



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

**AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Tuesday, July 28 – 1:00 pm
Tahoe City PUD**

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:

Deb Darby-Dudley,
Chair
Alex Mourelatos
Ron Parson
Dan Tester

Committee

Members:

Deanna Gescheider
Steven Holt
Christine Horvath
Julie Maurer
John Monson
Les Pedersen
Nick Pullen
Brett Williams

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 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – June 16, 2009 (3 min)
- E. Review of NLTRA FY 2009/10 Budget (15 minutes)
- F. Review, Discussion and Possible Action on FY 2009/10 North Lake Tahoe Marketing Cooperative Budget Resource (20 minutes)
- G. Review and Discussion on Consumer Website Functionality and Potential Improvements (20 minutes)
- H. Review, Discussion and Possible Action on Winter 2009/10 Marketing Outline (15 minutes)
- I. Review and Discussion on FY 2009/10 Conference Sales Marketing Plan (15 minutes)
- J. Discussion on Possible Extension of Marketing Committee Lay Member Terms (5 minutes)
- K. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales

- Special Projects
- Public Relations

L. Committee Member Comments (*5 minutes*)

M. Standing Reports (posted on www.nltra.org)

- Reno/Tahoe International Airport May Report
- June Search Engine Optimization Report
- Google Analytics
- June Click Thru Report
- June MTRiP Report

Posted and Emailed July 21, 2009



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx –(530) 581-8762

**MARKETING COMMITTEE MEETING MINUTES
June 16, 2009 – 1:00 p.m.**

North Tahoe Event Center

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Ron Parson, Christine Horvath, Alex Mourelatos, John Monson, Deanna Gescheider, Deb Dudley and Les Pedersen (1:42 p.m.)

NLTRA STAFF IN ATTENDANCE: Andy Chapman, Jason Neary, Kym Fabel, Sally Lyon and Whitney Parks

OTHERS IN ATTENDANCE: Cathy Davis, Jen Martinez, Pettit Gilwee and Wendy Hummer

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order by Chair Deb Dudley at 1:18 p.m. and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Chamber Manager Kym Fabel announced the Chamber Education program field trip to the Tahoe Environmental Education Center in Incline Village. She encouraged everyone to send their front line employees on the field trip.
- 2.2 Ron Parson would like an agenda item to discuss the reservations subject out of the Marketing Committee.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 **M/S/C (Parson/Gescheider) (6/0) to approve the Marketing Committee agenda as presented.**

4.0 APPROVAL OF MARKETING MEETING MINUTES

- 4.1 **M/S/C (Parson/Gescheider) (6/0) to approve the Marketing Committee meeting minutes of April 30, 2009 as presented.**

5.0 REVIEW AND DISCUSSION ON CONSUMER MARKETING MEDIA MIX

- 5.1 Andy Chapman noted that we plan to have several strategic discussions in the next few months. Included in the Committee packet is the summer media outline and plan. Wendy Hummer reviewed the summer media plan outline. She discussed the major strategies. The annual media plan is broken out with a focus on Summer (April – September) and Winter (October – May). The summer plan focuses more heavily on the drive market as there is not as much advertising by North Lake Tahoe advertisers (ski resort, etc.), and there are more options available for summer travel (Santa Cruz, Monterey, Sand Diego, etc.).

Due to the current economic conditions, staff recommends increasing spend in the Bay Area and allocating the balance in LA in order to keep a presence in the LA market (keep internet and some print in LA). There will be a cut in regional publications in order to accomplish this. The image oriented and N campaign creative will remain, but the copy will be more action oriented, promoting events, activities and deals since the drive market is more familiar with North Lake Tahoe. The activity of golf will be promoted during the summer. Staff will develop advertising campaigns which allow members to participate when there is an interest. There will continue to be contests in media such as radio and internet to build our database and track results. The geographic markets are the Bay Area (drive market) and LA market. The target market remains the same. (Escapists, Age 20-54, HHI 100,000 plus; Mostly Married/Dual Income, May/May Not Have Children, enjoy hiking, shopping/dining, golf, mountain biking, resort activities).

- 5.2 Wendy discussed the media mix budget. There is a decrease in print from \$127,599 (2008) to \$75,859 (2009); broadcast is up by .5% but using the medium of radio (2009) instead of television (2008). Wendy provided the media mix rational. She said she looks at which media mix will reach the largest percent of our target market cost efficiently.
- o **Outdoor** delivers the North Lake Tahoe message 24/7 to our target audience. Wendy and her team select high traffic areas for the boards, and it is one of our most cost efficient buys.
 - o **Magazines** directly reach our target audiences and have paid audience. People are willing to pay for magazine content, so they tend to be loyal and active. Wendy and Jen have secured added value by getting discounted rates, premium placements, editorials, online exposure and promotions.
 - o **Internet** is targeted and cost effective. In many instances, we pay only if people click on our ads. We can still afford to market North Lake Tahoe as a destination nationally on the internet. Internet is very trackable and buys can be optimized, as well as supporting other media.
 - o **Radio:** In present economy, radio is very cost efficient. We can secure ample radio time and can secure additional airtime via promotions. The current tactic is to run a produced spot with a changing 10 second tagline to promote deals and events.
- 5.3 John Monson asked if this plan was year round or only for the summer. Wendy said that the percentage of drive vs. destination for winter still needs to be discussed. Wendy noted that a recent research study surveyed 15,000 people in the retail industry about what drove their decision process to search ideas on the internet, and it was found that traditional channels were driving online searches (47% magazine, 42% newspaper, 43% television and 44% articles). Deb Dudley added that broad base magazines (Time, Newsweek) are having more problems than niche publications (Ski, mountain sports, etc.). Alex asked how Wendy selected what magazines we would continue to advertise in. Wendy said that we will continue to remain in Adventure Sports Journal which is circulated in Northern California and fits our target audience; also, we will continue in Sunset. She also discussed the importance of having connected editorial in the magazine. Pettit Gilwee takes the media plan and uses it to leverage media to encourage them to run North Lake Tahoe editorial. Pettit added that she looks at magazine's editorial calendars in order to find times where the content would be relevant. Wendy also said that Arbitron produced a survey that showed that running radio with internet, the recall increased by 4.5 times versus using internet alone.

Alex said he feels outdoor is a good media to amp up to increase awareness in the drive market, particularly with the last minute booking patterns. Wendy noted that she could not receive an extra free board in Sacramento. Ron Parson asked if the same money to place the boards in the Bay Area could be used to place boards in Sacramento. Wendy said she could, but she does not recommend it. Andy noted that outdoor is more image-oriented focusing on brand awareness and Cool Deals, where radio and print can tell more of a message. Wendy noted that each medium has different strengths: outdoor reaches geographic targets where print and internet can meet the demographic targets, and radio gives reach and the demographic targets. Wendy discussed the other locations where she will place the free outdoor boards: I-680 in Walnut Creek (June), Highway 101 in Santa Clara (July), El Camino in Belmont (August) and Highway 101 in San Jose (September). Alex asked if there is a way to determine the number of visits to North Lake Tahoe by Bay Area cities. Wendy said that it is fairly easy to do a quintal map on skier visits, and possibly golfer visits. Alex noted that the placement of the Diamond Peak billboard on I-680 has a tremendous recall factor. He added that Sugar Bowl, Alpine Meadows and Squaw also have well placed billboards. Wendy said the radio message will be 50 seconds with a 10 second tag at the end that can be varied to promote various events/activities and values. There was discussion if Sacramento is included in the drive market. Wendy said that we have pulled back on Sacramento, as the Bay Area drives more of the overnight stays, and we don't want to spread resources too thin. John asked why the direct response is separated. Wendy said direct response is basically database marketing, and Smith and Jones manage the direct response.

- 5.4 Wendy discussed the Summer 2009 Media Mix charts compared to the Summer 2008 charts. The print is down 7% and internet is up 3%. The drive is up 9% and the regional is down 11%. Wendy said the drive media mix remains very similar although the broadcast has changed since we did radio vs. cable. Since we spent less in the LA Market, we focused more on Internet (up 12%). Regionally, we decreased spend in print (-38%) and increased internet and annuals. She feels that only placing internet in LA would not provide enough impact and reach, as when placed with regional print. There was discussion about the Winter 2008/09 media mix vs. 2007/08 media mix. There was a strong increase (28%) in the drive market and a decrease (-36%) in the LA market. In LA, we focused more on print (up 54%) and less on broadcast (-70% since our TV ad aired in 2008). Alex wondered if we could collaborate on a higher level to produce connected media placement and create more leverage. Deb said that since Wendy buys ads for so many area businesses, she has an inside knowledge and is able to give everyone in North Lake Tahoe better deals.
- 5.5 Deanna suggested that ski areas could place the N logo in their ads to produce a cooperative message. John Monson agreed that N is a strong brand. Christine Horvath suggested that North Lake Tahoe should have a North Lake Tahoe Ski Cooperative. She said that ski resorts could buy in according to skier visits. Ron Parson suggested putting an item on next month's agenda regarding the North Lake Tahoe Ski Coop. Deanna and John agreed that a ski area collaboration would be very useful. Andy noted that we already offer the Ski Tahoe North interchangeable lift ticket. There was discussion about the importance of keeping some dollars in the LA market in order for us to keep a presence that we can pick up when the economy gets better. Ron Parson suggested that we create ads that are more retail-oriented and offer buy-ins to lodging or other partners, like Jason Neary does for conference ads. Cathy said we have already shifted our message to promote Cool Deals and Tahoe as a value destination. She asked Ron how we could make the campaign more retail as the NLTRA

can't promote a \$49 room rate because we do not have that available as a destination organization. Wendy noted that we tried cooperative buys before and did not receive participation. Deb Dudley said there is no reason why NLT properties could not buy ad space in the same magazines where NLTRA has ads. Alex feels by promoting a cheap deal, we will not get the type of guest that we want. Cathy said we are maintaining our brand with the look and feel of the ad and changing copy to produce a message about Cool Deals. Deb noted that we still need people to come on midweek visits which is why it is important to maintain the LA message and national internet. Ron suggested that we incorporate value and proximity. Christine and Les suggested tailoring the message to the publication. Wendy said there needs to be more education to lodging properties as ways they can better promote themselves. Alex said that all properties need to provide regular feedback to staff from regarding their bookings through Cool Deals and GTN. He feels we are still losing people at the interface of Cool Deals. Deb Dudley said the task force will review web and events and give suggestions that will come back to this Committee. Alex noted that we are facing pressure from Placer County to keep on budget, and we may have to make tough decisions and cuts to remain on budget. Deb said we should let the professionals review the budget as it is prepared and suggest cuts and draw back as needed.

6.0 DISCUSSION AND POSSIBLE ACTION TO RECOMMEND FOR BOARD APPROVAL THE MARKETING, CONFERENCE AND VISITOR INFORMATION 2009/10 BUDGETS

- 6.1 As the Committee is aware, the NLTRA has been working on the FY-2009/10 budget over the last several months. Staff has worked with the Executive Committee in preparing the draft budget. Today, we will review the Marketing, Conference and Visitor Information budgets. Copies of these budgets are included in this month's Committee packet. Deb noted that these budgets are prepared from a \$3.6 million TOT budget which is \$500,000 less than last fiscal year. We are moving money from infrastructure in order to keep marketing dollars up.
- 6.2 Sally reviewed the marketing revenues and expenses. Deb noted that the NLTRA has saved \$100,000 in staffing, overhead, etc. to place into Marketing budget. There was discussion about the Ski Tahoe North Interchangeable ticket. Andy has budgeted less money in this line item than we received in 2008/09 as he feels that we had extremely high sales of the STN ticket in 2008/09 and does not feel its appropriate to budget the same high level of commission revenue for 2009/10.
- 6.3 **M/S/C (Parson/Gescheider) (7/0) to approve the marketing, conference and visitor information budgets as presented and recommend for NLTRA Board approval.**
- 6.4 Ron Parson said he feels that the NLTRA should include staff time and overhead in the Autumn Food and Wine budget. Alex said the role of the NLTRA in events will be discussed by the newly developed task force.

7.0 SUMMER RADIO CAMPAIGN UPDATE

- 7.1 Andy said that per Committee approval, a 4 week paid radio campaign plus 2 weeks of radio promotions was placed in the Bay Area for summer 2009. Wendy discussed the buy as included in this month's Committee packet. The flight dates are June 8-21 and August 17-30. The recommend buys are KFOG-

FM, KLLC-FM, KOIT-FM and KSAN. The total cost is \$52,136. The total value is \$77,136 with 5,628,900 impressions.

- 7.2 John asked if KOIT-FM actually used the term Stay-at-Home Vacations. Wendy said that they refer to staying in the Northern California, regional Bay Area geographic area. There was discussion about the number of people that actually claim prizes they win in giveaways. Wendy said there are varying numbers on this.
- 7.3 Andy played the radio spot for the Committee. Alex and Ron suggested incorporating proximity "close to home" into the 10 second tag. Jason said that may be a negative approach as many other destinations (Santa Cruz, Monterey) are even closer to home. Les Pedersen felt that the music in the spot could be more upbeat and appeal to a younger demographic. Several other Committee members agreed that the music with the voiceover was relatively boring and may be picked up to be more fun. Cathy said she used the music in order to keep the high quality of the NLT product, not necessarily fit with the type of music played on the station. Christine suggested reiterating the word "North" in the radio ad.

8.0 DEPARTMENTAL REPORTS

- 8.1 Jen Martinez said we received the front page of the Sunset travel directory in the entire Sunset circulation of 1.2 million people. She said the cost of an ad in the travel directory is much less than in the CA travel section, and we received the added value of the increased circulation.
- 8.2 Cathy Davis provided a written departmental report for June 2009. She said we are doing more contests with our internet placements (contests in Northern CA, Southern CA and nationally). Web visitors will enter to win, and then we will capture all their information. She said that the summer newsletter is expected to drop early next week. Web projects include Cool Deal member submittal improvements, revise homepage for summer and integrate more social media into website and emails. Cathy provided a report on the normalization of the radio and TV media analysis from January-March 2008 vs. January – March 2009. Mike Williams normalized the results of the Cool Deals due to Alex's request at the last meeting. If anyone has questions, they can contact Mike Williams directly.
- 8.3 Jason said it was a busy month in Conference sales. He attended the CALSAE at the Resort at Squaw Creek which was a big success with increased attendance. He also attended the Affordable Meeting show in San Jose where attendance was down. The Resort at Squaw Creek hosted the SIMP media planners with a co-hosted dinner. He also hosted three site inspections. Ron Parson said his staff confirmed that San Jose show was not well attended, but attendees who were there were serious about booking.
- 8.4 Pettit Gilwee reported that she is drafting and sending media materials to targeted media outlets regarding Autumn Food and Wine. She is leveraging advertising efforts with editorial opportunities and booking chef demonstrations on Northern California TV stations. She also teamed up with other tourism organizations to host the Golf the High Sierra Media Tour on May 31 through June 6. Tahoe Mountain Lodging provided complimentary accommodations which attendees claimed to be the best of the tour. There are 8 news releases in the works and six releases distributed in the last month, including *Lake Tahoe on*

a Budget Includes More than Just the Basics and North Lake Tahoe is Still a Kid's Playground.

9.0 COMMITTEE MEMBER COMMENTS

- 9.1 Deanna said we should discuss the winter consumer marketing plan at July's meeting. Alex noted that the NLTRA Board has formally approved and appointed members to a marketing task group to discuss and make recommendations on special events and web site strategies.

10.0 STANDING REPORTS

The following reports were posted on www.nltra.org:

- Reno/Tahoe International Airport March Report
- May Search Engine Optimization Report
- May GeoTracking Report
- May Web Report
- May Click Thru Report
- May MTRiP Report
- April Financials

11.0 ADJOURNMENT

- 11.1 The Marketing Committee meeting adjourned at 3:15 p.m.

Submitted by:

Whitney Parks,
Administrative Assistant



North Lake Tahoe Resort Association
July 28, 2009

BACKGROUND

As the committee is aware, the NLTRA has been working on the FY 2009/10 budget over the past several months. This budget process was outlined in the NLTRA's 6-month planning process. Various committee and community meetings have been conducted over the past 6 months to solicit input regarding the various departmental budget plans and directions.

Staff has worked with the NLTRA Executive Committee in preparing the draft FY 2009/10 budget. Staff will review the Marketing, Conference and Visitor Information budgets with the committee with the committee with discussion to follow.

SITUATION

Staff will provide an update on the current state of the FY 2009/10 NLTRA Budget Process.

North Lake Tahoe Resort Association
Assumptions for the Proposed 2009-2010 Budget Compared to Forecast
2008-2009

Consolidated

Revenues

- Placer County Payments: For the 2009-2010 year, funding from Placer County is based on the proposed \$3,600,000 Budget. This is the total NLTRA contract amount reduced by the Infrastructure funds held by Placer County of \$491,080. The funding is split \$1,895,720 for Marketing, \$1,005,700 for Transportation Services and \$207,500 for Infrastructure administration and research and planning. Placer County Payments in Infrastructure is only the administration and research and planning and does not include project revenue. There will be project revenue to match project expenditure.

Expenses

- Salary/Benefits: Decrease of -5% (-\$54,000) overall. There are no salary increases in the budget for the year. A seasonal position was eliminated. Commissions are decreased based on projected Commission Sales. Health Insurance is decreased by -30% (-\$42,000) based on change in plan.
- Rent: Decrease of -7% (-\$8,000) with a decrease in projected Common Area Maintenance and no rent increase for CPI.
- Marketing Cooperative/Media: Decrease of -6% (-\$48,000) based on funding level at \$8,000 less than prior year, and less the additional \$40,000 in approved reserve funding to marketing in 08/09.
- Program expenditures are reviewed in the departmental discussion below. All other expense variances are minimal.

Marketing

Revenues

- Placer County Payments: Increase of 7% [\$94,000] for additional marketing programs. See below under expenses for programs and amounts.
- Special Events (AFW): Decrease of -13% (-\$11,000) for Autumn Food and Wine revenue projected lower because of decreased sponsorship dollars.
- Commissions: Decrease of -25% (-11,000) to reflect lower Ski Tahoe North Sales.

Expenses

- Marketing Research: Increase of 56% [\$9,000] to continue consumer marketing research.
- Programs: Increase of 6% [\$7,000] for a total funding of \$137,000. This includes funding of \$85,000 for community marketing programs, and \$52,000 for Placer County Film (5% decrease from last year).
- Autumn Food & Wine: Decrease of -15% (-\$13,000) to match revenue decrease.
- Special Events: Increase of 170% [\$30,000], \$30,000 for New Event Development.
- Miscellaneous Marketing Programs: Increase of 85% [\$16,000]. The budget of \$35,000 includes Enhanced Web Operations \$20,000 and Fabulous Fall Funding \$15,000.

North Lake Tahoe Resort Association
Assumptions for the Proposed 2009-2010 Budget Compared to Forecast
2008-2009

Conference

Revenues

- Member Dues: Decrease of -15% (-\$1,500) with lower member revenues.
- Commissions: Decrease of -24% (-\$43,000) based on anticipated decrease in advance bookings and total booked room revenue projections.

Visitor Support/Transportation

Revenues

- Miscellaneous: Decrease of -100% (-\$14,000) since this car rental mitigation fee payment will not be received, and corresponding marketing expense will not be paid to TNT/TMA.
- Placer County Funding: Decrease of -16% (-\$188,000) based on approved transportation project request and \$10,000 less for research and planning.

Expenses

- Research and Planning: Decrease of -20% (-\$10,000) per agreement with Placer County.
- Transportation Projects: Decrease of -16% (-\$160,000) based on greater efficiency in the North Lake Tahoe Express and elimination of the Summer Trolley Transit Service.

Visitor Information Center

Revenues

- Placer County Funding: Decrease of -12% (-\$20,000) based on funding needs.

Expenses

- Salaries/Benefits: Decrease of -5% (-\$6,000) with elimination of one seasonal position.

Chamber of Commerce

Expenses

- Membership Events/Newsletter: Increase of 7% [\$4,000] based on planned membership programs.
- Public Relations and Website: Increase of 71% [\$3,000] for further enhancement of the Chamber Website.

Infrastructure

Revenue

- Placer County Payments: No change from prior year, \$207,500 for base payment and \$326,000 of identified project expenditures that are held by Placer County. The NLTRA budget contains no revenue or expenditure for projects as revenue will be recognized as expenditures are made.
- Interest: Decrease of -69% (-\$4,000) with lower interest rates and decreased cash in bank.

Expenses

- Projects Infrastructure: Decrease of -100% (-\$1,384,000) with no project expenditure (see note under revenue). The recognized revenue matches the expense.

FY 2009-2010 TAHOE TOT PROPOSED BUDGET
 \$3,600,000 Budget

TRANSIENT OCCUPANCY TAX REVENUE:

Tahoe Share of 8% TOT									
Tahoe Share of 2% TOT	1,873,557	63.0%	490,694	16.5%	609,650	20.5%	2,973,900	66.7%	
SUBTOTAL - TOT Revenue-NLTRA	1,873,557	42.0%	490,694	11.0%	1,486,950	100.0%	1,486,950	33.3%	
Interest Earnings	50,000		802,386		2,096,600	47.0%	4,460,850	100.0%	
Allocation from Infrastructure					(852,386)				

TOTAL FUNDING SOURCES

	1,923,557	43.1%	1,293,079	29.0%	1,244,214	27.9%	4,460,850
	<hr/>						
	1,923,557		1,293,079		1,244,214		4,460,850
	<hr/>						

NLTRA Contract

Salary, Tax & Benefits	640,203							
Overhead	170,181		77,973		124,425		842,601	
Marketing Programs	1,085,336		20,727		33,075		223,983	
Transportation Programs								
Capital Improvements-BOS Approval Required			867,000				1,085,336	
Research and Planning							867,000	
TOTAL NLTRA	1,895,720		1,005,700		491,080		491,080	
					50,000		90,000	
					698,580		3,600,000	
	<hr/>							
	27,837		287,379		545,634		860,850	
	<hr/>							
	1,923,557		1,293,079		1,244,214		4,460,850	
	<hr/>							

TOTAL COUNTY SERVICES

TOTAL FUNDING USES

	1,923,557		1,293,079		1,244,214		4,460,850
	<hr/>						
	1,923,557		1,293,079		1,244,214		4,460,850
	<hr/>						

North Lake Tahoe Resort Association
 Department Detail Activity Report-BUDGET
 For the Twelve Months Ending June 30, 2010

	General		Conference	Visitor Support & Transportation	Visitor Information	Chamber of Commerce	FY 09/10		FY 09/10 Total BUDGET
	& Administration	Marketing					SubTotal	Infrastructure	
Restricted Support (Non TOT ue)									
or Dues	0	0	8,400	0	0	134,400	142,800	0	142,800
Events/Functions	0	75,000	0	0	0	56,020	131,020	0	131,020
ales	0	0	0	0	11,040	0	11,040	0	11,040
Booking	0	0	135,040	0	0	0	135,040	0	135,040
	6,000	0	0	0	0	0	6,000	1,800	7,800
	0	32,700	0	0	0	0	32,700	0	32,700
Restricted Supp	6,000	107,700	143,440	0	11,040	190,420	458,600	1,800	460,400
Funding									
ounty Payments	0	1,431,720	310,000	1,005,696	154,008	0	2,901,424	207,504	3,108,928
ounty Funding	0	1,431,720	310,000	1,005,696	154,008	0	2,901,424	207,504	3,108,928
port	6,000	1,539,420	453,440	1,005,696	165,048	190,420	3,360,024	209,304	3,569,328
if Expenses									
	260,242	227,377	92,986	52,000	75,070	64,809	772,484	89,596	862,080
	0	0	16,200	0	0	0	16,200	0	16,200
	23,162	20,464	9,827	0	6,756	5,833	66,041	7,705	73,747
Comp	30,600	25,416	15,648	144	20,268	4,560	96,636	996	97,632
	1,464	1,368	684	420	468	420	4,824	420	5,244
	15,615	13,643	6,551	2,808	4,504	3,889	47,009	2,808	49,817
Salary/Benefits	331,082	288,268	141,896	55,372	107,067	79,510	1,003,194	101,525	1,104,720
M/Cleaning	23,519	23,795	11,796	8,597	7,896	8,597	84,199	8,597	92,796
	6,360	9,240	4,620	1,860	2,280	3,000	27,360	1,920	29,280
	0	1,440	0	0	0	0	1,440	0	1,440
inding	480	1,500	480	0	120	720	3,300	120	3,420
	2,160	1,728	900	552	900	552	6,792	552	7,344
	2,760	4,320	2,400	1,080	1,320	1,800	13,680	1,200	14,880
M/Maint	7,500	7,500	3,900	2,400	3,900	2,400	27,600	2,400	30,000
as	5,520	4,680	2,160	1,080	2,520	1,080	17,040	1,080	18,120
asing	2,355	315	170	115	255	180	3,390	101	3,491
ars	1,880	1,692	1,400	1,160	3,600	2,300	12,032	1,160	13,192
ees Attorneys	1,100	1,000	0	0	0	0	2,100	0	2,100
ees Attorneys	6,000	0	0	0	0	0	6,000	0	6,000
ountant	16,300	0	0	0	0	0	16,300	0	16,300
ning Trans	0	0	0	40,000	0	0	40,000	0	40,000
ning Infra	0	0	0	0	0	0	0	50,000	50,000
ortation	0	0	0	867,000	0	0	867,000	0	867,000
tructure	0	0	0	0	0	0	0	1,800	1,800
arch	0	25,000	0	0	0	0	25,000	0	25,000
keting Programs	0	136,680	0	0	0	0	136,680	0	136,680
	0	75,000	0	0	0	0	75,000	0	75,000
	0	47,600	0	0	0	0	47,600	0	47,600
nts/Functions	0	0	0	0	0	0	0	0	0
ns	0	2,000	0	0	0	52,090	52,090	0	52,090
Website	0	0	0	0	0	7,200	7,200	0	7,200
ograms	0	35,456	0	0	0	0	35,456	0	35,456
relative/Media	0	624,000	199,596	0	0	0	823,596	0	823,596
	0	0	15,000	0	0	0	15,000	0	15,000
ns	925	910	460	272	450	455	8,004	0	8,004
	6,063	0	0	0	0	0	6,063	365	6,428
	0	6,450	0	0	367	720	7,537	0	7,537
	1,560	600	358	840	60	1,200	4,618	840	5,458
	1,800	2,636	120	144	234	600	5,534	240	5,774
	1,568	2,510	985	72	0	1,244	6,379	72	6,451
	0	4,700	0	0	0	0	4,700	0	4,700
	(412,932)	230,400	67,200	25,152	26,076	26,772	(37,332)	37,332	0
Expense	6,000	1,539,420	453,440	1,005,696	165,049	190,420	3,360,025	209,304	3,569,329

North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2010				
Marketing			Budget to Prior Year	
	FYE 6/30/2010	FYE 6/30/2009	Variance	Variance
	Budget	Forecast	\$	%
Unrestricted Support (Non TOT Revenue)				
Member Dues	0		0	-
Special Events/Functions	75,000	86,168	(11,168)	-12.96%
Retail Sales	0		0	-
Comm/Booking	0		0	-
Interest	0	0	0	-
Commisions	32,700	43,689	(10,989)	-25.15%
Total Unrestricted Supp	107,700	129,857	(22,157)	-17.06%
County Funding				
Placer County Payments	1,431,720	1,337,916	93,804	7.01%
Total County Funding	1,431,720	1,337,916	93,804	7.01%
Total Support	1,539,420	1,467,773	71,647	4.88%
Functional Expenses				
Salary	227,377	227,109	268	0.12%
PR Tax	20,464	16,910	3,554	21.02%
Health Ins	25,416	39,842	(14,426)	-36.21%
Workman's Comp	1,368	1,162	206	17.73%
401K	13,643	13,752	(109)	-0.80%
Subtotal Salary/Benefits	288,268	298,775	(10,507)	-3.52%
Rent/Util/R&M/Cleaning	23,795	26,050	(2,255)	-8.66%
Telephone	9,240	8,991	249	2.77%
Internet	1,440	786	654	83.21%
Mail	1,500	1,582	(82)	-5.18%
Insurance/Bonding	1,728	1,760	(32)	-1.82%
Supplies	4,320	4,102	218	5.31%
Depreciation	7,500	7,500	0	0.00%
Equip/Support/Maint	4,680	4,568	112	2.45%
Taxes/Licenses	315	315	0	0.00%
Equip/Rent/Leasing	1,692	1,678	14	0.83%
Training Seminars	1,000	1,000	0	0.00%
Marketing Research	25,000	16,000	9,000	56.25%
Programs	136,680	129,400	7,280	5.63%
AFW	75,000	88,364	(13,364)	-15.12%
Special Event	47,600	17,581	30,019	170.75%
Promo/Giveaways	2,000	1,719	281	16.35%
Misc Marketing Programs	35,456	19,196	16,260	84.71%
Marketing Cooperative/Media	624,000	646,000	(22,000)	-3.41%
Associate Relations	910	901	9	1.00%
Credit Card Fees	6,450	6,583	(133)	-2.02%
Auto	600	597	3	0.50%
Local Meals/ Ent	2,636	1,958	678	34.63%
Dues Publication	2,510	2,306	204	8.85%
Travel	4,700	3,603	1,097	30.45%
Allocated	230,400	230,244	156	0.07%
Total Functional Expense	1,539,420	1,521,559	17,861	1.17%
Change in Net Assets	0	-53,786	53,786	-100.00%

North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2010				
Conference	FYE 6/30/2010 Budget	FYE 6/30/2009 Forecast	Budget to Prior Year	
			Variance \$	Variance %
Unrestricted Support (Non TOT Revenue)				
Member Dues	8,400	9,929	(1,529)	-15.40%
Comm/Booking	135,040	177,860	(42,820)	-24.08%
Total Unrestricted Supp	143,440	187,789	(44,349)	-23.62%
County Funding				
Placer County Payments	310,000	310,000	0	0.00%
Total County Funding	310,000	310,000	0	0.00%
Total Support	453,440	497,789	(44,349)	-8.91%
Functional Expenses				
Salary	92,986	92,989	(3)	0.00%
Commissions	16,200	23,000	(6,800)	-29.57%
PR Tax	9,827	9,801	26	0.26%
Health Ins	15,648	22,235	(6,587)	-29.62%
Workman's Comp	684	581	103	17.73%
401K	6,551	7,064	(513)	-7.26%
Subtotal Salary/Benefits	141,896	155,670	(13,774)	-8.85%
Rent/Util/R&M/Cleaning	11,796	13,589	(1,793)	-13.20%
Telephone	4,620	4,670	(50)	-1.07%
Mail	480	381	99	25.98%
Insurance/Bonding	900	916	(16)	-1.75%
Supplies	2,400	2,501	(101)	-4.04%
Depreciation	3,900	3,900	0	0.00%
Equip/Support/Maint	2,160	2,268	(108)	-4.76%
Taxes/Licenses	170	164	6	3.66%
Equip/Rent/Leasing	1,400	1,372	28	2.04%
Misc Conference Programs	0	0	0	-
Marketing Cooperative/Media	199,596	225,996	(26,400)	-11.68%
Conference-PUD	15,000	15,000	0	0.00%
Associate Relations	460	451	9	2.00%
Auto	358	442	(84)	-19.00%
Local Meals/ Ent	120	109	11	10.09%
Dues Publication	985	825	160	19.39%
Allocated	67,200	76,080	(8,880)	-11.67%
Total Functional Expense	453,440	504,334	(50,894)	-10.09%
Change in Net Assets	(0)	(6,545)	6,545	-99.99%

North Lake Tahoe Resort Association

Budget Proposal for the 12 Months Ending June 30, 2010

Visitor Information	Budget to Prior Year			
	FYE 6/30/2010	FYE 6/30/2009	Variance	Variance
	Budget	Forecast	\$	%
Unrestricted Support (Non TOT Revenue)				
Retail Sales	11,040	11,728	(688)	-5.87%
Comm/Booking	0	1,730	(1,730)	-100.00%
Total Unrestricted Supp	11,040	13,458	(2,418)	-17.97%
County Funding				
Placer County Payments	154,008	174,000	(19,992)	-11.49%
Total County Funding	154,008	174,000	(19,992)	-11.49%
Total Support	165,048	187,458	(22,410)	-11.95%
Functional Expenses				
Salary	75,070	81,430	(6,360)	-7.81%
PR Tax	6,756	7,193	(437)	-6.07%
Health Ins	20,268	19,001	1,267	6.67%
Workman's Comp	468	401	67	16.71%
401K	4,504	4,693	(189)	-4.02%
Subtotal Salary/Benefits	107,067	112,718	(5,652)	-5.01%
Rent/Util/R&M/Cleaning	7,896	5,696	2,200	38.62%
Telephone	2,280	2,297	(17)	-0.74%
Mail	120	85	35	41.18%
Insurance/Bonding	900	916	(16)	-1.75%
Supplies	1,320	1,296	24	1.85%
Depreciation	3,900	3,900	0	0.00%
Equip/Support/Maint	2,520	2,503	17	0.68%
Taxes/Licenses	255	252	3	1.19%
Equip/Rent/Leasing	3,600	3,454	146	4.23%
Printing Exp	0	0	0	-
Cost of Goods	8,004	8,578	(574)	-6.69%
Associate Relations	450	446	4	0.90%
Credit Card Fees	367	356	11	3.09%
Auto	60	107	(47)	-43.93%
Local Meals/ Ent	234	186	48	25.81%
Allocated	26,076	33,408	(7,332)	-21.95%
Total Functional Expense	165,049	176,198	(11,150)	-6.33%
Change in Net Assets	(1)	11,260	(11,261)	-100.00%



North Lake Tahoe Resort Association
July 28, 2009

BACKGROUND

As the committee is aware, the NLTRA is involved in a cooperative marketing program with the IVCBVB. The NLTRA board this last spring signed a new three year agreement with IVCBVB. The NLTRA board of directors also approved the NLTRA FY 2009/10 budget which sets the funding resources for our contribution to the coop.

Staff and agencies, with input from various committees and the NLT Coop committee, have developed a draft coop budget plan for FY 2009/10.

SITUATION

Staff will review the draft North Lake Tahoe Marketing Cooperative budget with the committee and solicit input for further consideration.



Draft FY 2009/10 Budget Notes

- NLTRA base funding down \$8,000 from prior year
- IVCBVB base funding down \$195,000
- Budget has no Fees or Commissions
- Total budget down 16% from prior year revised (prior year included \$40k of additional funding for Winter Bay Area radio)
- Department Budgets
 - Public Relations budget
 - Reallocated \$19,000 for VNR from PR budget to Website Programs budget
 - Decreased remaining budget 10%
 - Leisure Sales budget
 - Decreased budget \$36,000 or 30%
 - International representation cost in UK and AUS will be cooped with South Lake Tahoe saving \$27,500 in expense
 - Conference Sales budget
 - 7% or \$12,000 increase in Conference Sales budget
- Coop/Misc. Programs
 - Sierra Ski Marketing Council
 - Reduced \$13,000 or 14% from prior year
 - Maintain North Lake Tahoe specific ads in Ski & Skiing Magazine
 - Regional Marketing Committee
 - Funding flat to prior year
 - Prior year funding was reduced 50% from agreed amount
 - North Lake Tahoe Wedding and Honeymoon Association
 - Reduced \$12,500 or 14% from prior year
 - MTRiP
 - Reduced \$5,000 or 33% from prior year
 - California Snow
 - Reduced funding to zero and will not be billed this year
 - Savings to budget of \$28,000
 - Fulfillment
 - Reduced \$2,000 to reflect actual dollar amount

- Consumer Marketing
 - Drive Market
 - Total reduced 17% or \$30,000
 - Prior year included \$40k additional funding from NLTRA reserves
 - Strategy to compete and defend core Northern California market
 - Destination Market
 - Reduced 24% or \$43,000 from prior year
 - Shift resources to defend Northern California market
 - Outdoor
 - Funding flat to prior year reflecting actual cost of billboard
 - Internet
 - Reduced 31% or \$38,000
 - Direct Response
 - Reduced 14% or \$12,000 from prior year
 - Website Programs
 - Reallocated \$19K for VNR/Web from Public Relations
 - Reduced core program 12% or \$8,000 from prior year
 - Net increase of \$11,000
 - Production/Promo Planning/Client Services
 - Reduced 20% or \$27,000 from prior year



DRAFT FT 2009/10 NORTH LAKE TAHOE MARKETING COOP BUDGET
7/7/09

Line Item/Description	Preliminary FY 2009/10 Budget	Prelim Actual FY 2008/09	Variance (Prelim 08/09)	% of Total	Variance to Prior Year
Public Relations					
Leisure Sales	\$ 60,000	\$ 85,542	\$ (25,542)	4.6%	-29.9%
North Tahoe Conference Sales Media	\$ 85,000	\$ 121,560	\$ (36,560)	6.6%	-30.1%
	\$ 200,000	\$ 187,167	\$ 12,833	15.5%	6.9%
SUB-TOTAL	\$ 345,000	\$ 394,269	\$ (49,269)	26.7%	-12.5%
Coop/Misc. Committed Programs					
Sierra Ski Marketing Council	\$ 80,000	\$ 93,000	\$ (13,000)	6.2%	-14.0%
Regional Marketing Committee	\$ 50,000	\$ 50,000	\$ -	3.9%	0.0%
North Tahoe Wedding Association	\$ 77,500	\$ 90,000	\$ (12,500)	6.0%	-13.9%
Photography	\$ 12,000	\$ 13,913	\$ (1,913)	0.9%	-13.7%
MTRIP Research Project	\$ 10,000	\$ 15,000	\$ (5,000)	0.8%	-33.3%
California Snow Campaign	\$ -	\$ 18,000	\$ (18,000)	0.0%	-100.0%
Fulfillment	\$ 8,000	\$ 9,392	\$ (1,392)	0.6%	-14.8%
SUB-TOTAL	\$ 237,500	\$ 289,305	\$ (51,805)	18.4%	-17.9%
Consumer Marketing					
Drive Market	\$ 145,000	\$ 174,752	\$ (29,752)	11.2%	-17.0%
Destination Market	\$ 135,000	\$ 178,451	\$ (43,451)	10.4%	-24.3%
Outdoor (expense in Drive Market above)	\$ 83,475	\$ 83,475	\$ -	6.5%	0.0%
Internet (Drive and Destination)	\$ 85,000	\$ 123,397	\$ (38,397)	6.6%	-31.1%
Direct Response	\$ 72,000	\$ 84,030	\$ (12,030)	5.6%	-14.3%
Website Programs (non advertising)	\$ 80,000	\$ 69,100	\$ 10,900	6.2%	15.8%
Production/Client Services/Promo Planning	\$ 110,000	\$ 137,191	\$ (27,191)	8.5%	-19.8%
SUB-TOTAL	\$ 710,475	\$ 850,396	\$ (139,921)	54.9%	-16.5%
Misc. Supplies/Contingency					
	\$ 621	\$ 6,126	\$ (5,505)		-89.9%
TOTAL	\$ 1,293,596	\$ 1,540,096	\$ (246,500)		-16.0%
NLTRA Marketing Budget					
NLTRA Reserves to Marketing Coop	\$ 823,596	\$ 831,996	\$ (8,400)		-1.0%
IVCBVB Projected Marketing Budget	\$ 470,000	\$ 40,000	\$ (40,000)		-100.0%
IVCBVB Carryover Revenue to Marketing Coop	\$ -	\$ 665,655	\$ (665,655)		-29.4%
Fees & Commissions					
	\$ -	\$ 500	\$ (500)		-100.0%
TOTAL	\$ 1,293,596	\$ 1,538,151	\$ (244,555)		-15.9%
Variance	\$ -	\$ (1,945)			



North Lake Tahoe Resort Association
July 28, 2009

BACKGROUND

Staff and agencies have developed a draft Winter 2009/10 planning outline for review and discussion with the committee.

North Lake Tahoe Marketing Cooperative
 Consumer Marketing Annual Planning Outline
 July 2009 – June 2010

Overall Marketing Strategies

- Target those who are looking to get away and most likely to visit a mountain destination, specifically Lake Tahoe.
- Focus the marketing predominantly on the Bay Area drive market and then the Destination market which includes Southern California and western U.S.
- Promote North Lake Tahoe as year-round destination which offers a variety of activities and is easily accessible from anywhere.
- Investigate a cooperative advertising program with North Lake Tahoe resorts. Continue to provide coop options to members whether they be media or promotional opportunities.
- Continue marketing and creative campaign as it was well received in research findings. Adjust copy to address North Lake Tahoe as a value destination and promote the Cool Deals section of the site.

Media Strategies

- The annual media plan is broken out with a seasonal focus.
 Summer: July - September 08' and April - June 09'
 Winter: October 08' - March 09'
- This fiscal will see a 21.4% reduction in direct media spend from fiscal 2008-2009. Therefore we should prioritize markets and media mix. We want to ensure we maintain impact in our two primary markets.
- Winter: Recommend a heavier concentration on the Bay Area market than in past winters due to the current economic situation and its impact on the travel industry. We would like to keep some exposure in the LA market. Outside of California we will have some coverage with internet and visitor guides.
- Summer: Concentrate heavily on the drive market.
 1. There are less advertising dollars spent directly by other companies in North Lake Tahoe. The NLT Marketing coop needs to maintain a North Lake Tahoe presence in this market and drive summer visitation.
 2. There are many options available to Bay Area travelers for summer travel destinations and interests. North Lake Tahoe needs to keep awareness up and entice visitation from its primary feeder market.
 3. Summer 2010: we should re-evaluate the drive vs. destination focus based on the economic situation at this time.

Geographic Focus

- Summer: July-September

2008		2009	
Drive: 60%	\$106,730	Drive: 70%	\$97,378
Destination: 40%	\$77,154	Destination: 30%	\$41,733
- Summer: April-June

2009		2010 Proposed	
Drive: 70%	\$76,280	Drive: TBD	
Destination: 30%	\$32,691	Destination: TBD	
- Winter: October-March

2008-2009	09-10 Option #1	09-10 Option #2	
Drive: 55%	\$176,419	Drive: 50%	\$131,231
Destination: 45%	\$144,343	Destination: 50%	\$131,231
		Drive: 60%	\$157,478
		Destination: 40%	\$104,985

*note: destination is predominately LA.

Target Market

- Escapists
- Adults age 30-54
- Mostly married dual income
- May or may not have children
- HHI \$100,000
- Interests: Outdoor activities
- Propensity to visit Lake Tahoe

Media Budget:	Actual 07-08	%	Actual 08-09	%	Proposed 09-10	%
	\$773,448		\$643,551		\$520,000	
• Summer (July – Sept.)	\$172,816	22.3	\$177,884	27.6	\$139,111	26.8
• Summer (April - June)	\$170,738	<u>22.1</u>	\$108,971	<u>16.9</u>	\$88,030	<u>16.9</u>
		44.4		44.5		43.7
• Winter (Oct.-March)	\$390,378	50.5	\$320,762	49.8	\$262,463	50.5
• Annuals	\$39,516	05.1	\$35,934	05.6	\$30,396	05.8

*includes direct response

Media Mix

- 1. Annual Directories**
 - 08-09 - \$35,934 – 5.6%**
 - Proposed 09-10 - \$30,396 – 5.8%**

Publications: AAA Tourbook, California and Travel Planners

The state planners enable us to ride the wave of the larger CA advertising budget and their efforts on a national and international basis. This is a coop ad where NLT Coop members can participate. The AAA Tourbook reaches destination travelers from within the US visiting Northern California and Nevada.

CA Travel Planner: We've received a high number of leads from this publication with a low cost per lead.

Creative message –

Scenic images that are not activity focused. Include copy that promotes both summer and winter activities. The CA Planner will include co-op partners as featured partners below main copy. Call to action will be to call, go to the website or contact partners directly.

- 2. Magazines**
 - 08-09 - \$197,949 – 31%**
 - Proposed 09-10 - \$151,354 – 29.1%**

Sample Publications

- Year Round: 7x7, SF Magazine, VIA, Westways, LA Magazine & Sunset
- Winter: Ski/Skiing Magazines & Snow Magazine
- Summer: NCGA, Adventure Sports Journal & Fairways & Greens

We can select publications that specifically reach our target market and support our brand with their editorial focus. Magazines have been very accommodating and willing to work within our budget and still provide substantial added value. Magazines are a great way to convey the brand and photography through large color ads.

2008 Ad Awareness Study showed a high level recall for print advertising within our target market.

Creative message –

As mentioned above, we will continue with the N campaign and work in the deal/value message. We will also address ease of travel, activities, etc based on the specific publication and/or editorial. Photography will also be tailored per publication.

3. Internet

08-09 - \$128,199 – 20%

Proposed 09-10 - \$105,000 – 20.2%

- Paid Search

Samples: Google and Yahoo

We need to make sure we have a presence while people search for broad travel terms as well as North Lake Tahoe travel terms. We avoid terms that are purchased heavily by members so as not to compete. Paid Search can be utilized during several stages of the travel planning and buying process. We want to make sure we are present when internet users are ready to purchase as well as in the planning stages.

This also includes the participation in Visitinglaketahoe.com where we purchase "Lake Tahoe" on the main search engines in partnership with South Lake Tahoe.

Visitinglaketahoe.com

08/09 Results

Total Impressions – 2,708,745

Total Clicks – 147,216

CPC – 39 cents

- Newsletter Sponsorship/Emails

Sample: Year Round: Newspaper emails/travel newsletters, metro newsletters

Winter: Onthesnow

Summer: Fairways & Greens

This is a great way to convey the brand and market events and seasonal information. These have proven quite successful on a cost per click basis especially when we include contesting.

- Sites Buys

Websites are selected on seasonal content and focus as well as the ability to reach our target market geographically and demographically.

Sample Sites: Year Round: Trip Advisor, Sunset.com, Away Network & Yahoo Travel

Winter: OntheSnow.com & winter enthusiast's network buys

Summer: Mountain getaway & golf sites

Gotahoenorth.com

08/09 Results

Total Impressions – 10,912,942

Total Clicks – 56,389

Average CPC – \$1.35

Creative message –

All online advertising will drive traffic to GoTahoeNorth.com. Many of the banners and text listings will promote Cool Deals and link directly to those pages. Newspaper Sponsorships/Emails will include more information on activities in North Lake. For example golf in a Fairways and Greens email or be specific to the market for example easy air travel from LA based newspaper databases. Call to action will be to go to the website. We would like to incorporate contests wherever possible as a message as it has dramatically increased our click through rates.

4. Outdoor

08-09 - \$83,466 – 13%

Proposed 09-10 - \$83,250 – 16%

This is for the location west of the Bay Bridge on I-80. It offers us 24/7 brand awareness during the 9 months we are contracted. We are able to continue to contract this location at almost 50% less than the going market rate. For summer 2009 we were able to include a second bonus location to run June-September. These locations were in the South Bay, East Bay and Peninsula on major Freeways.

Creative message –

Big imagery that will stand out in the clutter, website and the n. Call to action is to go to the website.

5. Broadcast

08-09 – \$117,863 – 18.6%
Proposed 09-10 \$78,000 – 15%

\$26,000 of this budget was allocated this summer to the Bay Area radio campaign. This leaves \$52,000 that we could use during the winter as part of a North Lake Tahoe ski cooperative campaign in LA or to react to snow conditions in the Bay Area. Otherwise we would move this \$52,000 back to internet and print. Keep in mind that \$40k of the 08-09 broadcast budget was additional funds. Without these additional funds broadcast would be at 12% for 08-09.

07/08 Results –

2008 Ad Awareness study showed that 12% of respondents recalled the spot. Study also showed that the TV spot gave a strong impression that NLT is a premier destination for skiing/snowboarding.

Creative message –

Creative to be tailored to the medium and goal of the buy.

6. Direct Response

08-09 – \$85,657- 13.3%
Proposed 09-10 \$72,000 – 13.8%

Year-round: Monthly email blasts
Winter: Database Newsletter
Summer: Database Newsletter

This includes newsletters and email blasts to the NLT consumer database. The newsletter will be sent to Western States database which is 50,000-55,000 and the email database is about 30,000.

Results –

Newsletters have proven to be a popular co-op program with 6-10 partners in every newsletter. Email campaign has seen a consistent open rate of about 10-15% and a click-through-rate of 1-2%.

Creative message –

With direct mail and email offering more real estate for copy, we continue to convey the variety of activities available as well as events, news and current cool deals. Call to action is to call, go to the website or contact partners directly on co-op pieces.

MEDIA MIX

	2008-2009 Winter	2009-2010 Winter
	\$320,762	\$262,463
Outdoor:	\$46,385	\$46,250
Magazines:	\$104,496	\$78,000
Broadcast:	\$69,079	\$52,000
Internet	\$66,764	\$51,300
Direct Response	\$34,038	\$35,000



North Lake Tahoe Resort Association
July 28, 2009

BACKGROUND

The Conference Sales department has historically conducted a review of its marketing efforts and related return on investment with the conference sales partners. This year's meeting was held on Friday June 12th. At this meeting the group discussed possible options for this year Conference marketing plan.

Staff and agencies will present the proposed media plan and related Conference Sales Trade Show schedule with the committee for input.

North Shore Co-op 2009-2010 CONFERENCE ADVERTISING PLAN

7/17/2009

	July	August	September	October	November	December	January	February	March	April	May	June	Variance	BUDGET
July 2009-June 2010														
CSAE Member List Email Blast (dbase = 500)		\$375												
Successful Meetings HTML custom eblast (dbase = 5,000)		x												
Email to database (dbase = 2,400)		x												
Email Blast Development		\$2,700												
Blast #1 total		\$3,075												
Blast #2 (4,056)								\$2,028						\$2,028
E-Prodirect Email Blast (dbase = 15,000)								\$3,156						
Email to database (dbase = 2,400)								x						
Email Blast Development								\$900						
Blast #2 Total								\$4,056						
Blast #3 (4,424)											\$2,212			\$2,212
CSAE Member List Email Blast (dbase = 500)											\$375			
Meetingslocus.com e-newsletter banner (18,000)											FREE			
MeetingsNet Western Region (e-postcard, dbase = 5,640) (NEW)											\$1,349			
Email to database (dbase = 2,400)											x			
Email Blast Development											\$2,700			
Blast #3 Total											\$4,424			
Database Building/Relationship Mgr Subtotal	\$5,600	\$1,528	\$9,649	\$0	\$0	\$0	\$6,600	\$10,653	\$0	\$0	\$2,212	\$0		\$37,452
INTERNET PROGRAMS														
Meetingslocus.com (annual listing)	\$1,504													\$1,504
Meetingslocus.com TV (online video)	\$2,663													\$2,663
ConventionPlanit.com (annual listing)	\$1,875													\$1,875
VirtualMeetingWorld.com (annual profile/trade show) (NEW)				\$6,250										\$6,250
Website Upgrades & Maintenance	\$2,000				\$2,000									\$4,000
Video editing (60 promo spot)	\$1,500													\$1,500
Internet Programs Subtotal	\$9,662	\$0	\$2,000	\$6,250	\$2,000	\$0	\$2,000	\$0	\$2,000	\$0	\$2,000	\$0		\$25,912
PRODUCTION														
Design/Resizes/Special Services	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000		\$12,000
Internet Banners/Buttons/Email Copy	\$3,000				\$1,000		\$500			\$500				\$5,000
Production Subtotal	\$4,000	\$1,000	\$1,000	\$1,000	\$2,000	\$1,000	\$1,500	\$1,000	\$1,000	\$1,500	\$1,000	\$1,000		\$17,000
MISCELLANEOUS														
Client Service/Special Projects/Reporting	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000		\$12,000
Miscellaneous Subtotal	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000		\$12,000
ANTICIPATED PARTNER PRODUCTION CONTRIBUTION														
CONTINGENCY														
Grand Total Advertising	\$48,137	\$6,699	\$18,371	\$19,418	\$10,000	\$8,066	\$12,663	\$15,666	\$5,000	\$8,624	\$8,212	\$10,761	\$0	\$169,007

*Cooperative print insertions are planned as 1/2 page dedicated to NLTRA and the other half divided into formatted ads for NLTRA members. Costs shown in monthly columns reflect NLTRA's 1/2 page monetary responsibility.



smith o jones



**Conference Sales
12 Month Travel Calendar and Participation Form**

Date	City	Events	Exhibit Space	Booth decoration/Set-Up/Events	Trade Show/Registration	Historic Participation	Total Estimated Cost	Travel, Meals & Incidentals	Total NLTRA Cost
July 2009									
11-14	Salt Lake City	MPI-WEC	\$8,000.00	\$2,500.00	\$550.00	7	\$1,579	\$1,000.00	\$2,578.57
September 2009									
9-10	Washington	HSMAI - Affordable Meetings East	\$3,025.00	\$100.00	\$0.00	2	\$1,563	\$2,200.00	\$3,762.50
29 - Oct 1	Chicago	ITIME	\$5,000.00	\$500.00	\$0.00	4	\$1,375	\$1,600.00	\$2,975.00
December 2009									
10	Sacramento	CalSAE - Seasonal Spectacular	\$2,550.00	\$1,355.00	\$300.00	8	\$526	\$1,550.00	\$2,075.63
16	Chicago	ASAE - Holiday Showcase	\$2,895.00	\$580.00	\$340.00	6	\$636	\$1,000.00	\$1,635.83
February 2009									
TBD	San Francisco	MPI - NCC	\$4,650.00	\$1,130.00	\$0.00	8	\$723	\$1,200.00	\$1,922.50
April 2010									
27-29	Long Beach	CalSAE Annual Conference	\$550.00	\$100.00	\$300.00	1	\$950	\$1,200.00	\$2,150.00
May 2010									
Las Vegas		MILO	\$2,000.00	\$2,000.00		1	\$4,000	\$2,000.00	\$6,000.00
June 2010									
TBD	San Jose	HSMAI - Affordable Meetings West	\$2,650.00	\$500.00		2	\$1,575	\$1,000.00	\$1,500.00
Site Inspections								TOTAL	\$26,600.03