



Marketing Committee Agenda and Meeting Notice

Monday, July 24th, 2017 - 2:00 pm
Tahoe City PUD

NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

Tourism 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.

Marketing Committee

NLTRA Board

Brett Williams, Chair
Agate Bay Realty

Committee Members

Eric Brandt
Destination Media Solutions

Terra Calegari
Resort at Squaw Creek

Carlynn Fajkos
Northstar California

Gregg Gibboney
Notched

Christine Horvath
Squaw Valley/Alpine Meadows

Todd Jackson
Big Blue Adventure

Judith Kline
Tahoe Luxury Properties

Becky Moore
Squaw Valley Lodge

Marguerite Sprague
Tahoe Public Arts

Placer County
Erin Casey
DeDe Cordell

NLTRA Staff

Quorum
6 Members with 1 Board Member

Items May Not Be Heard In the Order They Are Listed

Call in information:

Dial: 712-770-4010

Meeting ID: 961-748

Please let us know in advance if you will be calling in

- 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. (2 - 10 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – (2 min) **Page 1-3**
 - June 27th, 2017

Presentation & Discussion

- E. Update on NLTRA/Placer County Contract and Scope of Work – Brett Williams (15 min)
Page 4-11
- F. Review and Approval: Autumn Food and Wine/Northstar Contract – Amber Burke (20 min)
Page 12-19
- G. Review on Detailed FY 2017/18 NLT Marketing Coop Budget – Andy Chapman (15 min)
Page 20-22
- H. Review of 2017 Autumn Food and Wine Program – Amber Burke (20 min)
- I. Committee Member Comments
- J. Adjournment

This meeting is wheelchair accessible

Posted and Emailed (7/19/17 – 4 pm)



north lake tahoe

Chamber | CVB | Resort Association

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

MARKETING COMMITTEE MEETING MINUTES Tahoe City Public Utility District Board Room Tuesday, June 27, 2017 – 2 pm

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams, Eric Brandt, Christine Horvath, Todd Jackson, Becky Moore, Carlyne Fajkos, Judith Kline (2.11 pm)

RESORT ASSOCIATION STAFF: Jason Neary, Sarah Winters, Sandy Evans Hall, Natalie Parrish, Amber Burke,

OTHERS IN ATTENDANCE: Bart Peterson, Andy Chapman

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

The Marketing Committee meeting was called to order at 2:08 pm and a quorum was established.

2.0 PUBLIC FORUM

No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

M/S/C (Moore/Brandt) (6/0) to approve the agenda as presented.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM MAY 30, 2017

M/S/C (Jackson/Fajkos) (4/0/2 – Horvath & Brandt abstained) to approve the meeting minutes from May 30, 2017.

5.0 REVIEW OF CEO TRANSITION PROCESS, TOURISM DIRECTOR SEARCH AND CONSULTING SCOPE OF WORK WITH ANDY CHAPMAN – SANDY EVANS HALL

- Sandy announced Cindy Gustafson is the new CEO and will be starting on August 1st.
- A consulting scope of work was developed with Andy Chapman for the next 12 weeks to ensure all contracts with the agency (Abbi & Augustine) are upheld.
- Cindy and Andy will be working on a job description for JT's position and they hope to have it out within the next couple of weeks. They hope to have interviews done in August with a hire beginning of September.

6.0 UPDATE ON NLTRA/PLACER COUNTY CONTRACT AND SCOPE OF WORK – SANDY EVANS HALL, BRETT WILLIAMS

- Brett shared with the committee the recent events that started with the letter from the staff of Placer County at the end of March, letting the NLTRA know they will be changing our scope of work. Placer County proposed the organization to keep the Marketing scope of work and they would take over Infrastructure/Transportation.
- The NLTRA Board of Directors met early April and decided to submit what has been done in the past, a regular scope of work including Transportation and Infrastructure.

- Brett filled in the committee on the series of events that happened after that and that the NLTRA Executive Committee just completed a mediation last Friday with the staff of Placer County.
- Brett shared some of the highlights from the mediation. Transportation and its current process is set up really well and that would continue. Ron would still be our representation and voice on the different committees. It was recommended that a new Capital Improvement partnership/committee be formed. This new partnership will be defined with respect to Capital Improvements projects. A broader “community” representation and voice is one thing being closely looked at, along with a more regular scheduled communications between NLTRA and Placer County. As far as Marketing there are no current major concerns with the work that has been done or with the performance of the work. Placer County has suggested a few slight changes and Brett suggested that they meet with Andy Chapman.
- A new 6 month scope of work will take this contract to Jan 1, 2018 is what was agreed upon. The new scope of work will have to be completed within mid-July to go to the Placer County Board of Supervisors at the end of July. Erin with Placer County is working on the new 6 month scope of work.
- Sandy shared what she heard today watching the Placer County Board of Supervisors meeting was the “community” would like to see more funds going into infrastructure and less to marketing. She asked that the NLTRA Board of Directors pay attention to this.
- Sandy shared that the NLTRA staff will have to do another scope of work for the next 6 months.

7.0 REVIEW AND DIRECTION ON FY 2017/18 DRAFT COOP BUDGET – ANDY CHAPMAN

Andy shared the FY 2017/18 North Lake Tahoe Marketing Coop Budget Draft. These numbers are a projection on where the Coop is currently and Fiscal year 2016/17 is not over before June 30. Andy pointed out the contribution from both the NLTRA and Incline Village Crystal Bay Visitor Bureau increased to a total of \$2,341,821. This is the second year in a row that the funding has been over 2 million in the 12 year history of the Marketing Cooperative. Last year the carry-over was \$55,000 and he is hoping it will be closer to \$35,000 this year.

Andy went through some of the line items and the variances. He shared it looks like media took a big hit but when the final numbers are carry over come in, it should be close to where we were last year. He noted that there is added funds to Public Relations/Social Media, Leisure Sales and Conference Sales. For the Coop committed programs there has been a change in SSMC. SSMC was the public fund that helped fund Ski Lake Tahoe and Ski Lake Tahoe in its current form is going away. More discussion on its future and purpose will take place over the next couple of months. The recommendations were to keep the funds until a decision has been made on the future of SSMC.

M/S/C (Brandt/Moore) (7/0) to approve the draft FY 2017/18 Marketing Cooperative budget.

8.0 REVIEW AND INPUT ON ABBI AGENCY DRAFT THREE YEAR CONTRACT – ANDY CHAPMAN

Andy reviewed the RFP process and shared there were two finalist. One being Catapult out of San Francisco and the other being our current PR firm, the Abbi Agency. The organization has had great success with the Abbi Agency and they were selected out of the two finalist. Andy shared there are a couple of typos in the contract that will be changed. He went through the scope of work and highlighted some of the changes. One committee member questioned the video and photo assets and Amber Burke shared she has contracted with Ryan Salm and a few seasonal photo shoots have already been completed.

9.0 REVIEW AND INPUT ON BLACK DIAMOND UK/IRELAND REPRESENTATION CONTRACT SCOPE OF WORK – SARAH WINTER

Sarah thanked everyone that helped with the RFP election process. She stated there were 7 applicants and it was narrowed down to two; WixHill and Black Diamond who is our current representation in the UK. Black Diamond had great momentum and there wasn't really a big reason for change. She highlighted some of the changes on the contract this year:

- Gained one additional staff person for our representation.
- PR aspect was pulled out of the contract (it was added to the Abbi Agency contract)
- Tracking product analysis so that we can track year-over-year growth.

- Increased spend in travel trade

10.0 REVIEW AND INPUT ON GATE 7 AUS/NZ REPRESENTATION CONTRACT SCOPE OF WORK – BART PETERSON

Bart stated there were two finalist for the Australia and New Zealand representation. One being Gate 7, the current representation and Canuckiwi who represents Travel Nevada. Gate 7 were chosen as they have performed very well and there were nothing different or new that Canuckiwi offered to bring to the table. He stated we split this contract 50/50 with Mammoth Mountain. Mammoth Mountain splits it with Mammoth Lakes Tourism. Bart stated it's critical that North Lake Tahoe receive 50% of the visibility and that this was spelled into the new contract. Bart shared he just returned from a very successful sales trip to Australia. One big change to the contract is that it is now a year-round contract and New Zealand was added to the contract. The PR aspect was also pulled out of this contract.

11.0 REVIEW AND APPROVAL OF ABBI AGENCY ENHANCED EVENT PUBLIC RELATIONS AND SOCIAL OUTREACH – AMBER BURKE

Amber shared she has been working with the Abbi Agency on leveraging sponsorship and how best to utilize the content. She shared it wasn't clearly spelled out how much time the Abbi Agency can spend on events and she requested they submit an RFP that clearly spells out marquee events, tactics and deliverables. She went through the 5 marquee events that the Abbi Agency will assist with for 2017/18: Wanderlust (2017), Wanderlust (2018), Spartan World Championships (2017), Autumn Food & Wine Festival (2017) and WinterWonderGrass (2018). The total fiscal budget: \$20,000.

M/S/C (Brandt/Moore) (7/0) to approve the Enhanced Event Public Relations and Social Outreach contract with the Abbi Agency.

12.0 DEPARTMENTAL REPORTS (<http://nltra.org/docs/public/March%20Departmental%20Reports.pdf>)

- The Departmental Reports were not reported on this month but are available online.

13.0 COMMITTEE MEMBER COMMENTS

- No committee member comments.

14.0 STANDING REPORTS

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

- DESTIMETRICS MAY REPORT
- RTIA APRIL '17 PASSENGER AND CARGO REPORT
- CONFERENCE ACTIVITY REPORT
- GOOGLE ANALYTICS REPORTING
- APRIL '17 LODGING REFERRAL REPORT

15.0 ADJOURNMENT

- The Marketing Committee meeting adjourned at 3.50 pm.

Submitted By:

Anna Atwood
Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association

ATTACHMENT A - North Lake Tahoe Resort Association Scope of Work for August 1, 2017 - January 31, 2018

The North Lake Tahoe Resort Association (Resort Association) will provide services in accordance with the provisions and requirements specified in the scope of work in order to assist the County in meeting its objectives as identified in the 2015 Tourism Master Plan. Services will include:

1. Organization Management and Administration
2. Destination Marketing Programs
3. Tourism Master Plan Support and Implementation
4. Research and Planning

ORGANIZATION MANAGEMENT AND ADMINISTRATION

Manage the corporation and oversee services and programs operated by the corporation.

Tasks:

- Ensure compliance with all provisions and requirements of the Agreement between Placer County and the Resort Association.
- Implement full transition and onboarding for CEO and GMO.
- Plan for and work toward implementation of board governance and marketing subcommittee recommendations from 18 month organization review process.
- Develop outreach plan in partnership with Placer County staff to receive community feedback on future partnership.
- Schedule regular meetings between Resort Association and Placer County staff to share information, anticipate issues and note successes.
- Revise scope of work and contract template with Placer County consistent with industry best practices, performance based contract goals and mutually agreed upon performance indicators.

DESTINATION MARKETING PROGRAMS

Develop and execute comprehensive marketing, advertising and promotion programs to maximize the exposure and promotion of North Lake Tahoe as part of eastern Placer County as the premier international mountain resort destination in the United States.

Marketing Plan

Develop and implement annual marketing plan including analysis on whether the annual plan is best supported by a longer term strategic plan.

Plan Objectives:

1. Increase prospective visitor awareness of the amenities offered in the region.
2. Increase visitation to the destination during mid-week and strike zone time periods.
3. Increase average length of stay per visitor.

4. Increase total number of visitors arriving by air.
5. Coordinate efforts with resorts and business community to leverage opportunities and increase visitation.
6. Begin development of a long-term marketing strategy that aligns with the Tourism Master Plan.

Performance Indicators:

- Increase travelers arriving by air by 3% as compared over prior year same period.
- Increase midweek occupancy in FY 2017-18 by 2% over prior year same period with lodging barometer information.
- Complete marketing plan with performance indicators.
- Integration with Resort and business community marketing strategies.

Performance Indicator Criteria

Revise performance indicators with input from Placer County consistent with goals and objectives identified in the approved Marketing Plan.

Performance Indicators should include the following criteria:

1. Incorporate industry best practices.
2. Define measureable results.
3. Guide marketing strategies.
4. Support and insure results.
5. Incorporate research-based metrics.
6. Result in amending tactics and strategies when metrics are not achieved or as warranted based on market and/or product changes.

Performance Indicators:

- Revised performance indicators to be included in future marketing plan, scope of work and long-term contract with Placer County.
- Progress report and schedule consistent with revised performance indicators.

The Marketing Plan outline should also include the following tasks:

a) Public/Media Relations

Tasks:

- Increase public and media awareness of North Lake Tahoe as part of eastern Placer County as a premier year-round active and family travel destination.
- Generate positive editorial coverage in national, regional and international publications and communications channels.
- Conduct domestic and international media familiarization trips.
- Provide assistance to journalists on assignment in eastern Placer County.
- Frequently update content for the media center and blog on GoTahoeNorth.com
- Remain up to date on consumer travel trends to revise and update media relations plan as needed and appropriate.

Performance Indicators:

- Increase advertising equivalency of public relations efforts by 7% over prior year same period with adjustment for inflation.
- Increase number of media contacts and press releases downloaded from GoTahoeNorth.com by 5% over prior year same period.
- Increase references to GoTahoeNorth.com in editorial stories and features about North Lake Tahoe by 10% over prior year same period.

b) Social Media

Tasks:

- Utilize social media to increase public awareness of North Lake Tahoe as part of eastern Placer County.
- Increase followers and engage viral community.

Performance Indicators:

- Increase number of social media followers by 15% over prior year same period.
- Increase number of consumer sharing across Facebook, Instagram, Pinterest, Snapchat and Twitter platforms by 20% as compared to prior year same period.

c) Website - As the main fulfillment channel for all consumer marketing efforts, GoTahoeNorth.com must contain compelling content and be fully leveraged to maximize promotion of eastern Placer County.

Tasks:

- Regularly update GoTahoeNorth.com with content designed to engage travelers and inspire year-round and mid-week visitation to eastern Placer County.
- Include information that a visitor would need to book a trip to eastern Placer County and find information to enhance their visit while in market.

Performance Indicators:

- Increase total unique visitors to site by 5% over prior year same period.
- Increase average length of stay on the site by 10% over prior year same period.
- Increase number of lodging referrals by 5% over prior year same period.

1) Group and Conference Sales

The program shall include a focus on increasing awareness in the national and regional meetings industry of North Lake Tahoe as part of eastern Placer County as a premier meeting, conference and events destination.

Tasks:

- Promote North Lake Tahoe as part of eastern Placer County at industry trade shows and events
- Conduct sales missions, site inspections and familiarization tours (FAMs)
- Conduct in market customer events in strategic markets (SF, Sacramento, Chicago, and Washington DC).

- Establish and maintain relationships with meeting planners, event coordinators and other travel professionals that are responsible for selecting destinations for future programs.
- Increase awareness in southeastern United States (Florida, Georgia, Tennessee).

Performance Indicators:

- Increase total leads by 10% over same period in FY 2016-17.
- Increase booked revenue by 5% over same period in FY 2016-17.
- Increase number of request for proposals submitted through GoTahoeNorth.com website by 10% over same period in FY 2016-17.
- Attract at least one major meetings industry customer event to eastern Placer County, as part of the North Lake Tahoe region. (MPI, CalSAE, Connect, etc.)
- Host at least one meeting industry familiarization tour with 10+ customers.
- Increase leads from southeast market by 10% over same period in FY 2016-17.

2) Leisure Sales

The program shall focus on building regional, national and international tourism business for eastern Placer County through a variety of trade shows, familiarization tours, promotional programs and training for travel/reservation agents.

Tasks:

- Identify opportunities among multiple distribution channels for the sale of eastern Placer County vacations and vacation products, including: 1) direct to consumer; 2) travel agents; and, 3) domestic and international t operators.
- Serve as the primary liaison to the cooperative tourism marketing programs available at the state level, including partnership with, but not limited to Visit California, Travel Nevada and the High Sierra Visitor Council.
- Serve as the primary liaison to General Sales Agents (GSAs) in international markets as identified as priorities for development.
- Plan and host a travel trade FAMs with a summer focus.
- In conjunction with Resort Association's Public Relations team and with GSAs, host media FAM trips.
- Strengthen relationships with international offices to drive tourism year round and mid-week during winter and summer seasons.
- Monitor brochure information and online information to ensure year round messaging.
- Increase product placement in order to generate more incentive for long term visitation with inclusion in activity itineraries.
- Update the leisure sales tracking program with selected OTA's and domestic wholesale tour operators quarterly in order to track peak and non-peak room nights.
- Build out international and domestic travel industry database to send out immediate messaging.

Performance Indicators:

- Conduct five (5) Leisure Sales site inspections and sales missions promoting North Lake Tahoe as part of eastern Placer County.
- Increase newsletter database of travel agents located outside the four hour drive market by 10% over same time period in FY 2016/2017.
- Increase database by 10% over same time period in FY 2016/2017.

3) Special Event Sponsorship

Focus on attracting events within the identified strike zones and with a nexus to initiative areas, including developing eastern Placer County's reputation as a premier destination for human powered sports, arts, culture and family activities and assist in the communications of the local impacts of each event.

Tasks:

- Execute and manage contracts for all Placer County and Resort Association sponsored special events, ensuring all promotional benefits are received.
- Communicate and document necessary permits are submitted at least 90 days prior to event date for all Placer County/Resort Association sponsored special events.
- Assist event producers in completion of final event report including tracking measurements necessary to determine an event ROI for all sponsored special events.
- Assist in facilitating event surveys during the 2017 summer and fall season
- Coordinate and execute a visitor information booth at regional events.
- Administer, oversee and execute the Special Event Partnership Funding program
- Insure local districts and public service agencies are notified of sponsored special events.
- Create and distribute a tool kit for event producers including local and regional media information, North Lake Tahoe social handles and hashtags, and destination information.
- Develop and manage a centralized media resource library.
- Communicate with regional event producers to ensure events are uploaded to the Special Events Calendar on GoTahoeNorth.com.
- Increase regional awareness of Business Association and Chamber Collaborative in- market campaigns.

Performance Indicator:

- Reports with ROI including event attendance, overnight stays in eastern Placer County and media exposure within 45 days of event completion.

4) Visitor Information Services

Provide comprehensive information to visitors to eastern Placer County that serves to enhance the visitor experience and encourage longer stays and/or return visitation.

Tasks:

- Develop, publish and distribute the bi-annual North Lake Tahoe Official Visitor Guide.
- Update, publish and distribute eastern Placer County Neighborhood Maps.
- Operate the year-round Tahoe City Visitors Center, which shall provide guests with information concerning North Lake Tahoe businesses, attractions, events and activities.
- Operate the summer-season Visitor Center at Kings Beach State Recreation Area, which shall provide visitors with information concerning eastern Placer County businesses, attractions, events and activities.
- Maintain an information kiosk in the Reno Sparks Convention and Visitor Authority Visitor Center in Downtown Reno.
- Work the lodging properties located in eastern Placer County to inform them of the services and benefits provided by the Resort Association.
- Regularly distribute information concerning events and business opportunities to lodging operators and other local businesses.
- Distribute the customer service training video for staff of local businesses. The training video shall provide local business employees with knowledge of the destination to enhance the visitor experience and encourage repeat visitation

Performance Indicator:

- Increase visitors served in visitor information centers by 2% over prior year same period.

TOURISM MASTER PLAN: CAPITAL PROJECTS AND TRANSPORTATION

Tasks:

- Work with Placer County to develop a capital projects partnership to monitor and review implementation of Tourism Master Plan priorities and identify possible changes to those priorities.
- Capital project partnership strategy to include the following criteria:
 - Broad community representation and participation.
 - Frequent community input.
 - Implementation of Tourism Master Plan priorities.
 - Improved transparency and accountability.
 - Additional TOT funds to capital projects.
 - Regular assessment of priorities.
 - Leverage partnerships.
- Develop and implement an outreach plan in partnership with Placer County to receive community feedback on process to review of Tourism Master Plan priorities.
- Support transportation initiatives for eastern Placer County by serving on the Boards of Placer County Transportation Planning Agency (PCTPA), Tahoe

Transportation District (TTD), Truckee North Tahoe Transportation Management Association (TMA) and the Resort Triangle Transportation Vision Coalition (RTTVC).

- Provide quarterly summary of transportation meeting objectives and outcomes to County staff.

Performance Indicators:

- Capital projects partnership strategy to include list of community participants.
- Complete outreach plan including meeting dates, participants and objectives.
- Attendance at TTD, TMA, RTTVC and PCTPA meetings.
- Monthly summary of transportation meeting outcomes, issues and action steps.

RESEARCH AND PLANNING:

Tasks:

- Manage Dean Runyon contract to complete report on the Economic Significance of Tourism, no later than October 31, 2017 per contract with Dean Runyon.
- Prepare renewal application for Bicycle Friendly Community Designation for eastern Placer County (North Lake Tahoe Area).

Performance Indicator:

- Complete Dean Runyon contract, and post the final report, after review and approval, to the websites of the Resort Association and Placer County.
- Complete Application (August 17, 2017) and receive BFC Designation renewal by January 2018.

ATTACHMENT E- PROGRESS AND PERFORMANCE REPORTING SCHEDULE

| FREQUENCY | REPORT/ PRESENTATION | DESCRIPTION | DUE DATE |
|-------------|--|---|--|
| Monthly | Key Impact Metrics Report | Reporting of key data for prior month | Two business days following the regularly scheduled monthly Resort Association Finance Committee meeting, or the last day of each month, whichever is earlier. |
| Monthly | Account Transaction Detail Report | Reporting of prior month contract expenses | Two business days following the regularly scheduled monthly Resort Association Finance Committee meeting, or the last day of each month, whichever is earlier. |
| Monthly | Monthly Financial Statements | Including contract Budget to Actual Schedule; expenditure reports, Marketing Cooperative expense report (direct and program) and Budget to Actual tied to Attachment C | 48 hours prior to Finance Committee meeting time |
| Semi-Annual | Seasonal Marketing and Promotion Expenditure Report | To include Marketing Cooperative expenses (direct and program) | Spring/Summer – Nov 15; |
| Semi-Annual | Presentation to the Board of Supervisors on Marketing Plan | Presentation at BOS meeting | Fall/Winter – November |
| Semi-Annual | Progress report measuring Key Performance Indicators as identified in the Scope of Work, Attachment A. | The progress should follow the format and outline provided in Attachment A. | December – 2017 |
| Annual | Year-End Organizational Performance Report (collect data through six-month period) | All performance indicators in Scope of Work and Attachment E1; Conference Sales and Equity Analysis; Special Event Grant Program ROI Analysis; Capital Improvement Project Report | 30 days after end of FY 2017-18 |

EVENT AGREEMENT

This Event Agreement ("**Agreement**") is made on July 18, 2017 ("**Effective Date**") between Trimont Land Company ("**Company**") and North Lake Tahoe Resort Association, Inc., a California corporation ("**NLTRA**").

BACKGROUND

A. Company operates Northstar® California Resort, located in Placer County, California ("**Resort**") and, among other things, conducts special events at the Resort.

B. NLTRA owns and will retain the rights to the Autumn Food and Wine Festival (the "**Event**") and promotes the Event to the Lake Tahoe region.

C. NLTRA desires to conduct the Event annually at the Resort during the Term, and Company desires to host the Event at the Resort during the Term.

AGREEMENT

The parties agree:

1. **TERM; RESPONSIBILITIES.** This Agreement starts on the Effective Date and will expire on September 30, 2019 (the "**Term**"). The Event will be conducted annually during the weekend after Labor Day weekend, or at another time as mutually agreed upon by the parties in writing. The rights and responsibilities of each party concerning each annual Event are further described on **Exhibit A**, which will be amended in writing by the parties annually no later than 45 days prior to that year's Event.

2. **ADVERTISING AND PROMOTION.** Each party has the right, at its own expense, to engage in any advertising or promotional activities with respect to the Event.

3. **CONSIDERATION AND PAYMENT.** No later than August 1 of each year during the Term, NLTRA will pay Company, without demand, the annual sponsorship fee as described on **Exhibit A** (the "**Sponsorship Fee**"), which amount may be increased each year upon mutual written agreement of the parties, such agreement not to unreasonably withheld. Each year, after the completion of the Event, Company will invoice NLTRA an additional amount, as mutually agreed to by the parties, for operational costs related to the Event, and NLTRA will pay the invoice within 30 days of receipt.

4. **TRADEMARKS.**

4.1. Company's trademarks are the sole property of Company or its subsidiaries and affiliates and NLTRA does not have any right, title or interest in any of the trademarks, including reproduction of the trademarks in NLTRA's printed words or still or moving photographic images. NLTRA acknowledges that (i) all of the Company trademarks have great value and good will; and (ii) if NLTRA breaches this Section, injury to Company would be irreparable and injunctive relief to protect Company's interests would be appropriate, without limiting Company's other remedies allowed by law.

4.2. Except as necessary to perform its obligations under this Agreement, NLTRA must not use any Company trademarks without obtaining prior written permission from Company. Any Company trademarks used by NLTRA must be accompanied by adequate notification of Company's ownership including proper usage of the ™ and/or the ® symbols, as appropriate.

4.3. NLTRA's trademarks are the sole property of NLTRA or its subsidiaries and affiliates and Company does not have any right, title or interest in any of the trademarks, including reproduction of the trademarks in Company's printed words or still or moving photographic

images. Company acknowledges that (i) all of the NLTRA trademarks have great value and good will; and (ii) if Company breaches this Section, injury to NLTRA would be irreparable and injunctive relief to protect NLTRA's interests would be appropriate, without limiting NLTRA's other remedies allowed by law.

4.4. Except as necessary to perform its obligations under this Agreement, Company must not use any NLTRA trademarks without obtaining prior written permission from NLTRA. Any NLTRA trademarks used by Company must be accompanied by adequate notification of NLTRA's ownership including proper usage of the ™ and/or the ® symbols, as appropriate.

5. INDEMNIFICATION.

5.1. NLTRA will defend and indemnify Company, its employees, officers, directors, owners, affiliates, agents and assignees and each of their successors-in-interest (each, a "**Company Indemnified Party**") from all losses, damages or liabilities to the extent arising from the Event and NLTRA's negligent acts or omissions. NLTRA releases and will indemnify each Company Indemnified Party from liability for any injuries and losses to NLTRA or its employees, officers, directors, owners, affiliates, agents, assignees and Event vendors, and each of their successors-in-interest in any way arising from this Agreement unless arising from an Indemnified Party's gross negligence or willful misconduct.

5.2. Company will indemnify NLTRA, its employees, officers, directors, owners, affiliates, agents and assignees and each of their successors-in-interest (each, a "**NLTRA Indemnified Party**") from all injuries, losses and liabilities to the extent arising from Company's negligent acts or omissions.

5.3. Upon notice from an Indemnified Party claiming indemnity for a claim or threatened claim, the indemnifying party will assume defense of the claim and retain counsel reasonably satisfactory to the indemnified party. The indemnified party will cooperate as reasonably requested in the defense and any costs and expenses incurred by indemnified party will be reimbursed by the indemnifying party. The indemnified party may retain counsel and participate in any proceeding at its expense, unless a conflict of interest exists between the parties in which case at the indemnifying party's expense. The indemnifying party may not resolve the claim without the indemnified party's consent. If the indemnifying party does not assume defense of the claim, the indemnified party may retain counsel of its choice at the indemnifying party's expense and the indemnified party will have control over the defense and authority to resolve the claim. This Section will survive any termination or expiration of this Agreement.

6. LICENSES, APPROVALS AND PERMITS. NLTRA will obtain, at its own cost, any liquor licenses or permits that may be required to conduct the Event on the Resort premises. Company will secure any other permits required for the Event unless otherwise agreed to by the parties.

7. TERMINATION. Either party may terminate this Agreement for any reason upon 30 days written notice; provided, that this Agreement may not be terminated for convenience after January 1 of each year. In addition, either party may terminate this Agreement upon 30 days written notice to the other party if that party is in material breach of this Agreement (unless that party cures the breach within 30 days of receiving notice).

8. CANCELLATION FOR WEATHER. NLTRA acknowledges that inclement, extreme or unseasonable weather may make conducting the Event impractical or impossible and that unseasonable weather in the days or weeks preceding the Event, or during the Event, may make it impractical or impossible for Company to permit access to the Premises. NLTRA acknowledges that Company will have complete and sole discretion regarding whether or not to cancel or postpone the Event in case of inclement weather conditions. Company agrees to consult NLTRA prior to any cancellation decision.

9. GENERAL PROVISIONS.

9.1. Compliance with Law. In performing its obligations under the Agreement, each party will comply with all applicable laws, rules and regulations. In addition, NLTRA will comply with all Resort policies in effect at the time of the Event.

9.2. Authority. Each party warrants that (i) it has the authority to enter into and perform this Agreement; and (ii) execution or performance of this Agreement does not breach any other agreement.

9.3. Force Majeure. Neither party will be deemed to be in default for any delay or failure to perform any of its obligations under this Agreement to the extent that the delay or failure to perform results directly from an occurrence that is not reasonably foreseeable, caused by, or under the control of, the performing party, and occurs despite reasonable efforts to prevent, avoid, delay or mitigate the effect of that occurrence, including (i) acts of God, fire, flood, explosion or extraordinary and destructive weather conditions directly affecting the performing party; (ii) injunctions; (iii) restraint or acts of domestic government; or (iv) terrorism, war, sabotage, vandalism, accident, civil disorder or riots occurring within the United States or directly affecting the performing party.

9.4. Governing Law; Jurisdiction and Venue. This Agreement is governed by California law, without regard to conflicts of laws principles. Exclusive jurisdiction and venue for any legal action under this Agreement is the Placer County California District Court or the U.S. District Court for the District of Eastern California.

9.5. Jury Waiver. The parties waive their rights to trial by jury in any legal action under this Agreement.

9.6. Remedies Cumulative. The rights and remedies in this Agreement are cumulative and are in addition to all rights and remedies available under law (unless waived in this Agreement). By exercising any right or remedy a party does not waive any other available right or remedy.

9.7. Severability. If any provision of this Agreement is deemed to be illegal, invalid, or unenforceable, that provision will be excluded to the extent of the invalidity or unenforceability, and all other provisions will remain in full force and effect. To the extent permitted, the invalid or unenforceable provision will be deemed replaced by a provision that is valid and enforceable and that comes closest to expressing the intention of the invalid or unenforceable provision.

9.8. Attorneys' Fees. If a party substantially prevails in any legal action under this Agreement the non-substantially prevailing party must pay the reasonable attorneys' fees, experts' fees, costs and expenses of the substantially prevailing party.

9.9. Notices. All notices under this Agreement must be in writing and delivered to the notice address below: (i) by registered, express, or certified mail; (ii) by courier or messenger service; or (iii) by electronic mail with acknowledgement of receipt. Notice is deemed given on the date received or, if acceptance is refused, the date of attempted delivery. Either party may change its notice address by following the requirements in this Section.

| | |
|----------------|---|
| If to Company: | Vail Resorts Management Company Attention: Legal Dept., Box I-88 390 Interlocken Crescent Broomfield, Colorado 80021 E-mail: legalnotices@vailresorts.com |
|----------------|---|

With a copy to: Northstar California
P.O. Box 129
Truckee, CA 96161
Attention: General Manager

If to NLTRA: North Lake Tahoe Resort Association, Inc.
Attention: Amber Burke
PO Box 5459
100 North Lake Blvd.
Tahoe City, CA 96145
E-mail: Amber@gotahoenorth.com

9.10. Survival. The provisions of this Agreement that, by their nature, are intended to survive expiration or termination of this Agreement, including any indemnification or confidentiality obligations, will survive.

9.11. Amendment. The parties may alter this Agreement only by written amendment signed by the parties.

9.12. Further Assurances. If reasonably requested, each party will sign and deliver any document or take other action necessary to carry out the intent of or to perfect any of the rights granted in this Agreement.

9.13. Time of the Essence. Time is of the essence with regard to all dates and time periods in this Agreement.

9.14. Captions. The captions of each section are for reference only and do not affect the interpretation of this Agreement.

9.15. No Presumption Against Drafter. This Agreement expresses the mutual intent of the parties. Each party has had the opportunity to consult with counsel. Any rule of construction that ambiguities will be resolved against the drafting party does not apply.

9.16. Relationship of Parties. Nothing in this Agreement creates a partnership, joint venture, or similar relationship between the parties. Neither party may bind the other party or hold itself out as having authority to bind the other party.

9.17. Third-Party Beneficiary. This Agreement is for the sole benefit of the parties and their successors and permitted assigns, and no other person or entity has any right under this Agreement except to the extent identified in this Agreement.

9.18. Assignment; Successors. NLTRA may not assign or delegate its rights or duties under this Agreement. This Agreement is binding on the successors and permitted assigns of either party.

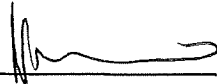
9.19. Entire Agreement. This Agreement contains the entire understanding between the parties relating to the subject described and supersedes all prior agreements, whether written or oral, relating to the same subject.

9.20. Counterparts. This Agreement may be executed in counterparts, which taken together form one agreement. Signatures provided by facsimile or other electronic methods are equivalent to original signatures.

[signature page follows]

The parties have executed this Agreement as of the Effective Date.

TRIMONT LAND COMPANY

By: 
Name: NADIA GUERRIERO
Title: VP / GENERAL MANAGER

NORTH LAKE TAHOE RESORT
ASSOCIATION, INC.

By: _____
Name: _____
Title: _____

EXHIBIT A
Event Description

Event Name: Lake Tahoe Autumn Food and Wine Festival

Dates: The Event takes place annually during the weekend following Labor Day weekend or at another time as mutually agreed upon by the parties in writing. The Event dates for 2017 are September 8–10, 2017.

Event Details:

Friday

TICKETED EVENT

Farm to Tahoe Dinner will take place at the Zephyr Lodge.

Saturday

Events and seminars will take place throughout the Village including Village center skating rink, plaza, and overlook, Gondola Way, grand archway breezeway, select Village restaurants, conference rooms, on-mountain and at the golf course:

FREE EVENTS INCLUDE:

- Cooking demonstrations unless alcohol is served
- Children's activities
- Gourmet Marketplace Trade Fair
- Live Music
- Entertainers, face painters, balloon artists
- Artisan Jewelry, Clothing, Accessories Show and Sale – as part of the Gourmet Marketplace Trade Fair

TICKETED EVENTS INCLUDE:

- Gourmet Marketplace Wine and Brew Walk
- Food, Wine and Cooking seminars where alcohol is served
- Hands on Cooking
- Blazing Pans Mountain Chef Cook Off
- Charbay Artisan Winery & Distillery Annual Release Party
- Other events as mutually determined by both parties

Sunday

TICKETED EVENT

The Grand Tasting and Culinary Competition will be held in the Village center skating rink, plaza and overlook, creating movement and activity. In addition to the Grand Tasting, the Marketplace, live or silent auction, and live music will be featured.

NLTRA and Company will mutually agree on the number of staff and media tickets to be provided to each party for the ticketed events.

ADDITIONAL RESPONSIBILITIES OF NLTRA

NLTRA will be responsible for the following:

- Event marketing and public relations
- Solicitation of sponsors (Company is not required to participate in sponsorship process)
- Assistance with finalizing Event programming and chef commitments
- Solicitation of wineries
- Temporary ABC license for Event site
- Winery communication and registration
- Allowing the use of all NLTRA-owned kitchen equipment during the Event
- Inventory in/out of kitchen equipment with joint sign-off on inventory and shortages, with Company's assistance
- Assistance with NLTRA-owned kitchen equipment transport to/from Northstar Village
- Obtaining auction items to be used on Sunday during the Grand Tasting
- Oversight and expertise for the Event
- Receiving and storage of all donated alcoholic beverages
- Assistance with choosing members of the judging committee

Sponsorship Fee for 2017 Event: \$30,000

ADDITIONAL RESPONSIBILITIES OF COMPANY

Company will provide the following:

- Event execution
- Solicitation of vendors and restaurants
- Event ticketing for Resort Events.
- Lodging to Event sponsors, presenters and judges
- Event budgets for marketing, advertising and public relations
- Provide vendor and restaurant communication and registration
- Assistance with winery communication and registration
- Event logistics, staffing and operations directly related to execution of the Event at the Resort, including:
 - All food and beverage
 - Seminar services
 - Signage
 - Event staffing
 - Vendor registration and storage
 - Sound system(s)
 - All rental equipment
 - Power
 - Participant check-in
 - Live Music
 - Kitchen equipment transport and on-site storage
- Event venue site (Friday, Saturday & Sunday events)
- Event security
- List "Presented by the North Lake Tahoe Association" on all advertising and signage
- Return or replace all NLTRA-owned kitchen equipment used for Event
- A guaranteed donation of \$5,000 to a mutually agreed-upon non-profit organization
- Complete accounting to NLTRA of all invoices for services and accounts payable related to the Event.
- Truck transportation and load-in/load-out staffing at the Truckee Airport and the Village at Northstar storage.

- Inventory in/out of kitchen equipment with joint sign-off on inventory and shortages, with NLTRA's assistance
- Obtain fire and health department permits required for the Event

North Lake Tahoe Marketing Cooperative

2017-2018 Budget

| INCOME | Q1 | | | Q2 | | | Q3 | | | Q4 | | | Total |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------|
| | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | |
| 4001 NLTRA | 70,591 | 141,182 | 141,182 | 70,591 | 70,591 | 197,655 | 197,655 | 169,419 | 70,591 | 70,591 | 70,591 | 141,182 | \$ 1,411,821 |
| 4001-01 NLTRA - Add On | | | | | | | | | | | | | \$ - |
| 4000 IVCBVB | 32,678 | 77,237 | 123,457 | 113,856 | 38,619 | 38,619 | 76,025 | 116,644 | 93,525 | 91,525 | 54,119 | 65,696 | \$ 922,000 |
| 4004 IVCBVB Entertainment Account | 2,000 | | | 2,000 | | | 2,000 | | | 2,000 | | | \$ 8,000 |
| 4004-00 IVCBVB - Add On | | | | | | | | | | | | | \$ - |
| 4005 Prior year net assets | | | | | | | | | | | | | \$ - |
| Total Operating Income | 105,269 | 218,419 | 264,639 | 186,447 | 109,210 | 236,274 | 275,680 | 286,063 | 164,116 | 164,116 | 124,710 | 206,878 | \$ 2,341,821 |
| EXPENSES | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Budget |
| Acct # Operating Expenses | | | | | | | | | | | | | \$ 1,139,821 |
| 5000 CONSUMER MARKETING | | | | | | | | | | | | | \$ 1,139,821 |
| FY 2017/18 Media Budget TBD | | | | | | | | | | | | | |
| 5001 Broadcast / Radio - High Notes | | | | | | | | | | | | | \$ 20,000 |
| 5002 Consumer Print | | | | | | | 35,000 | | | | | | \$ 35,000 |
| 5002-01 Native Display | 6,738 | 3,850 | 3,713 | 2,888 | 1,650 | 3,850 | 8,663 | 6,738 | 2,888 | 3,713 | 1,650 | 8,663 | \$ 55,004 |
| 5004 Trip Advisor | 5,250 | 5,063 | 3,938 | 2,250 | 5,250 | 3,938 | 11,813 | 9,188 | 5,063 | 2,250 | 11,813 | 9,188 | \$ 75,004 |
| Paid Social | 17,200 | 8,400 | 8,100 | 9,800 | 3,600 | 8,400 | 24,400 | 14,700 | 6,300 | 11,600 | 3,600 | 18,900 | \$ 135,000 |
| 5005-01 Digital Display | 11,148 | 6,370 | 6,143 | 4,778 | 2,730 | 6,370 | 14,333 | 11,148 | 4,778 | 6,143 | 2,730 | 14,333 | \$ 91,004 |
| 5005-01 Digital Display Retargeting | 3,063 | 1,750 | 1,688 | 1,313 | 750 | 1,750 | 3,938 | 3,063 | 1,313 | 1,688 | 750 | 3,938 | \$ 25,004 |
| 5007 Creative Production | 6,500 | 10,000 | 10,000 | 8,000 | 6,000 | 6,000 | 6,500 | 10,000 | 6,500 | 11,500 | 12,500 | 10,000 | \$ 141,500 |
| 5010 Account Strategy & Management | 7,000 | 7,000 | 7,000 | 7,000 | 7,000 | 7,000 | 7,000 | 7,000 | 7,000 | 7,000 | 7,000 | 7,000 | \$ 84,000 |
| 5010-01 Digital Management & Reporting | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | \$ 36,000 |
| 5010-02 Website Strategy & Analysis | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | \$ 24,000 |
| 5013 Outdoor | | | | | | | 95,000 | | | | | | \$ 95,000 |
| 5015 Video | 4,655 | 2,660 | 2,565 | 1,995 | 1,140 | 2,660 | 5,985 | 4,655 | 1,995 | 2,565 | 1,140 | 5,985 | \$ 38,000 |
| 5017 Rich Media | | | 8,000 | | | 4,000 | 10,000 | 5,000 | | 8,000 | | 5,000 | \$ 40,000 |
| 5018 Media Commission | 7,537 | 4,389 | 5,150 | 3,546 | 2,282 | 4,763 | 35,346 | 8,374 | 3,457 | 5,386 | 3,135 | 10,239 | \$ 93,603 |
| 5018-01 Digital Ad Serving | 9,000 | | | | | | | | | | | | \$ 9,000 |
| 5018-03 Strategic Marketing Plan | | 3,500 | | | | | | | | | | | \$ 3,500 |
| 5019 Experiential | | | | | | | 50,000 | | | | | | \$ 50,000 |
| 5005-00 Search Engine Marketing | 5,513 | 3,150 | 3,038 | 2,363 | 1,350 | 3,150 | 7,088 | 5,513 | 2,363 | 3,038 | 1,350 | 7,088 | \$ 45,004 |
| 5022 Email | 4,410 | 2,520 | 2,430 | 1,890 | 1,080 | 2,520 | 5,670 | 4,410 | 1,890 | 2,430 | 1,080 | 5,670 | \$ 36,000 |
| 5023 Additional Opportunities | | | | | | | | | | | | | \$ - |
| Sub Total | 83,091 | 63,652 | 66,765 | 50,823 | 37,832 | 59,401 | 325,736 | 94,789 | 48,547 | 70,313 | 51,748 | 111,004 | \$ 1,131,623 |
| 5110 LEISURE SALES | | | | | | | | | | | | | \$ 225,000 |
| 5107 Creative Production | | 850 | 850 | 850 | 850 | 850 | 850 | 850 | 850 | 850 | 850 | | \$ 8,500 |
| 5111 FAMS - Domestic | 500 | | | | | | 1,715 | | | | | | \$ 2,215 |
| 5112 Training / Sales Calls | | 3,000 | | | | | | 1,000 | | 1,000 | | | \$ 5,000 |
| 5113 Additional Opportunities | | 500 | | 2,000 | | | | 1,000 | | 1,000 | 1,000 | 500 | \$ 6,000 |
| 5114 Agent Online Trainings | | | | | | | | | | | | | \$ - |
| 5115 Travel Agent Incentive Program | | | | 1,000 | | | | | | | | | \$ 1,000 |
| 5116 RSA (Receptive Serv Assn) Membership | 695 | | | | | | | | | | | | \$ 695 |
| 5120 Domestic Trade Shows | | | | | | 2,000 | | 2,500 | | | | | \$ 4,500 |
| 5121 Client Events | | | | | | | | | | | | | \$ - |
| 5130 International Marketing | | | | | | | | | | | | | \$ - |
| 5131 FAMS - Intl - Travel Trade | | 1,000 | 500 | 500 | 500 | | | 1,000 | 2,500 | | 1,000 | | \$ 7,000 |
| 5132 FAMS - Intl - Media | | | | | | | | | | | | 7,250 | \$ 7,250 |
| 5133 Ski-Tops | | | | 2,500 | | | | | 2,000 | | | | \$ 4,500 |
| 5134 Intl Marketing - Additional Opportunities | | | | 3,000 | | | 4,000 | | | 3,000 | | 3,000 | \$ 13,000 |
| 5135 North American Journeys/Tour Operator | 2,000 | | | | | | | | | | | | \$ 2,000 |
| 5136 Tour Operator Brochure Support | | | | 1,500 | | | | 1,000 | | 2,000 | 2,000 | | \$ 6,500 |
| 5137 Co-op Opportunities | | | 2,000 | | 2,000 | | 2,000 | | 2,000 | | 4,000 | | \$ 12,000 |
| 5140 Intl Programs & Travel | | | | | | | | | | | | | \$ - |
| 5141 Australian Sales Mission | | | | | | | | | 4,000 | | 6,000 | | \$ 10,000 |
| 5142 UK Sales Mission | 4,750 | | | | | | | | | | | | \$ 4,750 |
| 5143 Mtn Travel Symposium | | | | | | | 3,000 | | | 5,000 | | | \$ 8,000 |
| 5144 IPW - Pow Wow | | | | | | | | 6,500 | | | 4,500 | | \$ 11,000 |
| 5145 TIA Annual Dues | | | | | | | 2,500 | | | | | | \$ 2,500 |
| 5146 UK / Black Diamond | 7,500 | | 10,000 | 7,500 | | | 7,500 | | | 7,500 | 5,000 | | \$ 45,000 |

| | | | | | | | | | | | | | | | | |
|---------|--|--------|--------|--------|--------|--------|--------|---------|--------|--------|--------|--------|--------|-----------|---------|---------|
| 5147 | AUS / Gate 7 | 5,000 | | 5,000 | 5,000 | | | 5,000 | 5,000 | | 5,000 | | 5,000 | \$ | 35,000 | |
| 5149 | Mexico Program | | | 1,000 | 6,000 | | | | | | | | | \$ | 7,000 | |
| 5150 | China Program | | 4,500 | | | 6,000 | | | | 1,500 | | | | \$ | 12,000 | |
| 5151 | RTO West | | | | 1,695 | | | | 1,000 | | | | | \$ | 2,695 | |
| 5152 | Go West | 2,395 | | | 500 | | | 2,500 | | | | | | \$ | 5,395 | |
| 5153 | Translation Services | | | | | | | | | | | | | \$ | - | |
| | | 22,840 | 9,000 | 18,500 | 31,195 | 8,500 | 2,000 | 28,215 | 19,000 | 12,000 | 24,500 | 23,500 | 15,750 | Sub Total | \$ | 223,500 |
| 5200 | PUBLIC RELATIONS | | | | | | | | | | | | | \$ | 312,000 | |
| 5200-01 | Strategy, Reporting, Management, Etc. | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | \$ | 24,000 | |
| 5201 | National, Regional, & Local Public Relations | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | \$ | 60,000 | |
| 5202 | PR Program / Content Development: Blogs | 1,800 | 1,800 | 1,800 | 1,800 | 1,800 | 1,800 | 1,800 | 1,800 | 1,800 | 1,800 | 1,800 | 1,800 | \$ | 21,600 | |
| 5203 | International Public Relations | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | 1,500 | \$ | 18,000 | |
| 5204 | Media Mission(s) | | | | 5,300 | | | | | | 5,300 | | | \$ | 10,600 | |
| 5206 | Digital Buy / Social Media Boosting | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | \$ | 6,000 | |
| 5207 | Content Campaigns / Tools: MyEmma | 311 | 311 | 311 | 311 | 311 | 311 | 311 | 311 | 311 | 311 | 311 | 311 | \$ | 3,732 | |
| 5208 | International Travel Media Fams | | 5,000 | | | 5,000 | | | 5,000 | | | | 5,000 | \$ | 20,000 | |
| 5209 | Domestic Travel Media Fams | 3,500 | | 3,500 | | 3,500 | 3,500 | 3,500 | | 3,500 | | | 3,500 | \$ | 28,000 | |
| 5210 | Content Development: Newsletters | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | \$ | 24,000 | |
| 5211 | Social Media Strategy & Management | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | \$ | 48,000 | |
| 5212 | Social Giveaways & Contests | | 1,100 | | | 3,350 | | | 1,100 | | | | 3,350 | \$ | 8,900 | |
| 5213 | Facebook Live | | | 1,620 | | | | 1,620 | | 1,620 | | | 1,620 | \$ | 6,480 | |
| 5214 | Social Takeover | | 1,100 | | | | | 1,100 | | | 1,100 | | | \$ | 3,300 | |
| 5215 | Content Campaign: Local Luminaries | 8,700 | | | | | | | | | 8,700 | | | \$ | 17,400 | |
| | | 29,311 | 24,311 | 22,231 | 22,411 | 28,961 | 22,231 | 21,711 | 23,211 | 27,531 | 26,911 | 23,961 | 27,231 | Sub Total | \$ | 300,012 |
| 6000 | CONFERENCE SALES | | | | | | | | | | | | | \$ | 150,000 | |
| 6002 | Destination Print | | | | 2,000 | 4,000 | | 4,000 | | 6,000 | | | 6,000 | \$ | 22,000 | |
| 6003 | Conference Online/Interactive | | | | | | | | | | | | | \$ | | |
| 6004 | Email | | 1,692 | 3,692 | 692 | 692 | 2,384 | 692 | 1,692 | 1,384 | 1,692 | 692 | 692 | \$ | 15,996 | |
| 6005 | Paid Social | 500 | 1,282 | 1,282 | 1,282 | 1,282 | 1,282 | 1,282 | 1,282 | 1,282 | 1,282 | 1,282 | 1,282 | \$ | 14,602 | |
| 6006 | CVENT | 10,400 | | | | | | | | | | | | \$ | 10,400 | |
| 6007 | Creative Production | 1,000 | 1,500 | 3,000 | 2,000 | 4,000 | 2,000 | 3,000 | 1,000 | 4,000 | 1,500 | 1,000 | 1,000 | \$ | 25,000 | |
| 6008 | Conference PR / Social Outreach | 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 | |
| 6018 | MCC Media Commission | 65 | 387 | 647 | 517 | 777 | 477 | 777 | 387 | 1,127 | 387 | 1,037 | 257 | \$ | 6,842 | |
| 6018-01 | MCC Digital Ad Serving | 200 | | | | | | | | | | | | \$ | 200 | |
| 6128 | HelmsBriscoe Strategic Partnership | | | | | | | | | | | | 6,000 | \$ | 6,000 | |
| 6152 | Client Events / Opportunities | | | | 7,500 | | | 2,920 | | | | | 7,500 | \$ | 17,920 | |
| 6153 | Chicago Sales Rep Support | 500 | | | | | 2,500 | | 2,000 | | 5,000 | | | \$ | 10,000 | |
| | | 12,965 | 5,861 | 9,621 | 7,491 | 11,751 | 7,143 | 10,751 | 5,361 | 14,793 | 5,861 | 11,011 | 4,231 | Sub Total | \$ | 140,960 |
| 6100 | Trade Shows | | | | | | | | | | | | | \$ | 100,000 | |
| 6107 | MPI - WEC Trade Show | | | | | | | | | | | | | \$ | | |
| 6111 | Site Inspections | 500 | 500 | 500 | 500 | 500 | | 500 | 500 | 500 | 500 | 500 | 500 | \$ | 6,000 | |
| 6115 | Holiday Showcase | | | | | | 1,250 | | 4,950 | | | | | \$ | 6,200 | |
| 6116 | CalSAE Seasonal Spectacular | 2,550 | | | | | 1,000 | (2,025) | | | | | | \$ | 1,525 | |
| 6120 | AFW Client Event | | 1,000 | 4,000 | | | | | | | | | | \$ | 5,000 | |
| 6120-01 | Sacramento River Cats Client Event | 3,000 | | | | | | | | | | | | \$ | 3,000 | |
| 6120-02 | San Francisco Giants Client Event | 2,000 | | | | | | | | | | | | \$ | 2,000 | |
| 6120-03 | San Jose Sharks Client Event | | | | 1,500 | | | | 5,000 | | | | | \$ | 6,500 | |
| 6127 | CalSAE Annual | | | | | | | 5,500 | | | | 1,200 | | \$ | 6,700 | |
| 6136 | Mountain Travel Symposium (6136) | | | | | | 2,500 | | | 2,000 | | | | \$ | 4,500 | |
| 6143 | Connect Marketplace (6143) | | | | | | | | 11,900 | | | | | \$ | 11,900 | |
| 6144 | ASAE XDP | | | | | 2,500 | | | | | | 1,500 | | \$ | 4,000 | |
| 6146 | UC Vendor Fair | | | 300 | 255 | | | | | | | | | \$ | 555 | |
| 6150 | Luxury Meeting Summit MA/CT/NY | 3,600 | | 2,500 | | | | | | | | | | \$ | 6,100 | |
| 6150-01 | Luxury Meeting Summit Northwest | 1,800 | | | | | 1,500 | | | | | | | \$ | 3,300 | |
| 6150-02 | Luxury Meeting Summit Texas | | | | | 2,500 | | | | | | | | \$ | 6,100 | |
| 6150-03 | Luxury Meeting Summit NorCal | 1,800 | | | | | | | | | 1,500 | | | \$ | 3,300 | |
| 6150-05 | Luxury Meetings Summit PHX/SD/OC | 2,700 | | | 2,500 | | | | | | | | | \$ | 5,200 | |
| 6151 | Destination CA | | | | | | | | | | | 1,500 | | \$ | 1,500 | |
| 6154 | HelmsBriscoe ABC | | | | | | 2,000 | | | | | 1,500 | | \$ | 3,500 | |
| 6156 | Connect California | | | | | | | | | | | 15,000 | | \$ | 15,000 | |
| 6156-02 | Connect Chicago | 2,950 | | | | | | | 500 | | | | | \$ | 3,450 | |
| 6156-03 | Connect New England | 2,950 | | | | | | | | | | | 2,500 | \$ | 5,450 | |

