



# north lake tahoe

## NORTH LAKE TAHOE MARKETING COOP COMMITTEE

### Agenda

Thursday, July 26<sup>th</sup>, 2012, at 9 am

The July meeting of the North Lake Tahoe Marketing Coop Committee will be held on Thursday, July 26<sup>th</sup>, beginning at 9 am. The meeting will be held in the North Lake Tahoe Visitors Center Conference Room located at 100 North Lake Blvd., Tahoe City, CA 96145.

**PUBLIC COMMENTS** – Public comment will be at the beginning and ending of this meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form, and return it to the clerk at the beginning of the meeting. Comments based upon viewpoint may not be restricted by the Board.

- |             |  |                            |
|-------------|--|----------------------------|
| <b>I.</b>   | <b>Call to order</b>   | <b>Hoffman, Int. Chair</b> |
| <b>II.</b>  | <b>Public Comment (Pursuant to NRS 241.020)</b><br><b>This is the time for the public to comment on any matter, whether or not it is included on the Agenda of this meeting.</b> | <b>Interim Chair</b>       |
| <b>III.</b> | <b>Roll Call</b>   | <b>Interim Chair</b>       |
| <b>IV.</b>  | <b>Introduction of Guests</b>  | <b>Interim Chair</b>       |
| <b>V.</b>   | <b>Appointment of New Chair for FY 2012/13 (For Possible Action)</b>   | <b>Interim Chair</b>       |
| <b>VI.</b>  | <b>Approval of Agenda (For Possible Action)</b>  | <b>Chair</b>               |

- |   |                         |
|---|-------------------------|
| <b>VII. Approval of June 15, 2012 Coop Meeting Minutes<br/>(For Possible Action)</b>  | <b>Chair</b>            |
| <b>VIII. Approval of February 17, 2012 Coop Meeting Minutes<br/>(For Possible Action)</b>   | <b>Chair</b>            |
| <b>IX. Agency Introduction, Overview &amp; Next Steps<br/>(For Possible Action)</b>   | <b>Chapman/SOT</b>      |
| <b>X. Review of Agency Contract Items &amp; Process<br/>(For Possible Action)</b>   | <b>Chapman/Hoffman</b>  |
| <b>XI. Discussion on Summer Transition Process<br/>(For Possible Action)</b>  | <b>Chapman</b>          |
| <b>XII. Update on Hyland Group Contract</b>   | <b>Hoffman</b>          |
| <b>XIII. Review and Discussion on Conference Plan<br/>(For Possible Action)</b>   | <b>Neary/SOT</b>        |
| <b>XIV. Ironman Lake Tahoe Presentation</b>   | <b>Chapman</b>          |
| <b>XV. Financial Review<br/>(For Possible Action)</b>   | <b>Hoffman/DeRoulet</b> |
| <b>XVI. Old Business</b>  | <b>Chair</b>            |
| <b>XVII. New Business</b>   | <b>Chair</b>            |
| <b>XVIII. Public Comment (Pursuant to NRS 241.020)<br/>This is the time for the public to comment on any<br/>matter, whether or not it is included on the Agenda<br/>of this meeting.</b> | <b>Interim Chair</b>    |
| <b>XIX. Adjournment (For Possible Action)</b>   | <b>Chair</b>            |

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

**Public Posting:**

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

IVGID  
 Incline Justice Court  
 Meeting Location

**NORTH LAKE TAHOE MARKETING COOP COMMITTEE  
BOARD MEETING MINUTES  
Friday June 15, 2012**

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

**I. Call to Order**

The meeting was called to order at 3:07 pm by Interim Chair, Bill Hoffman.

**II. Roll Call**

Those attending were Sandy Evans Hall, Davey Ratchford, Les Pederson, Lee Koch, Bill Hoffman and Administrator, Andy Chapman.

**III.\*Public Comment – Pursuant to NRS 241.020**

None

**IV. Discussion and Action on Agency Services Contract**

Bill Hoffman recapped the extensive FP process for agency selection and turned to Andy Chapman for a detailed review of presentation and RFP committee recommendations.

Andy indicated that the Sub-Committee is recommending moving forward with contracting School of Thought as the next term agency for the Coop, for creative, media buying and account management

Bill Hoffman asked for a motion to accept the recommendation of the RFP Sub-Committee. A motion to that effect was made by Lee Koch, seconded by Davy Ratchford, and the motion passed unanimously.

**V. New Business**

None

**VI. Old Business**

None

**VII. Public Comment**

None

**VIII. Adjournment (for Possible Action).**

Bill Hoffman requested a motion to adjourn. A motion was made, seconded and passed. The meeting was then adjourned.

Page – 2  
NLT Marketing Committee Co-op

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

Public Posting

Incline Village Post Office  
Crystal Bay Post Office  
Incline Village Crystal Bay Visitors Bureau

IVGID  
Incline Justice Court  
Meeting Location



north lake tahoe

## **NLT Marketing Cooperative Committee Meeting Minutes – Friday, February 17, 2012**

The North Lake Tahoe Marketing Cooperative Committee Meeting was held at the Resort at Squaw Creek.

### **1.0 CALL TO ORDER**

- 1.1 The meeting was called to order at 2:10 p.m. by Les Pedersen and a quorum was established.

### **2.0 INTRODUCTION OF NEW COMMITTEE MEMBERS**

- 2.1 Andy Chapman introduced new marketing coop committee members, John Hernstat from the Hyatt and David Ratchford from Northstar. New committee member Alex Mourelatos with Mourelatos Lakeshore Resort was not present today.

### **3.0 ROLL CALL**

- 3.1 Committee members present at the meeting were: Bill Hoffman, Executive Director, IVCBCB; Sandy Evans Hall, Executive Director, NLT Chamber/CVB/Resort Association; John Hernstat, Hyatt Regency Lake Tahoe; Les Pedersen, Resort at Squaw Creek; David Ratchford, Northstar California.
- 3.2 Others present were: Andy Chapman, NLT Chamber/CVB/Resort Association; Lisa de Roulet, NLT Chamber/CVB/Resort Association; Anna Atwood, NLT Chamber/CVB/Resort Association; Pettit Gilwee, Pettit Gilwee PR; Mike Williams, Smith and Jones; Kerstin Plemmel, Smith and Jones; Allyson Freedland, RKPR; and Wendy Hummer, EXL Media.

### **4.0 APPROVAL OF AGENDA**

- 4.1 **M/S/C (Hoffman/Evans Hall) (5/0) to approve the agenda as presented.**

### **5.0 APPOINTMENT OF NEW CHAIR FOR FY 2011/12**

- 5.1 Bill Hoffman volunteered to act as Chair for the Marketing Coop Committee for 2012.
- 5.2 **M/S/C (Evans Hall/Pedersen) (5/0) to elect Bill Hoffman as Chair for 2012.**

### **6.0 APPROVAL OF SEPTEMBER 28, 2011 COOP MEETING MINUTES**

- 6.1 **M/S/C (Pedersen/Ratchford) (5/0) to approve the North Lake Tahoe Marketing Cooperative Committee meeting minutes of September 28, 2011 as presented.**

## **7.0 DISCUSSION ON NLT MARKETING COOPERATIVE AGREEMENT**

**Action: Sandy and Bill to bring forward language changes for the Marketing Cooperative agreement to this committee for vote through e-mail.**

## **8.0 REVIEW AND APPROVAL OF AGENCY RFP PROCESS**

- 8.1 Andy gave a quick overview of the agency Request for Proposals document for advertising and marketing services. The anticipated release date will be March 15, 2012 with a deadline for qualified proposals due on April 16, 2012. Andy stated the Marketing Cooperative Committee will elect subcommittee members today from both organizations that will review and evaluate the responses. Agreement between the bidder and Incline Village Crystal Bay Visitors Bureau and the North Lake Tahoe Chamber/CVB/Resort Association will be signed mid May 2012. David Ratchford recommended including budget numbers in the RFP process.
- 8.2 The Committee agreed to include an overall coop budget outline in the RFP.
- 8.3 **M/S/C (Evans Hall/Pedersen) (5/0) to release the RFP document on March 15, 2012 and include the overall coop budget numbers with it.**

## **9.0 APPOINTMENT OF RFP SUBCOMMITTEE**

- 9.1 Andy reported the North Lake Tahoe Marketing Cooperative will undergo an Agency RFP process over the next few months. As part of this process, it is recommended that a subcommittee of the Coop Committee be established to act on behalf of the Coop. Some of the duties of the subcommittee will include:
- Oversee solicitation RFP process
  - Oversee solicitation of agency bid
  - Review agency bids
  - Determine qualification and acceptance of bids
  - Participate in selection procedure of bids
  - Recommend successful agency to NLT Coop Committee for final approval
- 9.2 The following Marketing Coop Committee members were recommended to serve on the subcommittee: David Ratchford, Les Pedersen, John Hernstat and Lee Weber-Koch.

**Action: Andy will communicate a meeting schedule with the subcommittee members.**

## **10.0 UPDATE ON MARKETING EFFORTS DUE TO CURRENT CONDITIONS**

- 10.1 Andy gave an update on what staff has been doing related to pre storm and post storm efforts. Over the last several weeks, staff and agency partners focused efforts and resources on communicating current and accurate resort and snow information to not only our guests but also to our local community. This effort was initiated to ensure a consistent message was being portrayed to the media in an attempt to head off any misinformation being distributed throughout the region. Some of the pre-storm efforts that were done:
- Coordinated resort PR/Marketing meeting on Jan. 6<sup>th</sup> to discuss messaging and tactics.
  - 5 station Bay Area radio campaign week of Jan. 9<sup>th</sup> promoting snowmaking.
  - Conducted 8 live radio interviews on current conditions
  - Daily ski report on lifts and runs distributed to lodging and chamber members.

- Recorded video of Olympic Heritage Celebration Snow Dance for distribution.

10.2 Wendy with EXL Media reviewed highlights of the media plan. Mike and Kerstin with Smith and Jones reported on the gotahoenorth website and the results of the e-mail survey. Allyson Freedman with RKPR reported on social media. Pettit Gillwee reported on public relations highlights.

#### 11.0 REVIEW AD AWARENESS STUDY REPORT FROM LA/SF

11.1 Andy reported on the results of Lake Tahoe Advertising Tracking Report. This report is posted on <http://nltra.org/marketing/>.

#### 12.0 REVIEW OF CONSUMER EMAIL SURVEY RESULTS

12.1 Andy reported on the email survey to our database in November 2011. The goals of the survey were to look for ways to improve open rates and click through rates, to determine consumer's view on more compelling and valuable email content, and to build our database. Mike with Smith and Jones shared that the survey was sent on October 14, 2011. As of December 20, 2011 there were 175 respondents and the survey included 10 questions. Some of the top responses for two of the questions were:

- **As a recipient of North Lake Tahoe's monthly emails, what information is of interest to you?**
  1. Cool deals (dining, hotel, shopping, activities, etc.) at North Lake Tahoe - 84.0%
  2. Events at North Lake Tahoe - 69.1%
  3. Seasonal activities at North Lake Tahoe (i.e. biking, skiing, paddle boarding) - 62.9%
- **How often would you like to receive emails from North Lake Tahoe?**
  1. Whenever there is time-sensitive information to share, such as limited time offers - 57.1%
  2. One time per month - 44%

Based on findings and results from recent e-blast some of the recommendations Mike shared were: continue sending monthly e-blasts with a focus on deals and events. Include information and links to: seasonal outdoor activities, special festivals and events, couples and family activities. Send time-sensitive e-mails as needed, such as snow reports, contests, and special deals and events.

#### 13.0 FYE 2011/12 FINANCIAL REVIEW

13.1 The Committee reviewed the balance sheet and statement of activities for the year ending December 31, 2011.

13.2 **M/S/C (Pedersen/Ratchford) (5/0) to approve the December 31, 2011 financial statements as presented.**

#### 14.0 NEW BUSINESS

14.1 None

#### 15.0 PUBLIC COMMENT

15.1 None

**16.0 ADJOURNMENT**

16.1 The North Lake Tahoe Marketing Cooperative meeting was adjourned at 4.10 p.m.

Submitted By:

Anna Atwood, Marketing Executive Assistant  
NLT Chamber/CVB/Resort Association





NORTH.



7/12

# Schoolmates.

*Tom: Partner and Co-founder.*



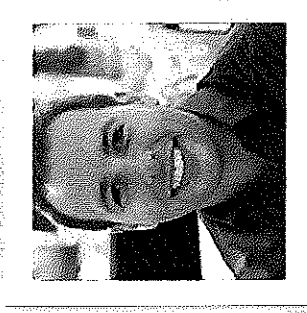
*Joe: Partner and Co-founder.*



*Nick: Media Director*



*Maida: Account Executive*



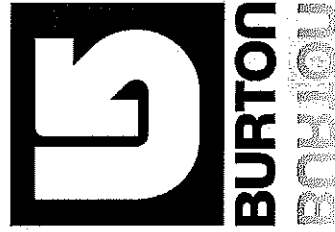
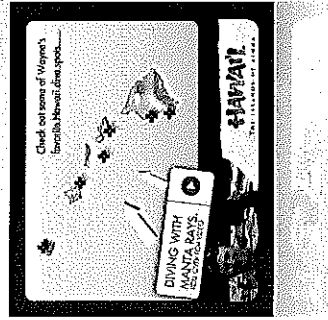
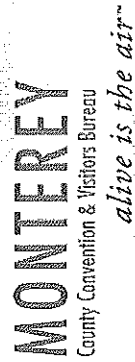
# Propaganda.

FULL SERVICE: CREATIVE & MEDIA

3.5 YEARS OLD, TEN PEOPLE

PASSIONATE ABOUT RESULTS

HOUSEBROKEN



## 6 THINGS

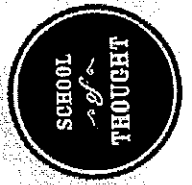
*You haven't seen from a small agency.*

1. We've got a killer team.
2. We put them first.
3. Online media. Offline. Outdoor. Planning. Events. Yes.
4. User-centered websites since way back in 1996.
5. Small shop. Big video capabilities.
6. We give a damn.



# RECOMMENDATIONS

OR, HOW TO DRAMATICALLY INCREASE THE NUMBER OF HEADS IN BEDS.



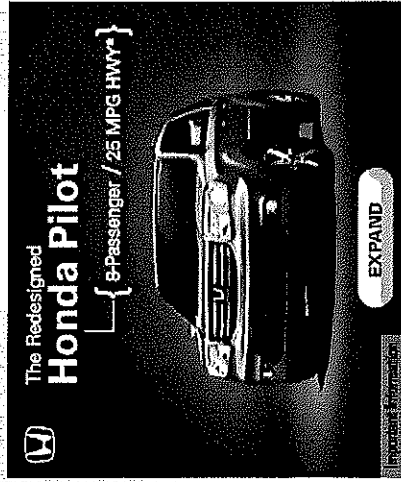
# Go Farther.

There's no magic bullet.

Improvements will be incremental—but will add up.

Need harder working:

- Media
- Social
- Creative



static or simple:  
.02% to .10% ctr



rich / interactive  
2% to 40%  
engagement

100 X



# We recommend:

1. Focus.
2. Build deeper relationships.
3. Push other areas, including SoCal.
4. Get more conferences.
5. Overcome inertia.



# We recommend:

6. Build momentum with social.
7. Improve conversions (site).
8. The brand should equal Tahoe.
9. Make the work great.







# THE WORK

# THE WORK

## Learnings.

People think they don't have time

Make time

Bay Area takes Tahoe for granted

Remind them

Not top of mind—especially in SoCal

Be bold

Nobody goes alone

Socialize the idea

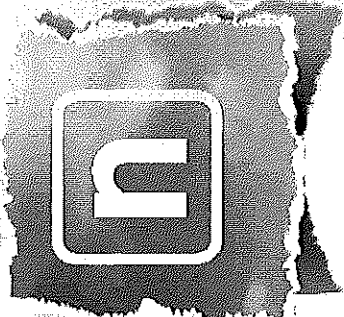
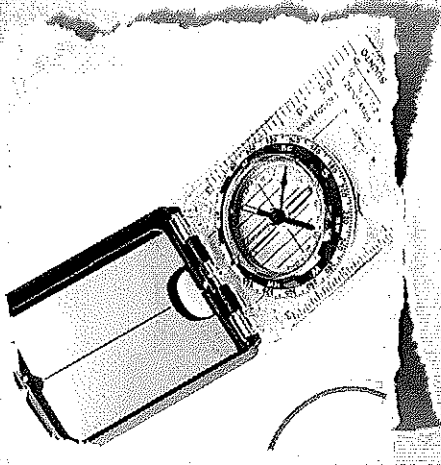




# DESIGN INFLUENCES



Be Distinctive





# FORGET THE PHONE, SYNC THE FAMILY.

NEARBY: In a place where it's actually better to forget about television for an hour or two. Where couples remember their first dates, easily. Where you always say the cell phone was out of range. Don't miss a net. This is the beauty of Tahoe. [gotahoenorth.com](http://gotahoenorth.com)

[gotahoenorth.com](http://gotahoenorth.com)

 north lake tahoe

NEARBY, lies a place where kids actually forget about television for an hour or two. Where couples remember their first dates, easily. Where you always say, the cell phone was out of range. Even when it's not. This is the beauty of Tahoe. [gotahoenorth.com](http://gotahoenorth.com)

# WHY BUCKET LISTS WERE INVENTED.

NEARBY has a place where kids actually forget about television for an hour or two. Where couples remember their first dates, easily. Where you always say, the cell phone was out of range. Even when it's not. This is the beauty of Tahoe. [gotahoenordti.com](http://gotahoenordti.com)



[gotahoenordti.com](http://gotahoenordti.com)



[www.kteb.com](http://www.kteb.com)



NEARBY, less a piece of time, is a special moment about  
television for an hour of live. Where couples, children,  
their families, easily. Where you have the best call  
phone was out of range. Even when it's not. This is the  
beauty of fishes. [gotahnorth.com](http://gotahnorth.com)

**YOUR LIFE CALLED.**

**IT WANTS ITS BALANCE BACK.**

[gotahnorth.com](http://gotahnorth.com)

 north lake tahoe

EPIC DAY. EPIC NIGHT.

REPEAT UNTIL DONE.

NEARBY, lies a place where kids actually forget about television for an hour or two. Where couples remember their first dates easily. Where you always say the cell phone was out of range. Even when it's not. This is the beauty of Tahoe. [gotahoenorth.com](http://gotahoenorth.com)

[gotahoenorth.com](http://gotahoenorth.com)

 north lake tahoe

**ATTENTION OVERWORKED MASSES:**

**MAKE TIME!**

**(AND OTHER NOT-SUBTLE REMINDERS)**



WE KNOW, IF THIS WERE IT ONLY THREE HOURS AWAY, THIS WOULD BE CRUEL AND UNUSUAL

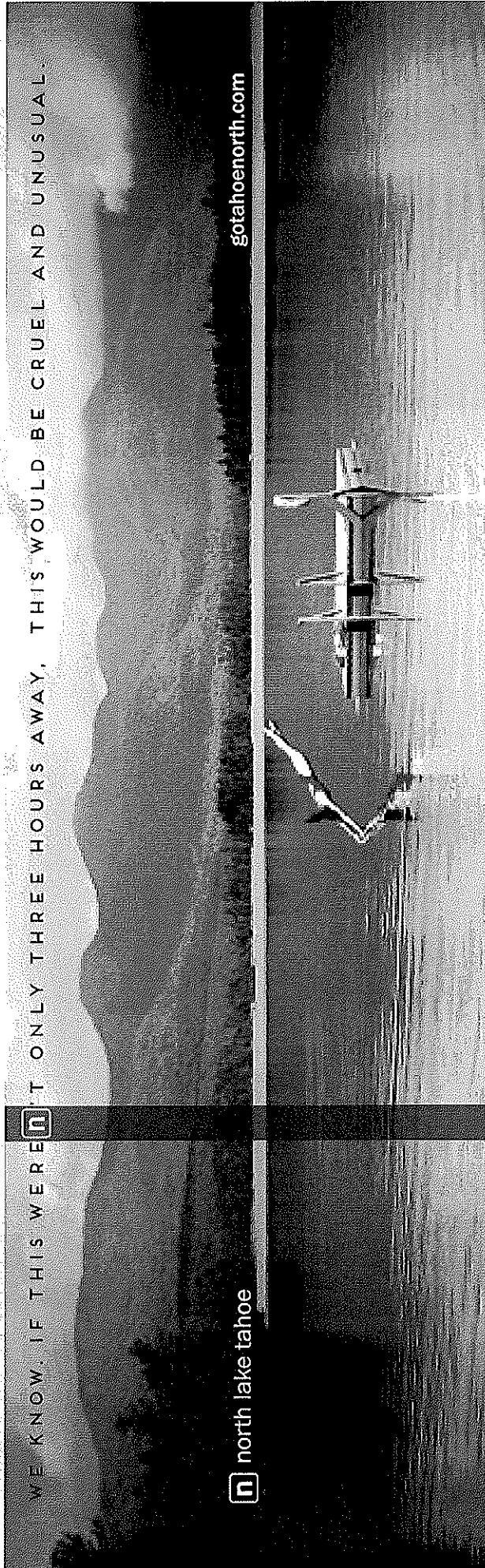
gotahonorth.com

11 NORTH 1840 1840 06

WE KNOW, IF THIS WERE  T ONLY THREE HOURS AWAY, THIS WOULD BE CRUEL AND UNUSUAL.

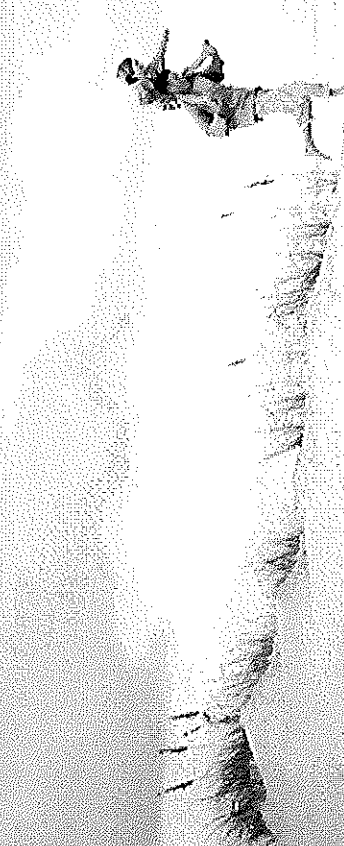
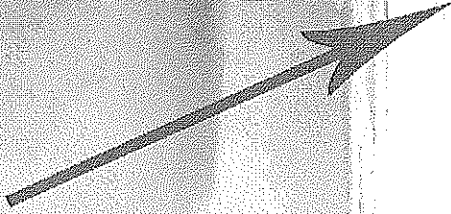
 north lake tahoe

gotahoenorth.com



BE THIS GUY.

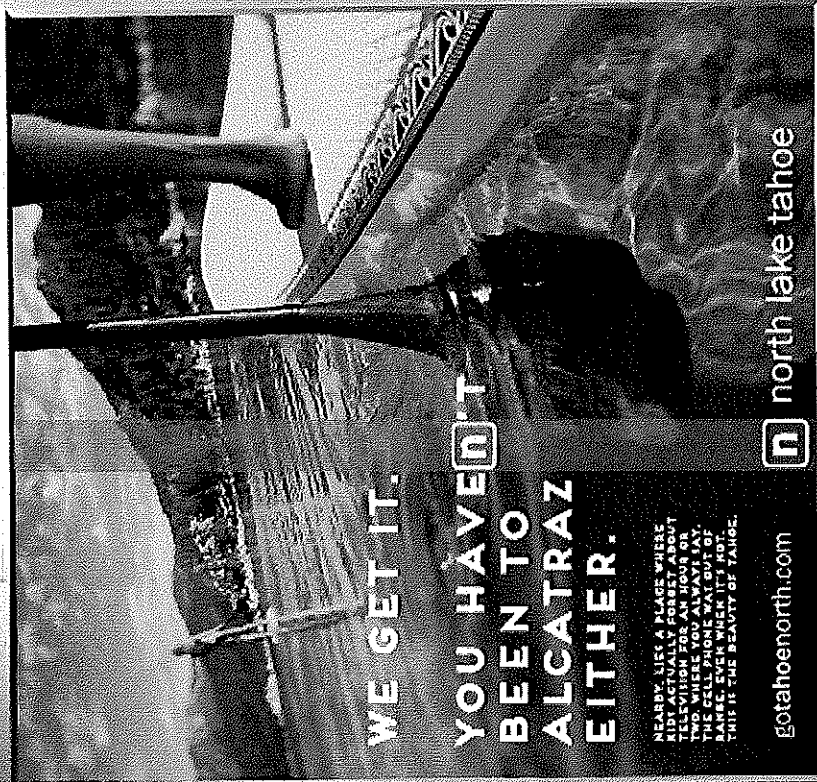
**n**OT THAT GUY.



**n** north lake tahoe

SO CLOSE. YOU CAN CALL IT A STAYCATION  
gotahoenorth.com

 north lake tahoe



WE GET IT.

YOU HAVEN'T  
BEEN TO  
ALCATRAZ  
EITHER.

NEARBY LIES A PLACE WHERE  
YOU GET ALL THE BEST ABOUT  
TELEVISION FOR AN HOUR OR  
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THE BEST OF THE BEST. A LOT OF  
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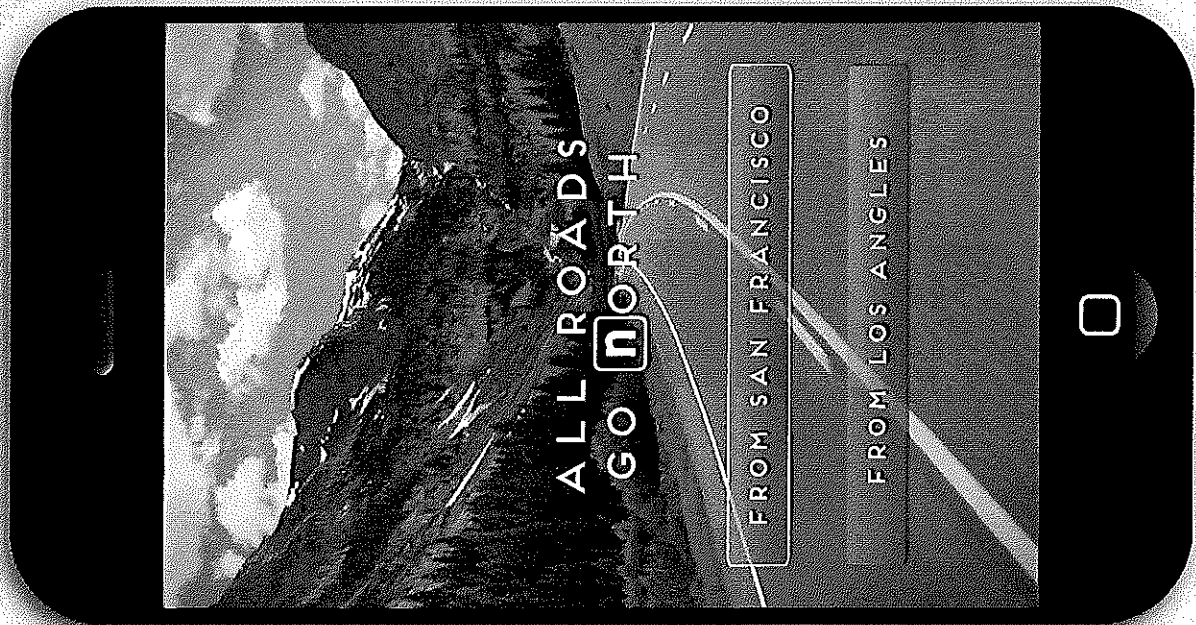
[gotahoenorth.com](http://gotahoenorth.com)

 north lake tahoe

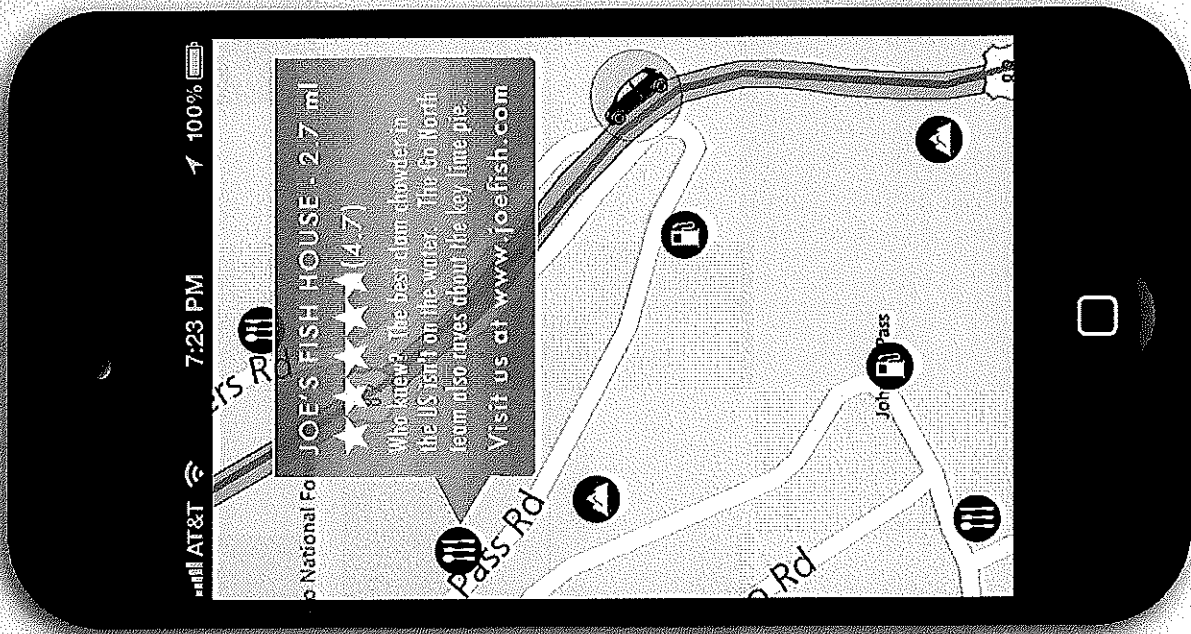


# MAKE THE DRIVE A LITTLE EASIER



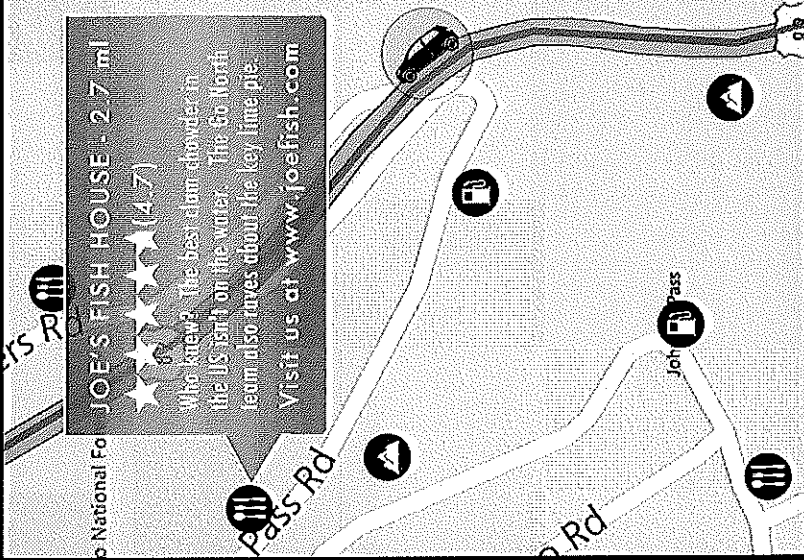


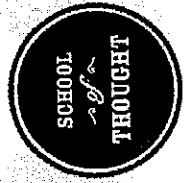
*automatically  
suggests  
best gas,  
restrooms,  
drive-throughs*



AT&T 7:23 PM 100%

**JOE'S FISH HOUSE** - 2.7 mi  
★★★★★ (4.7)  
Who knew? The best damn chowder in the US isn't on the water. The Go North team also raves about the key lime pie. Visit us at [www.joefish.com](http://www.joefish.com)





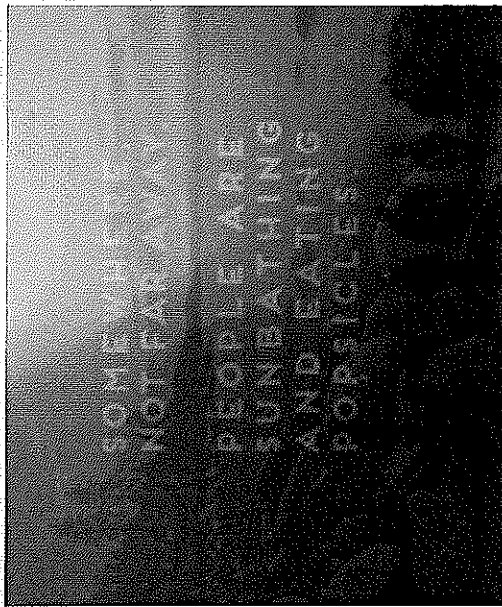
# APPENDIX

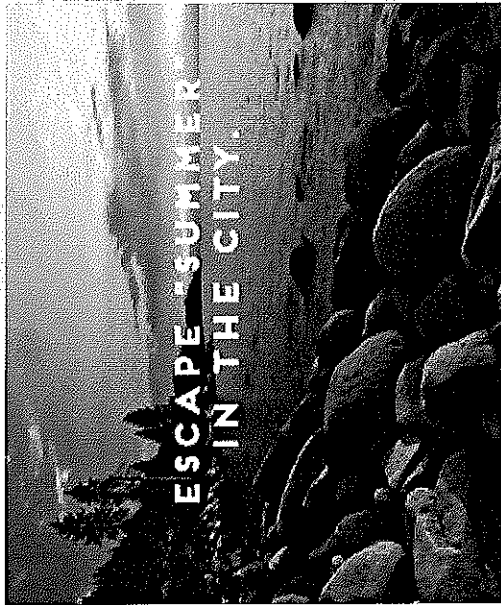
# DIGITAL THAT RESONATES



SOMEWHERE,  
NOT FAR AWAY,  
PEOPLE ARE  
SUNBATHING  
AND EATING  
POPSICLES.

*banner*









# DIGITAL THAT YOU WANT TO SOCIALIZE





# ESCAPE TO TAHOE

## GO NORTH EXCUSE GENERATOR

Life is short, but the workload sure ain't.  
Which is why you need to give yourself a  
spontaneous road trip North to Tahoe.  
Here's all you need to get started.

WHO SHOULD WE SEND THE EXCUSE TO?

Tom Geary

HOW MANY DAYS WILL YOU BE UP NORTH?

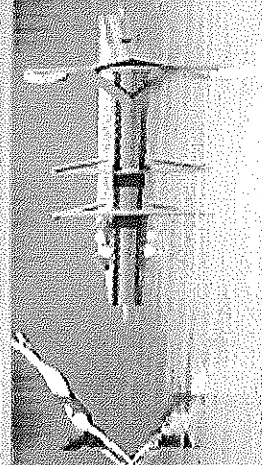
5

WHAT IS YOUR JOB?

Dental Assistant

MAKE MY EXCUSE!

Share



Lake Tahoe North ay

✓ Liked

No. 25147

Neighborhood Medical Center  
5917 Geary Street  
San Francisco CA 94108  
415 433 4035

MEDICAL NOTE

ATTN: Tom Geary

This is to certify that I have examined and treated  
Nicholas Wooten of Company / School and  
she / he will be absent / unfit for duties for one  
day(s), from 6/5/2012  
Diagnosis: Elephantiasis.  
And that's just for starters!

Freddy F. Randall, M.D.

AUTHORIZED MEDICAL OFFICER SIGNATURE



Share

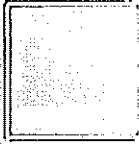




No. 25147

# Neighborhood Medical Center

5917 Geary Street  
San Francisco CA 94108  
415 433 4035



to



Tom Geary



Eric Topthik

Colorado · New York, New York



Tony Fernandez

Phoenix, Arizona



Shari Toomey



Andrew Tobin

Wisconsin · Miami Ad school



Tommy Zanandrie

UCCS · Colorado



Maggie O'Toole

Ohio · Dover, Ohio



Todd Mental

Roanoke, Virginia



Tommy Bannoni



Dawne Deisarter

Toedtmann

Chicago, Illinois



Freddy F. Randall,

AUTHORIZED MEDICAL OFFICER SIGNATURE



Share

## MEDICAL N

ATTN: Tom Geary

This is to certify that I have ex

Nicholas Wooten ..... of C

she / he will be absent / unfit f

day(s), from 6/5/2012

Diagnosis: Elephantiasis

And that's just fo



North Lake Tahoe Marketing Coop  
 July 2012-June 2013  
 Conference Advertising Plan Outline  
 May 10<sup>th</sup>, 2012

**I. Strategy/Parameters**

- The following geographic target markets are being targeted for advertising efforts.  
 Northern California corporate & association  
 Southern California corporate & association  
 Chicago associations
- Campaign flights for each market will fall around trade show or special promotion dates  
 Trade Shows in target markets:  
 December 5 – CSAE Seasonal Spectacular, Sacramento  
 December 13 – Holiday Showcase, Chicago  
 May, date tbd – HSMAI, Long Beach or San Jose
- Conference Property Participation:  
 Paid: Trade Shows, NLT bi-annual newsletter and purchased emails  
 Free: Featured in print ads
- Create larger focus on associations in selected target markets, as they have been impacted less by the economy. However, continue to target the corporate market.
- Continue to build database and solicit leads with contests and continue to communicate with our database through our bi-annual direct marketing efforts. Continue with one contest and possible incentive offer in print ads - 50% off airport transfers.

	<u>2011-12 Proposed</u>	<u>2012-2013</u>
Advertising Budget Total:	\$220,000	\$200,000
Advertising:	\$137,205	\$117,205
Reno/Tahoe Coop:	\$25,000	\$25,000
Trade Show/Sales Efforts	\$57,795	\$57,795

**II. Media Mix**

**A. Publications**

Possible Renewal from 2011-2012

- Smart Meetings (Lake Tahoe Issue)
- Meetings West (Lake Tahoe Issue)
- NCCMPI Annual Directory
- CSAE Nesletter
- Forum (Chicago)
- Successful Meetings (only CA or Reno/Tahoe issues)

Possible New Considerations

- Meetings & Conventions (Reno/Tahoe)
- ASAE-Association Now
- Prevue
- Publications of trade shows attending (if available)

## B. Possible Internet

1. Emails/Newsletters
  - Northstar Travel Media
  - Meetings Focus
  - USAE e-newsletter sponsorship
  - MeetingsMag.com Emails (National & CA)
  - Email lists from trade shows (if available)
  - Etarget Media
2. Paid Search
3. CVENT Annual Listing & possible additional opportunities

## C. Direct Mail/Email Blasts

1. Newsletters
  - One will drop in July and the other in January accompanied by email blasts.
    - Should the printed piece be annual only with news about the NLT conference scene in general, list of all properties, and then ad space available for partners who want added exposure?
  - Targeting database list.
    - Add meeting planners who live or plan in California (purchased list).
  - Sell advertorial to generate more partner participation.
2. Contests
  - Continue to grow NLT database.
  - Targeting new added value lists with email.
3. Special offer piece to NLT database
  - Hot Dates email blasts – Most popular partner piece.
    - How many times per year do we want to do this?
  - Consider adding more special offers throughout year to an exclusive list and to our standard list.
  - Develop stronger messaging – All properties come out with an agreed offer (i.e. Free coffee breaks in March)

## D. Miscellaneous

1. Other costs to hit the conference advertising plan
  - Reno-Tahoe Meetings co-op
  - GTN/meetings mobile site
  - Researching adding item to trade show bags
  - Production, client service, maintenance

July 2012-June 2013	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Actual
<b>Print (CA Distribution &amp;/or CA Editorial)</b>													
Successful Meetings, 1/2 page 4C Circulation: 50,015					\$5,625 CA Editorial					\$7,500 CA Supplement w/Destination CA Meeting		\$5,625 Reno/Tahoe	\$13,125
Meetings & Conventions, 1/2 page 4C Circulation: 50,030													\$5,625
Smart Meetings, 1/2 page 4C Circulation: 33,200								\$4,580 Reno/Tahoe					\$4,580
Meetings West, 1/2 page 4C Circulation: 35,064										\$5,174 Lake Tahoe			\$5,174
CSAE Newsletter, 1/2 page Island 4C Circulation: 1,500				\$1,649 Annual Directory		\$1,649 Seasonal Spectacular Program					\$1,649 Reno/Tahoe		\$4,947
NCMPID Directory, 1/2 page Island 4C Circulation: 1,200				\$2,162 Annual Directory									\$2,162
CA Advertising Subtotal	\$0	\$0	\$0	\$3,811	\$5,625	\$1,649	\$0	\$4,580	\$0	\$12,674	\$1,649	\$5,625	\$35,613
Chicago Print Forum of Chicago/land, 1/2 P 4C Circulation: 4,100						Holiday Showcase Program Guide \$3,438							\$6,876
Chicago Advertising Subtotal	\$0	\$0	\$0	\$0	\$0	\$3,438	\$0	\$0	\$3,438	\$0	\$0	\$0	\$6,876



July 2011-June 2012	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Actual
<b>Email Blasts</b>													
USAE E-newsletters (database 27,000), 2x per month, First position				\$922				\$922		\$922		\$922	\$3,688
E-Target, IL, CA & NV Meeting Planners (database 39,882)			\$800										\$800
Northstar Travel Media (database 100,000)									\$6,875				\$6,875
Meetings West - Plan in CA or NV (database)											\$2,100		\$2,100
<b>Email Blast Subtotal</b>	\$0	\$0	\$0	\$800	\$0	\$922	\$0	\$922	\$6,875	\$922	\$2,100	\$922	\$13,463
<b>INTERNET PROGRAMS</b>													
CVENT (annual program 4/1/12-3/31/13)										\$7,831			\$7,831
Paid Search	\$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
<b>Internet Programs Subtotal</b>	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$8,831	\$1,000	\$1,000	\$19,831
<b>Grand Total Advertising</b>	\$1,000	\$1,000	\$1,000	\$5,611	\$6,625	\$7,009	\$1,000	\$6,502	\$11,313	\$22,427	\$4,749	\$7,547	\$75,783



North Lake Tahoe Marketing Cooperative  
Statement of Activities  
For the Eleven Months Ending May 31, 2012

Description	Current Month			Year to Date		
	Actual	Budget	% Change	Actual	Budget	% Change
<b>Revenues</b>						
IVCBVB Funding	\$39,613	\$55,471	(29%)	\$440,743	\$610,181	(28%)
NLTRA Funding	100,000	69,333	44%	992,000	762,663	30%
Web Commissions	0	1,000	(100%)	0	11,000	(100%)
Partner Contributions	0	0	0%	28,000	28,000	0%
<b>Total Revenues</b>	<b>\$139,613</b>	<b>\$125,804</b>	<b>(84%)</b>	<b>\$1,460,743</b>	<b>\$1,383,844</b>	<b>(98%)</b>
<b>Expenses</b>						
<b>Marketing</b>						
Drive Market Print	17,246	\$30,000	(100%)	\$118,770	\$96,786	23%
Destination Print	0	20,000	(14%)	129,461	179,605	(28%)
Outdoor	0	0	0%	103,750	74,216	40%
Internet	18,749	0	0%	161,437	105,739	53%
Direct Response	2,985	2,000	49%	27,977	89,936	(69%)
Website Programs	7,221	5,500	31%	86,631	60,307	44%
Production/Client Services	11,984	9,100	32%	94,248	114,545	(18%)
Cooperative Programs	1,750	2,500	(30%)	237,088	323,000	(27%)
Co-op Destination Effort	0	0	0%	88,018	0	0%
<b>Total Marketing</b>	<b>59,935</b>	<b>69,100</b>	<b>(32%)</b>	<b>1,047,380</b>	<b>1,044,134</b>	<b>18%</b>
<b>Leisure Sales/Tour &amp; Travel</b>						
Trade Shows Miscellaneous	0	0	0%	4,587	6,000	(24%)
Domestic Trade Shows	0	200	(100%)	4,628	4,250	9%
International Advertising	0	0	0%	5,327	8,000	(33%)
International Trade Shows/Programs	(5,181)	5,000	(204%)	53,961	89,500	(40%)
<b>Total Leisure Sales/Tour &amp; Travel</b>	<b>(5,181)</b>	<b>5,200</b>	<b>(304%)</b>	<b>68,503</b>	<b>107,750</b>	<b>(88%)</b>
<b>Public Relations</b>						
Agency Fees	3,816	3,866	(1%)	41,976	42,526	(1%)
PR Programs	732	2,950	(75%)	14,947	34,850	(57%)
<b>Total Public Relations</b>	<b>4,548</b>	<b>6,816</b>	<b>(76%)</b>	<b>56,923</b>	<b>77,376</b>	<b>(58%)</b>
<b>Conference</b>						
Regional Print	2,885	0	0%	2,885	50,000	(94%)
Destination Print	0	0	0%	21,152	17,805	19%
Sales Effort Advertising Support	0	0	0%	14,967	18,911	(21%)
Database/Relationship Management	0	0	0%	8,709	40,206	(78%)
Internet	11,177	375	2,881%	42,839	15,159	183%
Production/Client Services	2,091	1,650	27%	33,525	21,150	59%
<b>Total Conference</b>	<b>16,153</b>	<b>2,025</b>	<b>2,907%</b>	<b>124,077</b>	<b>163,231</b>	<b>66%</b>
<b>Conference Trade Shows</b>						
Trade Shows	(5,135)	13,500	(138%)	31,384	30,406	3%
<b>Total Conference Trade Shows</b>	<b>(5,135)</b>	<b>13,500</b>	<b>(138%)</b>	<b>31,384</b>	<b>30,406</b>	<b>3%</b>
<b>Web Manager/Social Media</b>						
Web Manager	4,903	0	0%	54,115	0	0%
Total Web Manager	4,903	0	0%	54,115	0	0%
<b>Administration</b>						
Supplies/Miscellaneous	0	0	0%	588	1,140	(48%)
Total Administration	0	0	0%	588	1,140	(48%)
<b>Total</b>						
<b>Total Revenues</b>	<b>\$139,613</b>	<b>\$125,804</b>	<b>(84%)</b>	<b>\$1,460,743</b>	<b>\$1,383,844</b>	<b>(98%)</b>
<b>Total Expenses</b>	<b>110,750</b>	<b>110,750</b>	<b>(88%)</b>	<b>1,108,234</b>	<b>1,108,234</b>	<b>18%</b>
<b>Total</b>	<b>29,863</b>	<b>15,054</b>	<b>(49%)</b>	<b>352,509</b>	<b>275,610</b>	<b>(21%)</b>

X V



North Lake Tahoe Marketing Cooperative  
Balance Sheet  
For the Eleven Months Ending May 31, 2012

ASSETS	
Cash and cash equivalents	\$132,886.01
Receivables	
Accounts Receivable	<u>14,650.81</u>
Total Receivables	14,650.81
Prepaid expenses	<u>71,486.68</u>
TOTAL ASSETS	<u><u>219,023.50</u></u>
LIABILITIES & NET ASSETS	
Accounts Payable	132,658.89
Other Liabilities	<u>(6,077.82)</u>
TOTAL LIABILITIES	<u>126,581.07</u>
NET ASSETS	
Capital Contribution	14,668.77
Net Change in Net Assets	<u>77,773.66</u>
TOTAL NET ASSETS	<u><u>92,442.43</u></u>
TOTAL LIABILITIES & NET ASSETS	<u><u>219,023.50</u></u>