program are selected by lottery not content. While it's easy to disparage provocative titles like "Walter the Farting Dog" – a noted children's book written by a National Magazine Award winner – we all have favorite films, cars or clothes we prefer to buy over others, this does not make a valid argument for ignoring a major industry at risk. Other productions qualifying for tax credits this year include one on Hemingway and one for the Hallmark Channel. Because of the lottery, studios don't influence selection process. As required ten percent of the funds go to independent films (\$1-10 million); this year 39 percent of the selectees are independents.

As for efforts that resulted in this legislation, after nine years of educating Sacramento legislators to the impact of disappearing production, stakeholders like union representatives, employers and film commissioners representing communities all over the state can say this tax credit program was a long time coming, and it is a modest one at that.

Producers, like General Motors, will still make their product somewhere, but if they shoot here the dollars stay here. It's that simple.

**Beverly Lewis is the director of the Placer-Lake Tahoe Film Office.**

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Reprinted from the Location Managers Guild of America online newsletter, October 2010: <http://locationmanagers.org/cms/fam-tour-placer>

## Placer County Fam Trip – June 2010

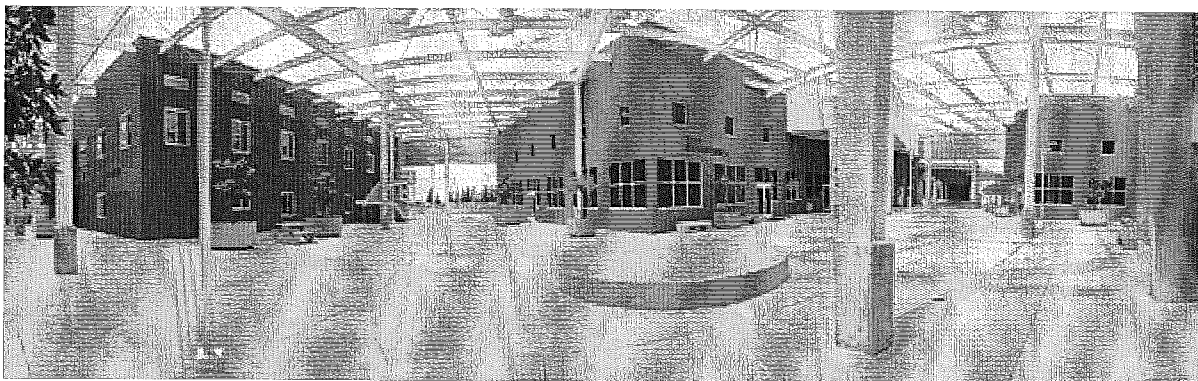
Article and photos by Ken Haber



Beverly Lewis (center) with the Fam Tour participants: L to R: Tim Wilson, Osceola Refetoff, Mikhael Griffin, Geoff Jukes, Daniel Rosenthal (standing), Ron Perman(transportation), Kristan Wagner, Ken Haber.

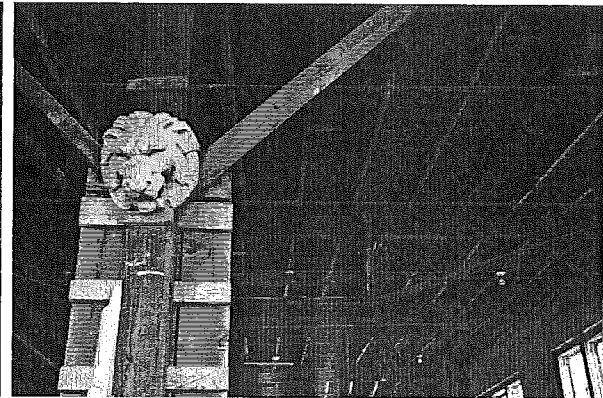
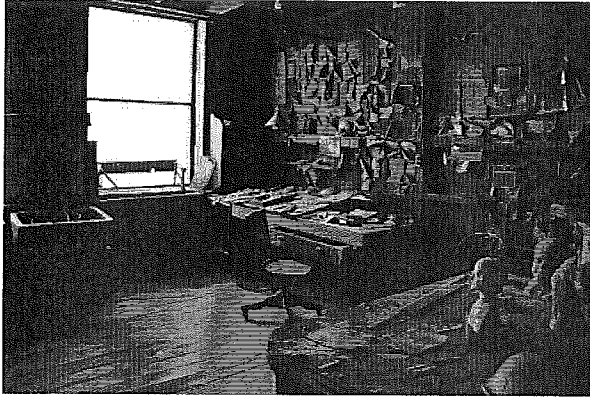
I was fortunate to be one of the lucky people invited by Beverly Lewis, Director of the Placer-Lake Tahoe Film Office, to participate in the June FAM Tour. The other travellers included LMGA members Kris Wagner, Osceola Refetoff, Geoff Jukes, and Daniel Rosenthal.

The whirlwind tour was a soup to nuts location buffet. Beverly made sure that no scouting experience was overlooked. We traveled in style starting with a flight from Los Angeles to Sacramento, and a mini-bus and driver for our three-day excursion.



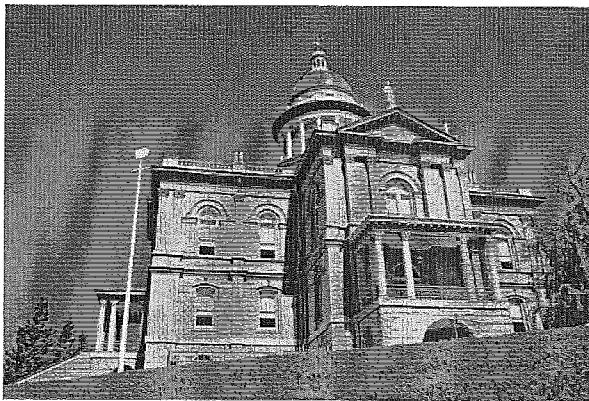
*William Jessup University*



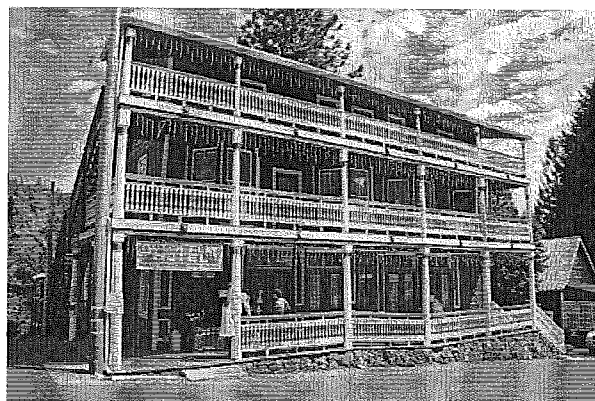


*Gladding McBean Terra Cotta*

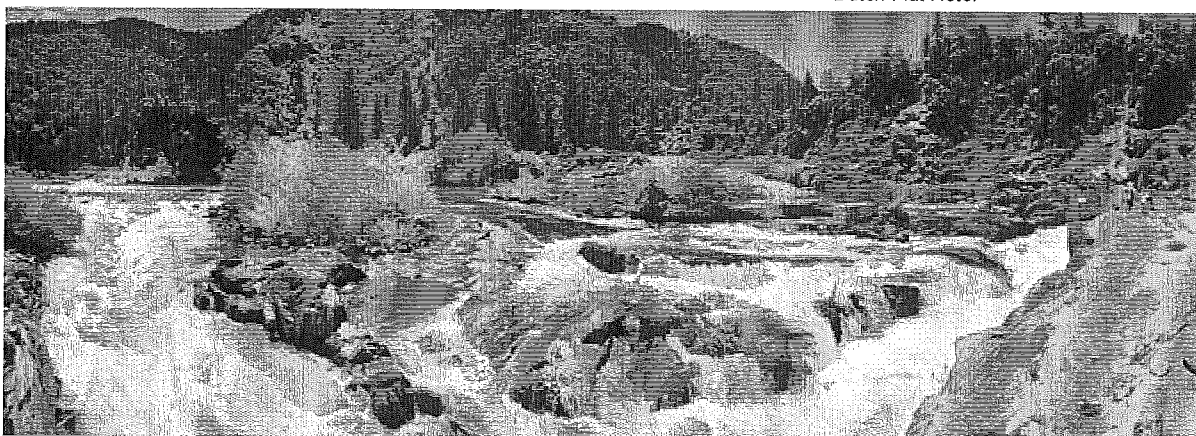
The first day included estates, rural roads, the charmingly photogenic and historic town of Roseville, the modern industrial architecture of Frank Gehry at William Jessup University, and one of the highlights of the whole trip, the historic Gladding McBean terra cotta factory. They are famous for having designed and constructed most of the terra cotta building exteriors in Los Angeles, Chicago and New York, from the late 19th century, through the 1940's. This museum-like 22 acre factory complex, complete with their own quarry, also contained a designer's office that has been left exactly the way it was when the designer died in the 1930's. After our first action-packed scouting day, it was on to a lovely dinner and our hotel.



*Auburn Courthouse*



*Dutch Flat Hotel*



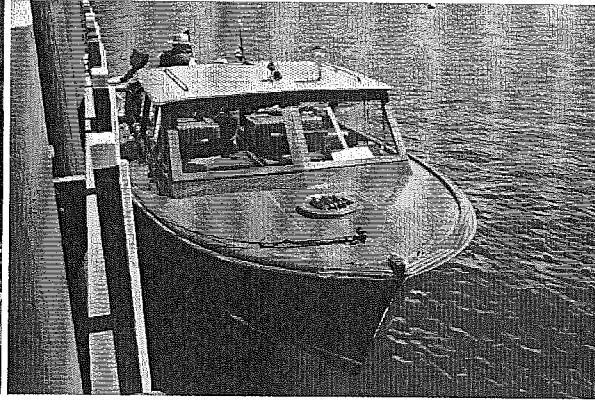
*Tunnel Chute Rapids*

Day Two began in Old Town Auburn circa Gold Rush era, one of two historic downtowns in this community, which included the quirky and interesting Chinese Joss House built in a shack previously occupied by a Chinese railroad laborer. From there we continued our journey into the mountains and out to Tunnel Chute and Horseshoe Bar along the Middle Fork of the American River. Here, the popular white-water rafting river passes through a film-friendly private ranch. The easily accessible river roars through Class V rapids and dramatically flows through a tunnel created during the Gold Rush to divert the flow.

Our excursion continued with a wine tasting at a local winery then up through the historic town of Dutch Flat. After a brief stop at a classic 1930s log cabin along the Yuba River, it was on to some panoramic views from Donner Summit. Our day culminated with an amazing private dinner for our group at the Resort at Squaw Creek, where we stayed that evening.



*Cal Neva Resort*



*An antique speedboat on Lake Tahoe*

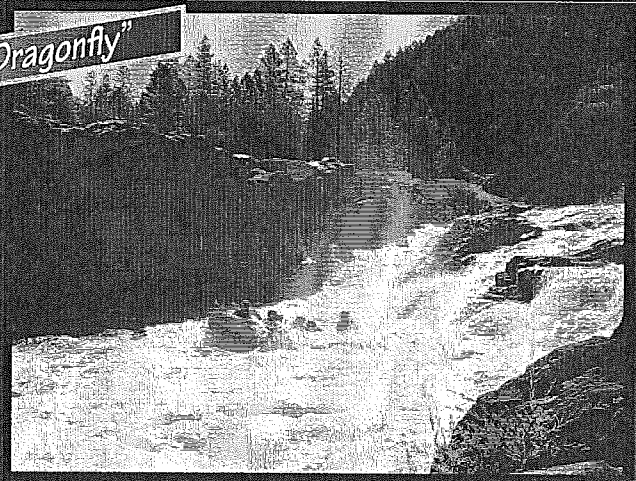
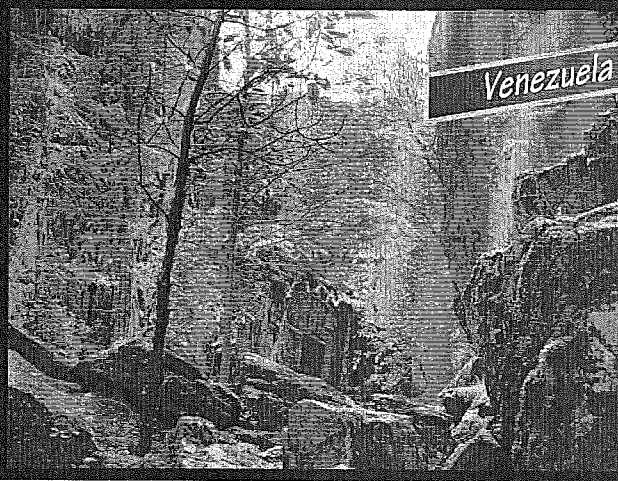
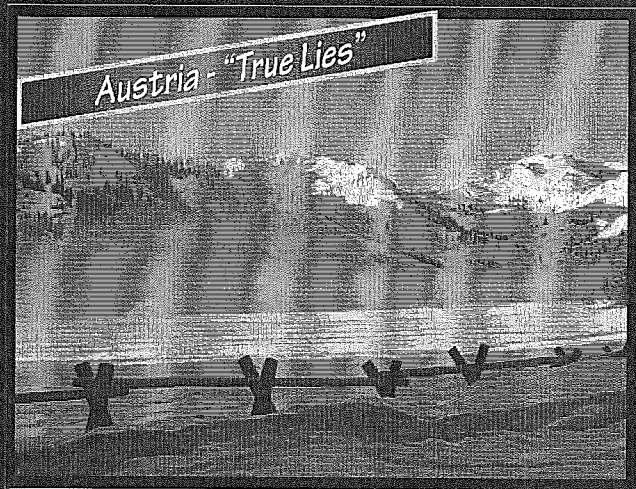
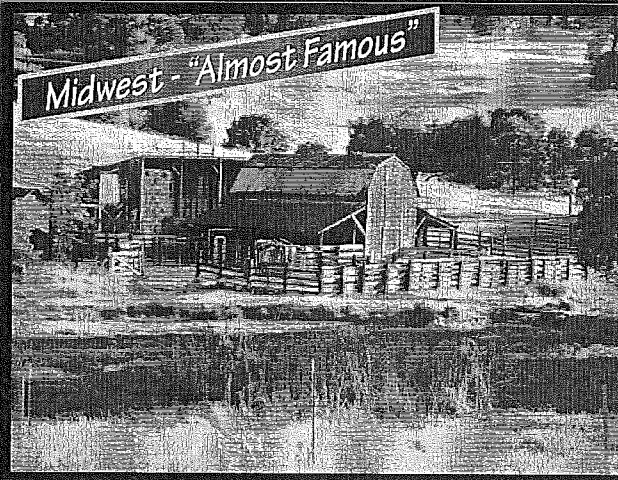
After breakfast on our final day, we were off to White Wolf, a beautiful private alpine wonderland – a four-season location - with its own private ski lift and fleet of Snowcats, that has been the scene of numerous commercial shoots. Then it was down off the mountain and on to an antique speedboat for an amazing yacht tour along the west shore of Lake Tahoe. After lunch at a tony dockside restaurant, it was back on the bus for the final leg of our trip, a Lake Tahoe estate and then to the Cal Neva Resort, owned in its heyday by Frank Sinatra, with a cottage once frequented by JFK and Marilyn Monroe.

The diversity and depth of locations available in Placer County was truly an eye opener. A fabulous time was had by all.

For additional information contact Beverly Lewis, Director, Placer - Lake Tahoe Film Office, 877.228.3456 [blewis@placer.ca.gov](mailto:blewis@placer.ca.gov)



# AROUND THE WORLD IN 90 MILES



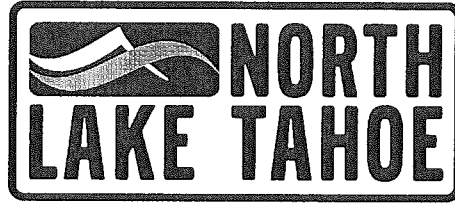
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North Lake Tahoe Resort Association  
January 25, 2011

BACKGROUND

Social marketing today is not just a phenomenon, it's here to stay and has become a leading resource for destinations to enhance current marketing initiatives and engage directly with customers in an authentic and meaningful fashion. The power of social outreach lies in North Lake Tahoe's current followers and subscribers who in turn become advocates and third-party endorsers for the region spreading the viral message.

SITUATION

RKPR has been contracted through the North Lake Tahoe Marketing Cooperative to provide a full spectrum of social media tactics. These efforts work congruently with the various department and consumer marketing channels.

Ronele Klingensmith will review our current social media platform including goals and objectives, strategies and results.

**NORTH LAKE TAHOE MARKETING COOPERATIVE: SOCIAL MARKETING REPORT  
 SIX-MONTH RECAP  
 JANUARY 14, 2011  
 PREPARED BY RKPR INC.**

**FACEBOOK**

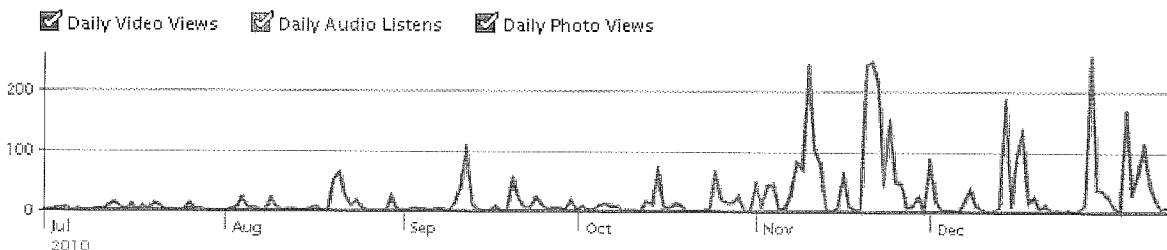
**Snapshot**

	JULY 2010	NOV. 2010	JAN. 14, 2011	SIX-MONTH % INCREASE
Facebook "Likes"	2384	3114	3349	40%
Facebook Active Users	26	527	1047	393%

**Statistics**

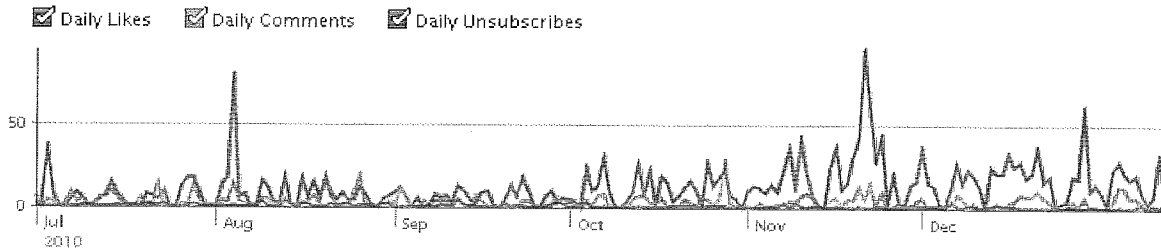
- Users are 60% female and 38% male; the largest user group is 24-34 (29%) followed by 35-44 (25.3%) and 45-54 (16.9%)
- Only a small percentage of users are international (6%) with the rest located in the U.S.; of total users, 18% are from Reno, 24% are from California, 3% are from Seattle and remaining markets include Las Vegas, Truckee, New York, Phoenix, Atlanta and Chicago
- Tab views are primarily to the Wall (10,625) followed by the Welcome Tab (4,860) and Photos (1,335)
- The top external referrer (external domains to NLT Facebook page) is GoTahoeNorth.com (1,314) followed by Google (64). Additional referrers including AmgenTourofCalifornia.com, Bing, Yahoo Search, AltaVista and FlyRenoTahoe.com
- Like sources are mainly from direct visits to the Fan Page (via external referrers, 612), followed by Facebook Search (83), Requests/Suggestions (81), Virally through News Stream (7) and ads (2)
- Total post views over the six-month period is 525,717 and post feedback is at 3,157 total comments and likes, a 138% increase compared to the previous six-month period
- Top posts (only available for the past month) include:
  - "It's snowing!" with .87% feedback and 3,463 impressions
  - "Our guess is plenty of you will be seeing something like this..." with photo of staffer's snowboard pointing down the hill with .37% feedback and 4,305 impressions
  - Photo of what's happening at Mt. Rose for the day with .31% feedback and 3,598 impressions

**Media Consumption**



- Story feedback tends to peak Tuesday through Thursday, with one major spike on a Sunday attributed to incoming snowstorms

### **Daily Story Feedback**



### **Analysis**

- Likes continue to build steadily and centralize around day-trippers from Reno and Truckee along with major feeder markets within California and nationally
- Photos continue to be a major stopping point for page visits and drive interaction in posts; users tend to respond better to first-person/in-the-moment photos that give them the feeling of what's really happening at Tahoe rather than posed/commercial shots
- A large number of visits referred by GoTahoeNorth.com indicates a desire for greater engagement and conversation NLT via social sites
- Many people are viewing posts but not necessarily interacting, however interactions have risen sharply over the past six months; interactions tend to peak mid-week as people are planning/preparing for their weekend travel and activities

### **Recommendations**

- Continue engaging users with first-person photos and encourage user photos
- Continue posting updates about weekend events and activities to drive fans to those activities as they plan their travel
- Host promotion offering a fan the opportunity to blog and photograph their experience in Tahoe for publishing on the page to give a first-person account of NLT; promotion would drive fans and engage them in the destination
- Build custom FBML (HTML for Facebook) tabs for Skiing, and eventually Weddings and Summer to showcase the variety in Tahoe and cater to specific interests
- Run a Facebook ad buy to drive "Likes" to the page

**TWITTER**

TWITTER	JULY 2010	NOV. 2010	JAN. 14, 2011	SIX-MONTH % INCREASE
Followers	1501	1918	2124	42%
Listed	102	135	155	52%

**Statistics**

- Currently following 1,922 users; regularly building list to follow current followers, seek out users
- **Consistently ranking in the 97<sup>th</sup> percentile or above for retweets** (*Retweet rank is a representative of the number of times a user has been retweeted by others recently*)
- **Consistently ranked #1 in North Lake Tahoe area by Twitaholic**
- Listed on a variety of user lists including: Tahoe, economic development, sports, play, shred, ski, news, travel, California, Northern California, mountains, snow tweets, holidays, snowboarding, destinations, winter activities
- Developed several quick-reference lists for Twitter followers to access including: Tahoe news, activities, weather, Lake Tahoe resorts and Lake Tahoe ski resorts
- Top subjects mentioned in tweets include:
  - Tahoe, 24.24%
  - Snow, 23.81%
  - Ski, 9.09%
  - Enjoy, 8.66%
  - Check (as in check out this link), 8.66%
  - Conditions, 5.63%
  - Nice, 5.63%
  - Love, 4.76%
  - @porterstahoe, 4.76%
  - Lake, 4.76%

**Analysis**

- Followers continue to grow at a steady pace through replies to users and consistent daily updates
- Mix of conversation and sharing content has made @TahoeNorth a reference for numerous lists and a source to retweet
- Content continues to be positive and showcase what’s happening in the region building upon immediacy
- There are opportunities to build additional Tahoe lists, however the destination has positioned itself well based on the topics it’s listed under for others’ lists

**Recommendations**

- Continue to tweet regularly throughout the day and experiment with added tweets at different times of day (evening) and on weekends to gauge interest
- Solicit local businesses to submit their Twitter handles to NLT to build a “Tahoe Businesses” list or several lists ranging from Dining to Lodging, Shopping, etc.
- Continue to explore opportunities for promotions to build and engage followers
- Consider hosting a Tahoe Tweetup toward the end of the season at a ski resort to engage and encourage interaction while in the destination

## **BLOG**

### ***Statistics***

- 26 posts have been added to the blog July 1, 2010 – January 1, 2011
- Limited comments, however after the initiation of the Facebook “Like” button likes on posts have ranged from 5 -20 per post
- Blog topics range from recent news (pulled from press releases), to compilations of published news stories, seasonal updates, event roundups, what’s new and lodging/activity details
- Analytics currently set up through website

### ***Analysis***

- Commenting on the blogs wasn’t growing. To encourage growth, the Facebook “Like” button was added. It not only shows user approval on the blog but takes the post virally to peoples’ Facebook feeds to spread the content across a wider audience; commenting is still available
- Blog content provides a good source of content and reference for social posts and serves as a foundation for news and updated information on the website

### ***Recommendations***

- Continue posting 2-3 blogs per month on average focusing on topics that assist travelers in planning their trip to Tahoe and reinforcing the North Lake Tahoe brand
- Host guest bloggers, either selected from a contest or internally from staff, to blog about their Tahoe experiences, special tips, etc.



## **FOURSQUARE**

- Launched NLT on Foursquare in early November and have grown “friends” to 71
- Using the program to post “Tips” on area locations, such as hotels, ski resorts, beaches, restaurants, etc., that serve as local or insider tips for Foursquare users; extends the reach of the visitor’s centers by allowing NLT to provide advice to users even if they don’t come to a visitor’s center; currently have 19 tips posted and working to grow the list
  - When travelers check in at locations around NLT they’ll see our “Tips” if we’ve posted any for that location
  - Tips are provided by NLT team members
- Confirmed ownership of Incline Village Visitors Center and set up deal for 10% merchandise discount
  - Venue has received 23 check-ins to date including 18 unique visitors
  - 8% of visitors sent their check-in to Twitter and 17% sent to Facebook
  - Most check-ins have been in January
- Claiming Tahoe City venue in process

### ***Recommendations***

- Create summer and winter “Badges” for users to earn, such as “Check into all 7 NLT ski resorts to earn a “Ski Bum” badge”
- Use Foursquare to “Check In” at various events and locations to highlight special events and indicate NLT’s endorsement of that location or event
- Continue posting tips, especially new tips as summer approaches to highlight summer activity locations
- Submit a request to Foursquare to become an official brand; in process

## **FLICKR**

- 8,463 all-time photo views, a 151% increase since September 2010 benchmarking stat
- 134 total photos in 8 sets
- Maintain 25 contacts and have membership in three groups
- New galleries created in the past six months include Winter 2010/2011 and What’s New for Tahoe’s 2010-11 Ski/Board Season

### ***Analysis and Recommendations***

- Site serves as a foundation for images for use in social updates and general views
- Continue adding images, both commercial and first-person, to share via social networks and tell the story of North Lake Tahoe

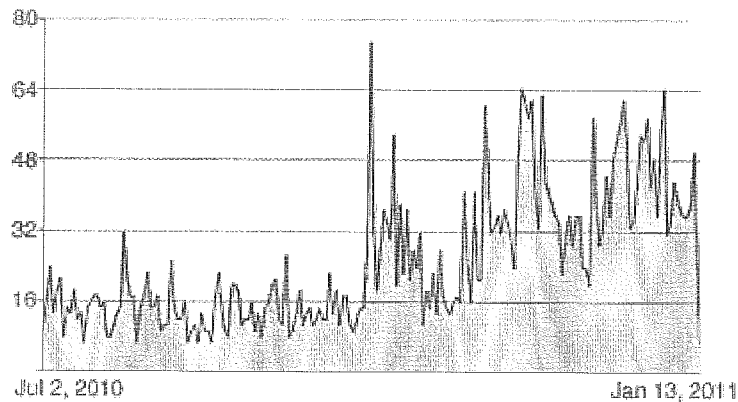
## YOUTUBE

### *Snapshot*

YOUTUBE	JULY 2010	JAN. 14, 2011	% INCREASE
Total Video Views	15,444	20,353	24%
Subscribers	27	44	39%

- Have added two additional videos since September 2010 and favorited 42 videos total
- Discovery: **31% of total views are through YouTube search**, 19% through related video suggestions, 15.6% from embedded players, 11.7% through mobile devices and 7.9% from external referrers
- Top videos include: (% of total views over past six months)
  - North Lake Tahoe – 7 World-Class Ski Resorts (51.6%)
  - Amgen Tour of California (11.4%)
  - North Lake Tahoe – N is for North (8.7%)
  - New Snow in Tahoe 11/10/10 (7.2%)

### *Views – Daily views have steadily increased over time*



- Users are 71% male and 29% female with the **bulk of users (nearly 40%) 45 – 54**; the next largest groups of users are 35-44 (25%)

### ***Analysis and Recommendations***

- Although views have increased, video content remains stagnant; recommend adding additional videos, either professionally produced or amateur (Flip video, video phone) to further engage users, drive content to social networks and reinforce the North Lake Tahoe brand
- Only a small percentage of videos are discovered through external websites, such as GoTahoeNorth.com or NLT's social networks; there is opportunity to increase video views by incorporating video feeds into social networks and blogs regularly
- Encourage user videos by hosting a promotion or contest with video submissions

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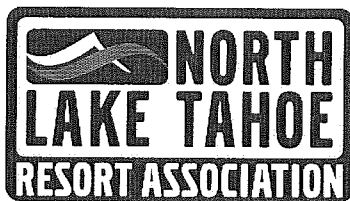
North Lake Tahoe Resort Association  
January 25, 2011

BACKGROUND

The North Lake Tahoe Marketing Cooperative Committee is a cooperative marketing agreement between the NLTRA and the IVCBVB. This marketing cooperative committee is made up of four members of each organization. These members include the Executive Director, one community member, and two board members from each organization. NLTRA Committee members have been Ron Treabess, Alex Mourelatos, Deb Darby and Julie Maurer. Members from the IVCBVB include Bill Hoffman, Bill Wood, Nate Hardesty and Doug Brimm. Julie Maurer is the current chair of the North Lake Tahoe Marketing Cooperative with a term through June 30, 2011.

SITUATION

The NLTRA marketing committee will recommend for board approval a slate of coop committee members to serve for 2011.



January 25, 2011

To: Marketing Committee

Fr: Management Team

Re: Presentation/Discussion and Request for Direction to Staff -  
Six Month Strategic Planning and FY-2010/2011 Budget Development Process

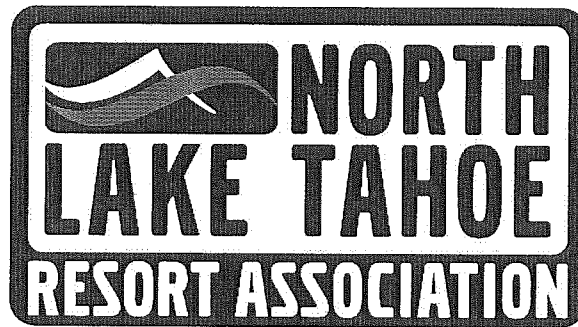
### **Background**

Consistent with established Board direction, each year staff prepares a Six Month Strategic Planning and Budget Development Process for the period of January through June. The purpose of this process is to solicit input and guide development of NLTRA strategic plans and budget development for the subsequent fiscal year. NLTRA strategic plans include the Infrastructure and Transportation Integrated Work Plan and Long Range Funding Plan, Marketing Strategies and Marketing Plan, and the North Lake Tahoe Chamber of Commerce Business Plan. Outcomes of this process include updates to each of the strategic plan, development and adoption of the NLTRA Budget for the subsequent fiscal year, and preparation of an updated NLTRA Strategic Business Plan for the subsequent fiscal year.

The initial Draft of the FY-2011/2012 Strategic Planning and Budget Development Process is attached for Committee review and comment. Staff will present the draft and solicit comments, input and direction. The NLTRA Board of Directors have reviewed this plan and provided input to staff at its January meeting and has requested that all committees of the NLTRA review and provide input as well.

### **Requested Action**

Following staff's presentation, that the Committee provide staff with direction so that the strategic planning and budget development process for FY-2011/2012 can commence immediately. Additionally, staff would like to review the committee's calendars for potential dates for both the joint Marketing/Chamber/Lodging committee meeting as well as a Community Workshop.



**FY-2011/12**  
**Strategic Planning and Budget Development Process**  
January through June 2011

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January 2011

**Marketing**

Purpose: Continue ongoing commitment to soliciting member, partner and committee input and review of marketing directions during planning and budget development cycle, including at least one community workshop and a joint workshop of the Marketing, Chamber of Commerce Advisory, and newly formed Lodging Committees. Build on direction established in the spring of 2010 to develop strategies and budget for FY-2011/12. Continue/accelerate efforts to secure participation by the Town of Truckee in the North Lake Tahoe Marketing Cooperative.

<b>Date</b>	<b>Who</b>	<b>Outcome</b>
January 25	Marketing Committee	Provide input on proposed schedule of meetings and workshops to solicit input on development of marketing direction and budget for FY-2011/2012
February 22	Marketing Committee	Receive presentation on anticipated budget resources available and provide initial input on FY - 2011/2012 marketing direction and budget; review planned schedule of meetings and workshops to solicit input regarding development of marketing direction and budget for FY-2011/2012
March 2	Board of Directors	Review Information on anticipated budget resources available and planned schedule of meetings and workshops to solicit input regarding development of marketing direction and budget for FY-2011/2012
Mid-March TBD	Marketing Committee, Chamber of Commerce Advisory Committee, and Lodging Committee	Joint Workshop - Review existing roles and responsibilities with regard to marketing programs; discuss and provide direction to staff regarding need and opportunities to improve coordination; receive presentation on anticipated budget resources for FY-2011/2012
April TBD	Marketing Committee (Community Workshop)	Presentation - NLTRA Marketing Plan and Programs, Accomplishments and Return on Investment; solicit input on development of Marketing direction, plans, programs and budget for FY-2011/2012

April 26	Marketing Committee	Review input, discussion and further direction to staff regarding development of marketing direction, plans and budget for FY-2011/2012
May 4	Board of Directors	Review and discussion, with direction to staff, regarding development of NLTRA budgets for FY-2011/2012, including budgets for Marketing, Transportation and Infrastructure; Discussion and Possible Action to Approve Proposed FY-2010/2011 TOT Budget for Submittal to Placer County
May 24	Marketing Committee	Develop recommendation for Board of Directors for NLTRA Marketing Budget, including Budget for North Lake Tahoe Marketing Cooperative for FY-2011/2012

## **Board of Directors Meeting Schedule Strategic Planning and Budget Development Timeline**

Note: These will not be the only agenda items for the Board meetings on the dates shown, just those related to strategic planning and budget development for FY-2011/2012.

- |            |   |
|------------|---|
| January 5  | Elect Board Officers; consider and approve Board and Lay Member Committee appointments for 2011   |
|            | Review and provide direction/approval regarding FY-2011/2012 Strategic Planning and Budget Development Process (January through June 2011)  |
| February 2 | If necessary, further discussion and action to approve FY-2011/2012 Strategic Planning and Budget Development Process (January through June 2011)   |
|            | Discussion and Possible Action to Approve proposed FY-2010/2011 Budget Revision to include potential remaining carryover from FY-2009/10 for submittal to Placer County   |
|            | Status Report/Board discussion and input on updating the Integrated Work Plan to clarify purpose and highest priorities for which to consider infrastructure, transportation, and strategic planning projects for inclusion |
|            | Status Report/Board discussion and input on TOT renewal information to be gathered through community survey process   |
| March 2    | Status Report/Board discussion and input on updating the Infrastructure & Transportation Integrated Work Plan for FY-2011/2012 and Long Range Funding Plan for 2011/2016  |
|            | Review information on anticipated budget resources available for marketing and planned schedule of meetings and workshops to solicit input regarding development of marketing direction and budget for FY-2011/2012         |
| April 6    | Discussion and Possible Action to Approve Updated Infrastructure & Transportation Integrated Work Plan Long Range Funding Plan  |
|            | Status Report/Board discussion and input in support of updating the Chamber of Commerce Business Plan for FY-2011/2012  |



Presentation/Board discussion of TOT renewal community survey results, timeline for additional NLTRA/Placer actions, and possible FY-2011/12 related budget request

Discussion and Possible Action to Approve Proposed FY-2011/2012 TOT Budget for Submittal to Placer County

May 4

Review and discussion, with further direction to staff, regarding development of NLTRA budgets for FY-2011/2012, including budgets for Marketing, Transportation and Infrastructure

Discussion and Possible Action to Approve Updated Chamber of Commerce Business Plan for FY-2011/2012

Presentation of TOT renewal process, steps, and timeline by independent TOT Renewal Advocacy Committee

June 1 or TBD

Discussion and Possible Action to Approve NLTRA Budget for FY-2011/2012

## **Committee Meeting Schedule**

### **Agenda Items in Support of Strategic Planning and Budget Development**

Note: These will not be the only agenda items for Committee meetings on the dates shown, just those related to strategic planning and budget development for FY-2011/2012.

#### **Infrastructure and Transportation Joint Committee**

- |             |   |
|-------------|---|
| January 24  | Provide input in support of updating the Infrastructure & Transportation Integrated Work Plan 2011/12 to clarify the purpose and the highest priorities for which to consider infrastructure, transportation, and strategic planning projects for inclusion |
| February 22 | Review initial Draft Revision and provide further input in support of updating the Integrated Work Plan and Long Range Funding Plan   |
| March 7     | Project partners and community provide input in support of updating the Integrated Work Plan and Long Range Funding Plan  |
| March 28    | Develop recommendation for Board of Directors on update of the Integrated Work Plan and Long Range Funding Plan   |
| April 25    | Provide input and direction to staff related to Infrastructure and Transportation Budget development for FY-2011/2012   |

#### **Marketing Committee**

- |               |  |
|---------------|--|
| January 25    | Provide input on proposed schedule of meetings and workshops to solicit input for development of marketing direction and budget for FY-2011/2012   |
| February 22   | Receive presentation on anticipated budget resources available and provide initial input on FY-2011/2012 marketing direction and budget; review planned schedule of meetings and workshops to solicit input regarding development of marketing direction and budget for FY-2011/2012   |
| Mid-March TBD | Joint Workshops with Chamber of Commerce Advisory Committee, and Lodging Committee. Review existing roles and responsibilities with regard to marketing programs; discuss and provide direction to staff regarding need and opportunities to improve coordination; receive presentation on anticipated budget resources for FY-2011/2012 |
| April-TBD     | Marketing Committee/Community Workshop. Presentation -   |

NLTRA Marketing Plan and Programs, Accomplishments and Return on Investment; solicit input regarding development of marketing direction and budget for FY-2011/2012

April 26 Review input; discussion and further direction to staff regarding development of marketing direction, plans and budget for FY-2011/2012

May 24 Develop recommendation for Board of Directors regarding NLTRA Marketing Budget, including Budget for the North Lake Tahoe Marketing Cooperative

### **Chamber of Commerce Advisory Committee**

February 23 Review and provide initial input in support of updating the Chamber of Commerce Business Plan for FY-2011/2012

Mid-March TBD Joint Workshop with Marketing Committee and Lodging Committee. Review existing roles and responsibilities with regard to marketing programs; discuss and provide direction to staff regarding the need and opportunities to improve coordination; receive presentation on anticipated budget resources for FY-2011/2012

March 30 Review initial Draft and provide further input in support of updating the Chamber of Commerce Business Plan for FY-2011/2012

April 27 Develop recommendation for NLTRA Board of Directors on updated Chamber of Commerce Business Plan for FY-2011/2012

Review information; provide direction to staff to Chamber Budget development for FY-2010/2011

May 25 Develop recommendation for NLTRA Board of Directors regarding proposed Final Chamber Budget for FY-2011/2012

### **Finance Committee**

February 1 Receive and review, with direction to staff, the 6 month actual/6 month forecast for FY-2010/2011

March 1 Discussion and Possible Action to Recommend NLTRA Board Approval of a FY-2010/2011 Budget Revision to include potential remaining carryover from FY-2009/10

April 5 Review draft; develop and forward recommendation to the NLTRA

Board of Directors regarding proposed Placer County TOT Budget Request for FY-2011/2012

May 3

Receive and review, with direction to staff, the 9 month actual/3 month forecast for FY-2010/2011

Review draft and provide direction to staff regarding proposed Preliminary NLTRA Budget for FY-2011/2012

June 1-TBD

Review Final Draft NLTRA Budget for FY-2011/2012; develop and forward Budget recommendation to NLTRA Board of Directors



North Lake Tahoe Resort Association  
January 25, 2011

BACKGROUND

As the committee may be aware, the North Lake Tahoe Wedding and Honeymoon Association board of directors decided to dissolve the organization at the end of November. Andy Chapman and Bill Hoffman, on behalf of the North Lake Tahoe Marketing Cooperative, meet with Bev Bedard and Adam Wilson to discuss the future of the wedding industry marketing. As the committee knows, the NLTMC has funded the NLTWHA for many years to conduct the weddings promotion and outreach for the region. Those funds had in the past been matched with NLTWHA membership funds to fund these efforts.

SITUATION

For FY 2010/11 no NLTMC funds had been distributed to the Wedding Association prior to their decision to dissolve. With this new development in mind, the NLTMC will continue to support the wedding industry in North Lake Tahoe with direct media and promotional campaign.

Smith and Jones and EXL Media will review the FY 2010/11 wedding plan with the committee for input and comments.

**NLT Marketing Coop Wedding Plan  
December 2010-June 2011**

	December	January	February	March	April	May	June	Total	July-Dec commitments	Placed
December 2010-June 2011 Budget: \$61,500										
<b>DRIVE MARKET WEDDING PUBLICATIONS</b>										
SF Magazine: Full Page 4C BI-Annual		\$4,750						\$4,750	\$4,750	
Marin Magazine Wedding Guide: 1/2 page ad/1/2 page edit: Annual	\$4,430							\$4,430		
								\$0		
<b>Drive Market Print Subtotal</b>	\$4,430	\$4,750	\$0	\$0	\$0	\$0	\$0	\$9,180	\$4,750	
<b>DESTINATION PRINT</b>										
Exquisite Weddings: 1/2 page 4-color BI-Annual				\$2,275				\$2,275	\$2,275	
								\$0		
<b>Destination Print Total</b>	\$0	\$0	\$0	\$2,275	\$0	\$0	\$0	\$2,275	\$2,275	
<b>Internet</b>										
Destination Weddings Email Blast: 62,244 (Dates: 3/1 & 5/5)				\$2,149				\$2,149	\$4,298	
SanDiegoWeddings.com: Featured Listing (annual): Receptions & Destination Weddings		\$1,121						\$1,121	\$1,121	
TheKnot.com profile on Las Vegas/Reno/Tahoe Weddings section (annual)		\$200	\$200	\$200	\$200	\$200	\$200	\$1,000	\$1,400	
TheKnot.com Featured Local Resource on Las Vegas/Reno/Tahoe Weddings pages		\$231	\$231	\$231	\$231	\$231	\$231	\$1,155	\$1,155	
TheKnot.com Northern California email blast: 25,750 (Date: 3/15)			\$1,938					\$1,938	\$1,938	
Wedding Wire: Featured Listing Sacramento/Lake Tahoe Area & SF/Bay Area (annual)			\$1,314					\$1,314	\$1,314	
Mywedding.com/LakeTahoe 540x150 center banner in reception & homepage (annual)		\$2,250						\$2,250	\$2,250	
Mywedding.com Northern CA database Email Blast: 10,000 (Date: 3/3)				\$1,000				\$1,000	\$1,000	
Weddinglocation.com annual listing			\$1,778					\$1,778	\$1,778	
Gayweddings.com annual listing (part of WeddingWire.com buy)		\$0						\$0	\$0	
Paid Search: Google and Yahoo	\$150	\$2,000	\$2,500	\$2,500	\$2,000	\$2,000	\$2,000	\$13,150	\$13,150	
<b>Internet Subtotal</b>	\$150	\$4,250	\$7,144	\$8,018	\$2,431	\$4,580	\$2,431	\$29,004	\$4,964	\$29,004
<b>TOTAL MEDIA</b>	\$4,580	\$9,000	\$7,144	\$10,293	\$2,431	\$4,580	\$2,431	\$40,459	\$11,989	\$40,459
<b>PRODUCTION/WEBSITE</b>										
Photo Use Fee	\$2,000									
Ad/Internet Production		\$6,000								
Website		\$9,850								
<b>Production/Website Subtotal</b>	\$2,000	\$15,850	\$0	\$0	\$0	\$0	\$0	\$17,850	\$17,850	
Contest			\$1,500					\$1,500	\$1,500	
<b>GRAND TOTAL</b>								\$59,809	\$59,809	



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MEDIA

PRINT

North Lake Tahoe  
Wedding Detailed Plan  
December 2010-June 2011

**SAN FRANCISCO MAGAZINE - SF BRIDES (PLACED)**

Provides an elegant, sophisticated inspiration for modern San Francisco brides. The magazine is published by the Modern Luxury Media, in conjunction with SF Magazine.

Circulation: 50,000 (20% paid)  
Distribution: 20% Newsstand  
20% Targeted mail delivery  
50% Luxury bridal retailers and service providers  
10% Distribution at area bridal events

Full list of events is posted on the Brides website, it is too extensive to list on this document:  
<http://www.modernluxurybrides.com/sanfrancisco/home/>

Frequency: Bi-Annual (Spring/Summer and Fall/Winter)  
Format: Oversized Magazine  
Issue (Drops): Spring/Summer (Drops: 1/01/11)  
Ad size: Full Page (Bleed: 10.25" x 12.25"; Trim: 10" x 12", Live: 9.5" x 11.5")  
Color: 4 Color  
Rate: \$4,750  
Added value: Included in resource listing pages online.  
Note: Deeper discount depending on total spend with SF Magazine.

Deadlines: Spring/Summer: Space: 11/18/10; Materials: 11/29/10 (SENT)

Total # of Insertions: 1x  
**Total Cost: \$4,750**

**MARIN MAGAZINE WEDDING GUIDE 2011 ADVERTORIAL PACKAGE (PLACED)**

The January issue will feature Weddings, including an editorial feature. Wedding Resource Guide (broken out by service categories; e.g., Venues, Florists, etc.) and an advertorial section.

Requirements: Advertisers are required to run a display ad in the January 2011 issue in order to participate in the advertorial and Resource Guide listings program.

Quantity: 40,000  
Distribution: Direct mailed to households throughout Marin County (75% requested copies & 25% high income households)  
600 copies distributed in-room at Marin's finest hotels

Demographics: 52% Household Income \$100K+; market index: 137  
63% Visit Lake Tahoe past 12 months; market index: 292

Frequency: Annual  
Format: Oversized Magazine  
Issue (Drops): January (12/20/10)  
Ad size: Advertorial section: 1/2 Page (7" x 4.5")  
Display ad: 1/2 Page (7-1/16" x 4-5/8")  
Color: 4 Color  
Total cost: **\$4,430**





MEDIA

North Lake Tahoe  
Wedding Detailed Plan  
December 2010-June 2011

Placement: Ad will fall after edit well (no advertisers fall within the edit well). We can request right hand read, near wedding editorial but it is not guaranteed. 1/2 page ads are not stacked.  
Added value: 1/2 page advertorial includes 3.5" x 4.5" image at 300 dpi, 130 words of copy, street, city, phone and URL or email.

Premium listing in Wedding Resource Guide database for 6 months

Deadlines: Space: 11/18/10; Materials: 12/06/10 (SENT)

**EXQUISITE WEDDINGS**

(SISTER PUBLICATION OF SAN DIEGO MAGAZINE)

Inspires brides and brings together a powerful ensemble of luxury experience, engaging the dreamer and the romantic. The pub attracts a discerning wedding audience in San Diego.

Circulation: 20,000 (50% paid and 70% free)  
Distribution: 10,000: Newsstands  
8,000 Bridal & Wedding Retail Outlets  
2,000 Events  
2,000 Direct Mail  
Frequency: Bi-Annual  
Format: Oversized Magazine  
Issue (Drops): Spring/Summer 2011 (March 2011)  
Fall/Winter 2011 (September 2011)  
Ad size: 1/2 Page Vertical (3 - 7/8" x 10 - 7/8")  
Color: 4 Color  
Rate: \$2,275  
Total Cost: \$4,550\*

\* Annual contracts are required for all advertising partners.

Savings: 20% discount off rate card (this is a the 4x rate)  
Note: Each issue is distributed twice to newsstand locations. The "re-issue" has a unique cover and has a separate issue name. Example, Fall/Winter drops in September. It is "re-issued" in December and called "January/February". This is done to keep the product fresh over the 6-month period.  
Publication only offers full page, 1/2 page and 1/4 page ads

Placement: 1/2 page and 1/4 page ads are stacked. The 1/2 page ad is guaranteed right hand read; 1<sup>st</sup> half of the magazine on the outside of the page.

Added value: Monthly Bridal Lead Database: Email addresses sent monthly via excel file. Names are gathered via website, newsletter signup, partners, events. Form includes check boxes for needed vendors.

Launch Party Display: Bridal event held twice a year in March & September. 100 engaged couples and 200 vendors attend. Leads gathered at the door. Pre-reception for brides only for vendors to meet and greet. Gift bag and raffle prize opportunities.

Vendor Listing in San Diego Magazine: Monthly ad feature advertisers sorted by category (50,000 copies).



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MEDIA

## North Lake Tahoe Wedding Detailed Plan December 2010-June 2011

Online Content & Real Weddings Page: Advertisers can supply articles and photo galleries for site. Site reaches 4,300 unique visitors per month. Advertisers may submit real weddings – this area is the most popular section of the site after the home page. Real weddings includes active links.

Spotlight in E-Newsletter (one per year): Includes a photo, 50 words of copy, links to an online profile. Newsletter reaches 2,100 subscribers per month.

Online Vendor Profile: Includes image of ad, photo gallery of up to 8 photos and 75 words of copy.

Direct Mail: Engagement Gift Package: Offer for client's venue/service, \$150 - \$300 value. Direct mailed to 30 brides per month. Produced in-house – client submits offer, copy, photo and logo

Online Event Listings: Clients can post events on the site. Events are included in monthly e-newsletter. Dedicated e-blasts are available at additional cost.

The Bride Suite Blog: Advertisers list under "Vendors We Love". Reaches 3,000 visitors per month.

Deadlines: Spring/Summer 2011: Space: 1/11/11 (extended); Materials: 1/14/11  
Fall/Winter 2011: Space: 7/06/11; Materials: 7/13/11

### DESTINATION WEDDINGS & HONEYMOONS

#### INTERNET

##### DestinationWeddingMag.com Website Statistics

Average Monthly Unique Visitors: 28,323  
Average Monthly Page Views: 196,909  
Editorial E-Newsletter Opt-in Subs: 36,374  
Custom E-Blast Opt-in Subscribers: 31,122

#### Email Blast

Dates: tbd  
Database: 62,244  
Creative: HTML  
Cost: \$2,149 (must book 2 to get this rate)  
Savings: 60%

#### 3 Month Sweepstakes

DWH will help you to grow awareness about North Lake Tahoe as a wedding destination via a specialized sweepstakes offering our audience a chance to win a travel prize sponsored by the destination and a resort partner. This may not need to be a 'wedding prize' but could be "win a winter honeymoon" or a bachelorette package to grow excitement about the destination. Sweepstakes can be tailored to suit the goals of the sponsors but will include:

- o Custom Contest Page with prize package description and logo/images of sponsors
- o Custom Eblast sent to DWH database. North Tahoe must also send this custom email message to their database for additional exposure





MEDIA

North Lake Tahoe  
Wedding Detailed Plan  
December 2010-June 2011

- o DWH will provide additional Editorial eNewsletter promotion, as available; ROS impressions, as available
- o Sponsor may include up to four survey question for market research or database segmentation
- o Final Database of opt-in leads will be shared for North Tahoe to use for marketing purposes.

Cost: \$7,500  
Savings: 20%

**PRINT (NOT ON BUDGET)**

This is an exclusive publication to romantic travel and weddings away. Inside knowledge of destinations and resorts around the globe, an educated eye for wedding services and travel products and personal contacts with the industry leaders and vendors around the world, this one-of-a-kind resource narrows down the myriad options for the destination bride and groom.

Circulation: 100,000 (100% paid)  
Distribution: National distribution  
Newsstands/Bookstores, Bloomingdales Gift Registry, Travel Agencies, Wedding Professionals and Retail, Promotional  
Top 5 states sold: Texas, California, Florida, New York, Illinois

They can only provide Newsstand distribution to California which is 6%. This does not include the media event copies, wedding planners or 8,000 Bloomingdales copies.

Demographics: Average Household Income: \$110,100  
Average Age: 33  
40% are deciding whether to have a domestic or international destination wedding  
60% have not decided on a honeymoon location yet

Frequency: Bi-Monthly  
Format: Magazine  
Ad size: **1/3 Page Vertical** (Bleed: 3 - 3/16" x 10 - 3/4"; Non-Bleed: 2 - 1/4" x 9 - 1/2")  
Color: 4 Color

Rate: 1x: \$5,054    2x: **\$4,738**  
Ad size: 1/2 Page Island (4 - 5/8" x 7 - 1/2")  
Island is placed in the corner; not in the gutter (can not be surrounded by editorial)

Color: 4 Color  
Rate: 1x: \$7,310    2x: \$6,574  
Ad size: 2/3 Page Vertical (Bleed: 5 - 9/16" x 10 - 3/4"; Non-Bleed: 4 - 5/8" x 9 - 1/2")  
Color: 4 Color

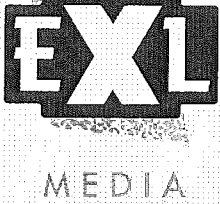
Rate: 1x: \$9,138    2x: \$8,566  
Placement: Ads will not be stacked. Request far forward or near relative editorial, right hand read.  
Added value: Online component if we purchase 2x insertions  
Savings: 1x: 20%; 2x: 25% off rate card

Issue	Editorial	On-Sale
Mar/Apr	<b>The Ultimate Romance Issue:</b> Dream Honeymoon Suites: Bungalows, Cottages	2/22/11
May/June	The Savvy Issue: Familymoons & Multigenerational resorts/programs	4/12/11
July/Aug	The Beach Issue: Resorts with Private Beaches	6/14/11
Sept/Oct	<b>The U.S. Issue:</b> Garden Galas & Love American Style: Trends, Venues	8/09/11
Nov/Dec	The 25 Best Issue + 2012 <b>Honeymoon Preview</b>	10/11/11
Jan/Feb 2012	<b>Worldwide Guide to Destination Weddings</b>	TBD
Deadlines:	Mar/Apr: Space: 1/04/11 (already extended); Materials: 1/05/11	



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**North Lake Tahoe  
Wedding Detailed Plan  
December 2010-June 2011**

Sep/Oct: Space: 6/15/11; Materials: 6/20/11  
Nov/Dec: Space: 8/15/11; Materials: 8/17/11

**SANDIEGOWEDDINGS.COM/SAN DIEGO STYLE WEDDINGS**

**INTERNET**

**Website Statistics:**

Average Monthly Unique Visitors: 25,000  
Average Monthly Page Views: 240,000

**Web Link Package**

The client would receive 4 photos plus 50 word description on both sites with a link over the 18 month contract.  
Cost w/out print contract: \$1,245

**PRINT (NOT ON BUDGET)**

This is an annual publication but they don't bind all the copies. 22,000 are held back to reprint with an insert in April. This allows advertisers who missed the annual printing deadline to be included in the publication. This insert is bound-in and is only offered to advertisers one-time. When you purchase the April insert, you must purchase the following annual issue. Therefore, the contract needs to be signed from April 2011 – September 2012. Renewals start in October 2012.

Circulation: April Insert: 22,000  
Annual Distribution: 36,000 (60% paid; 40% free)  
Total circ for whole 18 months is: 58,000

Distribution: San Diego and Temecula  
Distributed at newsstands, book stores, grocery stores, bridal shop, bridal shows

Demographics: Age: Bride: 27; Groom: 29  
Average combined household income: \$77,500

Frequency: Annual (Drops: October)

Format: Magazine

Ad size: 1/2 page (3.5" x 9.75")

Color: 4 Color

Rate: \$6,219 (April, 2011 – September 2012)  
Can make monthly payments

Placement: Guarantee that ad will not be stacked; right hand read. Ad will be placed near relative editorial with annual issue.

Savings: Can not offer a discount since this is an association with multiple members utilizing their information.

Added value: Editorial: Publication would like to do an editorial feature on the area for a great Destination Weddings option. The client to receive a complimentary 50 word write up in the Quick Guide publication in December, 2011. Pub needs client contact to discuss specifics.

Bridal Leads: Pub will provide "username" and "assigned password" to allow you to gather brides and grooms at your leisure. The names are collected from registering on the pub's



**Tel:** 775-832-0202



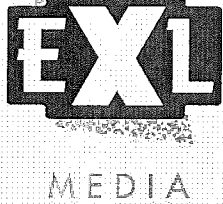
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North Lake Tahoe  
Wedding Detailed Plan  
December 2010-June 2011

website or by brides/grooms completing a complimentary subscription at bridal events. The list would be available to the association, not specific resorts. Information to the database needs to be from the association. Approximately 7,000 names/year.

Quick Guide: is a 5" x 8" free bridal publication and is prominently placed at the finest bridal salons, bridal registries, hotel and resort catering offices and bridal shows. Client receives 50 words of copy. This is printed annually and completed for the 2010-2011 year. We will need to discuss this option for the 2011-2012.

Online Listing: Client listing (no link) in their specified category with phone number at [www.sandiegostyleweddings.com](http://www.sandiegostyleweddings.com) and [www.sandiegoweddings.com](http://www.sandiegoweddings.com)

Note: Cost for the 2012-2013 annual renewal will be \$3,795 for a 1/2 page ad. Renewals will start March, 2012. Premium spacing goes quickly so we should consider placing early.

Deadlines: April insert: Space: 1/20/11; Materials: 1/27/11  
October issue: Materials: 7/12/11

**THE KNOT**

Known as the leading wedding website and one of the world's leading wedding media and services companies, The Knot provides brides with comprehensive wedding planning information, interactive tools and resources. After partnering with the Wedding Channel, advertisers can now reach 80% of the market share of all weddings in one ad placement. There is a 20% cross-over between those who visit both sites. In 2009 The Knot created the number one wedding application on Facebook called Wedding Book, by the Knot.

Audience Profile:

<i>The Knot</i>	<i>Wedding Channel</i>
27 years old	27 years old
80% Employed Full Time	83% Employed Full Time
76% College Graduate +	65% College Graduate +
\$68,100 HHI (median)	\$62,500 HHI (median)
First visits to site approximately	First visits to site approximately
13.5 months before the wedding.	11 months before the wedding.

**INTERNET**

Website Statistics

<i>The Knot</i>	<i>Wedding Channel</i>
Monthly Unique Visitors: 3.2 million	Monthly Unique Visitors: 3.0 million+
Monthly Page Views: 138 million	Monthly Page Views: 62 million +
New Members Daily: 3,000+	New Members Daily: 1,900+

Standard Vendor Profile

Sites:	The Knot, Party Spot, and Wedding Channel
Time Period:	1/1-12/31/11
Region:	Las Vegas/Reno/Tahoe
Positioning:	Page 6-11
Section:	Reception and Ceremony sites
Creative:	Images, Logo, Text, and Linking URL
Annual Cost:	\$2,400





MEDIA

North Lake Tahoe  
Wedding Detailed Plan  
December 2010-June 2011

Reno/Tahoe Weddings Featured Local Resource

Time Period: 2/1-6/30/11  
Section: All Las Vegas/Reno/Tahoe Weddings pages  
Positioning: Right Hand Side of Page  
Creative: Tile Banner and Text  
Cost Per Month: \$185  
Total Cost: \$925

Northern CA Email Blast

Dates: February 3<sup>rd</sup>  
Database: 25,750  
Creative: Text & Photo (formatted blast)  
Cost: \$1,938

PRINT (OPTIONAL, NOT ON BUDGET)

Frequency: Bi-Annual (Fall/Winter 2011; Spring/Summer 2012)  
Distribution: Newsstands, Bookstores, Bridal Shows  
Format: Magazine

Northern California Print Edition

Circulation: 42,500 per issue (paid)  
Ad size: 1/2 Page Vertical (4 - 3/4" x 7 - 1/4")  
Color: 4 Color  
Rate: \$4,788\* (cost is for both issues - Fall/Winter & Spring/Summer)  
Savings: \$1,000 discount but you have to purchase both issues. Cost per fiscal: \$2,394  
Editorial: Wine Country Weddings  
Placement: Wedding Venues Section (nothing specific to Tahoe)

Southern California Print Edition

Circulation: 100,000 (paid)  
Ad size: 1/2 Page Vertical (4 - 3/4" x 7 - 1/4")  
Color: 4 Color  
Estimated Rate: \$5,090\* (cost is for both issues - Fall/Winter & Spring/Summer)  
Savings: \$1,000 discount but you have to purchase both issues. Cost per fiscal: \$2,545  
Placement: Destination Weddings Section (Fall/Winter)  
Wedding Venues Section (Spring/Summer)

\* Note: These costs are estimated because 2011-2012 pricing for this section has not been determined.

Integrated Print/Internet Package (not on budget)

- o 2 - 1/2 page 4 color ads in Northern CA edition (Vertical: 4 - 3/4" x 7 - 1/4")
- o Direct marketing list of brides' mailing addresses in your local area
- o Top tier landing page online just one click off the market homepage, includes link to your profile (online profile includes 10 images, 45 word description and logo, list of amenities, services, prices, maps and directions, contract information with direct link to site and placement on TheKnot.com and WeddingChannel.com)



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MEDIA

North Lake Tahoe  
Wedding Detailed Plan  
December 2010-June 2011

- o Name & Link on two email blasts sent to brides announcing publication
- o Preferred positioning on TheKnot.com and WeddingChannel.com
- o Local print profile displays a thumbnail photo with contact information and 45 words of text in magazine

Placement: Wedding Venues Section  
 Total Cost: \$7,146 (cost is for both issues – Fall/Winter & Spring/Summer)

Deadlines: Fall/Winter 2011: Space: 3/30/11; Materials: 4/06/11  
 Spring/Summer 2012: TBD

**WEDDING WIRE**

WeddingWire.com is unique among wedding sites in that free listings include a profile page and the ability to get leads. Wedding Wire does not prompt visitors to sign up to continue searching, and therefore 90% of site visitors do not have a Wedding Wire account. However the site believes that the exchange of not annoying visitors with constant requests to sign up, and the additional site traffic that comes with this site format benefits advertisers and the Wedding Wire consumer experience.

Wedding Wire partners with [www.MarthStewartWedding.com](http://www.MarthStewartWedding.com), [www.ProjectWedding.com](http://www.ProjectWedding.com) and [www.WeddingBee.com](http://www.WeddingBee.com). Project Wedding and Wedding Bee are new. All the Planning Tools on the homepage of these sites are streaming from WeddingWire.com and the search boxes on these homepages bring up a copy of Wedding Wire content.

Website Statistics for Wedding Wire:

Average Monthly Page Views: 22 million  
 Average Monthly Unique Visitors: 1.7 million

Greater Sacramento Region Listing Statistics:

Average Monthly Page Views: 556,875  
 Average Monthly Unique Visitors: 55,000

Greater Reno Region Listing Statistics:

Average Monthly Page Views: 128,500  
 Average Monthly Unique Visitors: 12,000

Featured Listing in Sacramento/Lake Tahoe California Listings:

Description: There are 20 total Featured Listing slots available.  
 Time Period: 1/15/11-1/14/12  
 Area: Greater Sacramento/Lake Tahoe Area & Greater Reno  
 Section: Ceremony and Reception Venues  
 Placement: Listed above Basic and Enhanced Listings, guaranteed position in 1-20 on the first page.  
 Listing Features: Link to website, from listing  
 100 character tagline about business  
 Photo with listing  
 Monthly Cost: \$219  
 Total Cost: \$2,625

300x250 banner in the 19 Sacramento/Lake Tahoe California sections (not on budget)

Time Period: July 1, 2010 – June 30, 2011  
 Area: Greater Sacramento/Lake Tahoe Area & Greater Reno  
 Section: 19 sections (beauty & health, ceremony & reception venues, guest accommodations, etc.)  
 Size: 300x250



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MEDIA

North Lake Tahoe  
Wedding Detailed Plan  
December 2010-June 2011

Rotation: 50%  
Annual Cost: \$6,250 (must be booked as an annual contract)  
Note: NLT would receive a free Featured Listing

**MYWEDDING.COM (MYWEDDING.COM/LAKETAHOE)**

This is an online wedding guide site serving over 102 local U.S. markets. The site is promoted through a full page ad with InStyle Weddings Magazine, paid search and partnerships with local wedding shows. Site features include a map leading to local guides, a wedding blog, a guide to local wedding events and more than 300,000 free wedding websites where couples spend 12-15 months planning their wedding.

Website Statistics:

Avg. Monthly Page Views: 14 million      Lake Tahoe Section Monthly Unique Visitors: 10,000  
Avg. Monthly Unique Visitors: 1.2 million      San Francisco Section Monthly Unique Visitors: 40,000

MYWEDDING.COM/LAKE TAHOE

Banner in Receptions Section (This also has a 50% rotation on the home page)

Time Period: 1/1-12/31/11  
Section: Receptions  
Creative: 540x150  
Annual Cost: \$4,500

Email Blast To Northern CA Database

Dates: 2/17  
Database: 10,000  
Creative: html email  
Cost: \$1,000

Home Page Tile (not on budget)

Time Period: 1/1-12/31/11  
Region: Lake Tahoe  
Positioning: Right side, 2<sup>nd</sup> tile from the top  
Creative: 150x150  
Annual Cost: \$3,000

Wedding Spotlight (any category – not on budget)

Time Period: 1/1-12/31/11  
Total Cost: \$1,125  
Note: Rotates thru the home page once a month for 3 days





MEDIA

North Lake Tahoe  
Wedding Detailed Plan  
December 2010-June 2011

**WEDDINGLOCATION.COM**

The primary function of WeddingLocation.com is to connect engaged couples with a wedding location. Along with the wedding locator, they offer planning advice, free membership and weekly tips. WeddingLocation.com focuses only on locations only unlike other sites.

Website Statistics:

Monthly Page Views 1,003,064 No. CA Mo. Page Views 12,925  
Monthly Unique Visitors 177,636

Annual Silver Listing:

Time Period: January 15, 2011 – January 14, 2012  
Region: Lake Tahoe, CA  
Listing: photo, 40-words of text  
500 word description, 10 gallery photos  
contact form and link to website/email  
10 photos on www.honeymoonlocation.com.  
Annual Total Cost: \$1,570

**GAYWEDDINGS.COM**

GayWeddings.com is dedicated to providing products, resources and information networking to same-sex couples who seek to affirm their life-long commitments to each other through commitment ceremonies, civil unions, domestic partnerships, civil marriage and other alternative weddings.

Website Statistics:

25,000 Monthly Unique Visitors  
110,000 Monthly Page Views

Annual Profile Listing under Destination Weddings

Flight Dates: 1/1/1-12/31/11  
Includes: Business contact information, descriptions, special offers space, link to website, customer contact form, reporting of clicks, listing under 2 zip codes, listing under 3 categories, 3 photos.

Annual Cost: \$200

**PAID SEARCH**

Keywords

{Lake Tahoe}, {Tahoe}, {North Lake Tahoe}: +  
Weddings, Wedding Facility, Wedding Information, Wedding Planning, Wedding Reception, Reception Site, Wedding Source, Wedding Site, Wedding Directory, Places to get married.

Geo-target Nevada and California

{Destination}, {Mountain}, {Lakeside} +  
Weddings, Wedding Facility, Wedding Information, Wedding Planning, Wedding Reception, Reception Site, Wedding Source, Wedding Site, Wedding Directory, Places to get married.

December – June Cost: \$12,150



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MEDIA

North Lake Tahoe  
Wedding Detailed Plan  
December 2010-June 2011

**OTHER ITEMS CONSIDERED**

**BRIDES – NORTHERN CALIFORNIA** (NOT ON BUDGET; NEXT AVAILABLE ISSUE IS IN 2011-2012 FISCAL)

Provides easy access to the best ideas and wedding professionals. Because planning a wedding is in essence shopping, Brides helps couples navigate what to shop for, how to shop for it, and where to get it.

Circulation: 42,000 copies per issue (paid)  
 Distribution: San Francisco, North Bay, Sonoma, Napa, East Bay, South Bay, Monterey, Sacramento and Lake Tahoe  
 Newsstands including Barnes & Noble, Borders, Safeway, Raley's and other grocery stores/general merchandise stores in Northern California.  
 Controlled circulation (free) goes to doctor's and dentist's offices, fitness centers, laser centers, hair/nail salons, day spas and to wedding reception site and ceremony locations who have requested copies. Distribution at bridal salons and all bridal fairs and shows they partner with all year.

Frequency: Bi-Annually  
 Demographics: Average age of bride: 28  
 Planned number of guests: 128  
 Planned expenditure: \$21,321

Format: Magazine  
 Issue (Drops): Fall/Winter (8/02/11)  
 Spring/Summer (2/01/12) – 2011 issue is past material deadline

Ad size: ½ Page Vertical (3-½" x 9-¾")  
 Color: 4 Color  
 Rate: 1x: \$3,350 each  
 Savings: 10% discount off open rate card  
 Added value: None

**Basic Package:**

Ad size: ½ Page Vertical (3-1/2 x 9-3/4")  
 Color: 4 Color  
 Rate: \$4,848 Total for both issues (have to purchase both issues)  
 Added value: With the purchase of 2 print ads, you will receive a basic listing and \$800 worth of additional multi-media components. Choice of: Wedding Resource Directory Listing (print), Reception Site Chart Listing (print); Image Link in Receptions Sites (online), Image Link in Ceremony Sites (online), Image Gallery of up to 10 photos (online), Online Real Wedding (online), Vendor Detail Page – mini-site for your business (online). The Vendor Details Page pops up when a bride clicks on an image link's title.

Deadlines: Fall/Winter 2011: Space: 6/07/11; Materials: 6/17/11  
 Spring/Summer 2012: Space and Materials: December 2011



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