



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

**AGENDA AND MEETING NOTICE
MARKETING COMMITTEE**

Tuesday, June 29th, 1pm

***** TAHOE CITY PUBLIC UTILITIES DISTRICT CONFERENCE ROOM *****

NLTRA Mission

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

NLTRA Tourism Division Mission

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

Meeting Ground Rules

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

**Marketing
Committee
Members**

NLTRA Board:

Deb Darby-Dudley,
Chair
Ron Parson
Deanna Gescheider

Committee
Members:

Steven Holt
Christine Horvath
Julie Maurer
John Monson
Becky Moore
Les Pedersen
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 – May 25, 2010 (3 min)
- E. Review, and Possible Action to Recommend for Board Approval the FY 2010/11 NLTRA Budget (20 min)
- F. Review and Discussion on FY 2010/11 North Tahoe Marketing Cooperative Budget (20 min)
- G. Presentation, Review and Possible Recommendation to Board on Advertising Agency Commission/Fee Structure (15 min)
- H. Discussion and Possible Action on GTN Website Reciprocal Links (10 min)
- I. Review of Winter Photo Shoot (15 min)
- J. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Website Content

- Public Relations

K. Committee Member Comments (*5 minutes*)

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

- May MTRiP Report
- May Search Engine Optimization Report
- May Web/GeoTracking Report
- May Click Thru Report
- April Financial Report

Posted and Emailed



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MARKETING COMMITTEE MEETING MINUTES

May 25, 2010 – 1 pm

TAHOE CITY PUBLIC UTILITIES DISTRICT CONFERENCE ROOM

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Les Pederson, Becky Moore, Julie Maurer, Bret Williams, Christine Horvath and John Monson

RESORT ASSOCIATION STAFF: Judy Laverty, Andy Chapman, Jason Neary, Jeremy Jacobson, Ron Treabess and Emily Sullivan

OTHERS IN ATTENDANCE: Pettit Gilwee, Shelley Fallon, Collier Cook, Wendy Hummer and Cathy Davis

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 1:09 pm by Les Pederson; no quorum established.

2.0 PUBLIC FORUM

2.1 Andy reported that the NLTRA Board Meeting and Retreat is scheduled for June 1, 2010 at 9 am, committee members are welcome and encouraged to attend. There will be a four hour workshop to discuss transitional period rules, responsibilities and priorities.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Due to the lack of a quorum, the agenda was accepted by acclamation

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON APRIL 27, 2010

4.1 No Action taken

5.0 PRESENTATION, DISCUSSION AND DIRECTION TO STAFF ON THE 2011 AMGEN TOUR OF CALIFORNIA OFFICIAL STAGE RFP

5.1 Andy reported that the Amgen tour of California produced by AEG is an international, world-class cycling road race that features athletes from more than 27 countries (17 eight member teams). The 2010 event was held from May 16-23rd. The NLTRA and the LTVA have been working to secure the bid to host the overall start/finish and stage two start for 2011. If the bid is secured in Lake Tahoe the race would start on May 15, 2011 in South Lake Tahoe and the cyclists would do a loop and a half around the lake. The race ending location has been discussed and it could be in Squaw Valley USA or Northstar. There

will be 3 staging opportunities for Lake Tahoe if the bid is accepted. The race offers: 42 hours of broadcast to 10.2 million total viewers in U.S., International broadcast to over 200 countries in 20 different languages, two million on-site spectators and over 1.5 million visitors to the official website, \$400 million in overall economic impact and 3.5 billion impressions world-wide. Andy said that in the 2010 race, world class athletes such as Lance Armstrong, Levi Leipheimer, George Hincapie, Mark Cavendish, Fabian Cancellara and Andy Schleck competed. The race start date has recently been moved to May so the athletes could race in the Northern California mountains. Andy reported on the demographics of the cyclers: there are nearly 65 million participants in cycling, making the sport larger than either golf, tennis, skiing or snowboarding, \$5.3 billion is spent on bikes, outpacing spending on golf, tennis, skiing and snowboarding equipment combined, 54% are male and 46% are female, 50% of Road Cycling enthusiasts reside in the ages of 25-44, the "cycling enthusiast" includes 24 million adults in which 58% are married, they are tech savvy: 93% own personal computers and average 7.4 hours per week on-line, 75% make online purchases, 27% have a post-graduate degree, 57% work in a professional or managerial capacity and the mean price of a road cycling bike is \$3,500. The CTTC is a major sponsor of the race. Andy stated the host city benefits would include revenue generation opportunities, race hospitality, publicity and marketing and inbound tourism and tourism development. The Local Organizing Committee (LOC) would consist of two co-chairs, one from the NLTRA and one from the LTVA. The Local Organizing Committee would be responsible for organizing: police services, Public Works, permit services, EMT/EMS services, notifying the local businesses and community, waste management and organizing the "Lifestyle Festival." Staff working with the NLTRA and the LTVA is putting together a statement of interest that says we are interested in submitting an RFP, we have the facilities to do it and we want to do it. The time line is as follows, next week there will be a presentation to the NLTRA Board, a letter of intent to go out on June 10th, letters of support and the RFP submittal will go out on June 15th, the 2011 race stage will be announced in July and the 1st meeting of the regional LOC will commence in July.

- 5.2 The committee conversed on the possibility of having the Amgen Tour here. Les stated that it would have a huge economic impact to our community and the PR and Marketing value would be priceless. He said he would like us to nurture the relationship to ensure that the event is held in Lake Tahoe in future years. Julie stated that May is a slow time of year and the impressions nationally and internationally would be beneficial during that time. She said cycling is an international sport and the PR value alone would be worth having it in Lake Tahoe. She also said it falls in line with what the community wants the NLTRA to do and we couldn't buy this amount of exposure. Andy said that we have discussed new event development in the past and this event is a perfect example of new event development. Les said that Santa Rosa has done a good job with the race and they are a great example that could be used as a guideline if the bid was accepted. Andy said you can check out videos on Amgentour.com for an example of the race. Julie says that Truckee, North Lake Tahoe and South Lake Tahoe would all be involved. John believes this event is exactly what the NLTRA should be doing. Alex asked if the sport is growing in the US. Andy said yes. He also asked what the key risks would be if the event were to be held in Tahoe. Andy replied that some of the risks include public safety, sponsorship generation and organizing the CHP efforts. Julie said it is definitely a commitment for the NLTRA staff. Andy replied it would be split between the NLTRA and the NLTV.

- 5.3 Due to the lack of a quorum the Committee unanimously agreed to direct staff to present the Amgen Tour project for NLTRA Board discussion and possible approval

6.0 REVIEW AND POSSIBLE ACTION TO RECOMMEND FOR BOARD APPROVAL THE FY 2010/11 TOT BUDGET

- 6.1 Andy reported that staff has been working on the FY 2010/2011 budget over the past several months which was outlined in the NLTRA's six month plan. Andy then reviewed the FY-2010/11 TOT budget proposal and requested action to the Finance Committee. The Placer County total TOT collections are a conservative estimated 8.1 million dollars. The budget is based on an estimated 60/40 split of those funds. If the NLTRA receives 60 percent of the funds then marketing receives 2,041,200 dollars. Ron said the re-upping of the TOT funds occurs on September 30, 2012. Brett asked when the percentages typically get reviewed. Ron said that they are not normally reviewed and are not set in stone. Alex says that we use the percentages as a starting point and they could possibly change. He said that the dialogue with the county is positive and productive. Alex wants to emphasize the funding for the NLTRA comes from TOT. He also said that if the committee has any feedback on the structure from a marketing perspective please let the NLTRA Board know.

6.2 No Action taken

***ACTION ITEM- Alex would like the committee to provide the NLTRA Board feedback on the structure from a marketing perspective**

7.0 REVIEW OF SUMMER FREE MUSIC CAMPAING CONCEPT

- 7.1 Andy reported that there is a lot of music, free music and ticketed music in North Lake Tahoe during the summertime. There is free music almost every day of the week in Northstar, Incline, Kings Beach, Tahoe City, Squaw Valley and Truckee. Andy said that staff and agencies have developed a concept to promote the free music series in the summer. Cathy presented some print samples and an email blast that they conceptualized for the free music series to the committee. She said they are working in conjunction with the "N" campaign. The name they came up with, after considerable debate, is "High Notes" with the tag line "North Tahoe Summerlong Music Series." She suggested that an email blast be sent out monthly. John said it is good to promote the big name bands, not just the free bands, so there is music recognition with out of market consumers. Brett said we need to explore the option of marketing this as music festivals by adding the farmers market or other activities along with the music in the advertising. Andy said that a lot of the free music venues are adding food and drink booths during their shows. The committee discussed the marketing materials that were distributed. The committee had some concern about the 'single guy' in the ads; maybe there should be crowd of people. Jeremy said that our mantra should be "there is something for everyone every day of the week." Kym asked if there is a timeline for the marketing. Cathy replied that there is an interim ad that can go out for now and they can build upon that. Wendy reported on the potential media buys to promote the music series. Brett asked if we should buy a separate domain name for the music festival. Andy said that we have done both but it has not been discussed for the summer music series.

***ACTION ITEM- Brett said we need to explore the option of marketing this as music festivals by adding the farmers market or other activities along with the music in the advertising**

***ACTION ITEM- Brett asked if we should buy a separate domain name for the music festival**

8.0 REVIEW OF PROPOSED FY 2010/11 CONFERENCE SALES MEDIA/SALES EFFORT

8.1 Jason reported on the Conference Advertising plan. He reviewed the report he passed out to the committee members. Jason said that last year was a difficult year but this fiscal year is picking up. He has had more leads in the past four months than in the nine months prior. Brett asked if the local lodging properties are seeing the same results. Jason said during the Director of Sales Meeting some of the lodging properties Sales Directors reported that "the number of groups went down but the groups that did book were larger." Les stated that in the past couple of months corporate business seems to be coming back. He asked if the arrivals listed in the report are definite signed contracts. Jason replied that yes they are signed contracts and he also includes a 10% attrition rate on top of that. Jason said his sales efforts are focused on; State, National, Chicago, Washington DC and Northern California. He stated that the DOS meeting was helpful and they discussed what sales metrics would be helpful to them if provided. The marketing plan was based on the information from the report presented by Jason. Jason said there will be a more unified sales effort between him and the lodging properties including the small properties around the lake. Cathy reported on the marketing strategies. She said they tried to do a nice mix of overall top of mind awareness. Wendy then reviewed the North Shore Co-op 2010-11 Conference Advertising Plan located in the Marketing packet. Julie asked if there are lead ID's to see where the leads come from in relation to the marketing placed. Julie would like to have Jason include a review on what is working best as far as the marketing plan goes. Jason then reviewed the Trade show calendar for the next 12 months.

***ACTION ITEM- Julie would like to have Jason include a review on what is working best as far as the marketing plan goes**

9.0 REVIEW FY 2009/10 YEAR END FORECAST

9.1 Andy reviewed the FY 2009/10 Year End Forecast. This piece was distributed to the finance committee last month.

10.0 DEPARTMENTAL REPORTS- The following reports were posted on www.nltra.org

10.1 ADVERTISING- Cathy reported on the Marketing that is in place for May and June from the Marketing packet on print, internet, radio, direct response, gotahoenorth.com website and upcoming outdoor ads. Alex is concerned about June and asked if there is anything we can do to promote June tourism. Andy replied that our newsletter will be going out early and the radio ads in place for June will help promote tourism. Cathy said they could possibly move the eblast to early June. Brett said that he thinks it's a good idea to advertise the music series to Reno and asked if there is anything that could be done as giveaways parking or a good spot to watch the music series. Cathy said she would look into it.

10.2 CONFERENCE SALES- Jason Neary's reported on the Conference Department Report.

10.3 LEISURE SALES- Jeremy Jacobson reported on the Leisure Sales report.

- 10.4 SPECIAL EVENTS-** Judy Laverty reported on the Special Events Department. Judy said that any properties have food and wine specials or wine dinners to let her know and she will market it at the Sunset show. The first race in the Stand-up Paddle series will begin at Donner Lake this weekend. Judy would like Shelley Fallon added to the department report.
- 10.5 PUBLIC RELATIONS-** Pettit Gilwee reviewed the NLTRA Public Relations Report.
- 10.6 WEBSITE-** Shelley said the website has been updated by adding summer pictures and she has been working with Eric Brandt on video for the website. Alex asked about the process of adding enhanced pictures for lodging properties. Andy said the back-end of the site is ready to go and it will be up in the next 30-40 days. Alex said it would be a good idea to have some talking points when speaking to the lodging partners to remind them of all the benefits they can gain from the GoTahoeNorth.com site. Les says that there are still some winter shots on the webpage Andy said that will change when we launch the duo site next year.

***ACTION ITEM-** Cathy said they could possibly move the eblast to early June

***ACTION ITEM-** Brett asked if there is anything that could be done as giveaways parking or a good spot to watch the music series

***ACTION ITEM-** Judy would like Shelley Fallon added to the department report

***ACTION ITEM-** Andy said the back-end of the site is ready to go and it will be up in the next 30-40 days

11.0 COMMITTEE MEMBER COMMENTS

- 11.1 In addition to the standing reports the 3rd Quarter Report – Fiscal Year 2009/2010 have been included in the Marketing Packet.

12.0 STANDING REPORTS

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

- RENO/TAHOE INTERNATIONAL AIRPORT APRIL REPORT
- APRIL MTRiP REPORT
- APRIL SEARCH ENGINE OPTIMIZATION REPORT
- APRIL WEB/GEO TRACKING REPORT
- APRIL CLICK THRU REPORT
- MARCH FINANCIALS REPORT
- NLTRA 3rd QUARTER REPORT AND SIX MONTH PERFORMANCE MEASUREMENT DOCUMENT

13.0 ADJOURNMENT

- 13.1 The Marketing Committee meeting adjourned at 3:56 pm.

Submitted By:

Emily Sullivan, Program Assistant
North Lake Tahoe Resort Association



North Lake Tahoe Resort Association
June 29, 2010

BACKGROUND

As the committee is aware, the NLTRA has been working on the FY 2010/11 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

Discussion and possible action to recommend for Board approval the NLTRA FY 2010/11 Marketing, Conference and Visitor Information budgets.

North Lake Tahoe Resort Association
Assumptions for the Proposed 2010-2011 Budget Compared to Forecast
2009-2010

Marketing

Revenues

- Placer County Payments: Increase of 2% [\$30,000] for additional marketing programs. See below under expenses for programs and amounts.

Expenses

- Marketing Research: Decrease of 100% (-\$21,000) no research planned for 10/11.
- Programs: Increase of 5% [\$7,000] for a total funding of \$147,000. This includes funding of \$95,000 for community marketing programs, and \$52,000 for Placer County Film.
- Special Events: Increase of 224% [\$94,000], \$136,000 for New Event Development and sponsorship of Amgen Tour of California.
- Miscellaneous Marketing Programs: Decrease of 47% (-\$43,000). The budget of \$48,000 includes \$15,000 for High Notes and \$23,000 for Fabulous Fall and \$10,000 contingency. In past years we have funded sponsorships, new advertising programs, and workshops.

Conference

Revenues

- Commissions: Increase of 57% [\$56,000] based on anticipated increase in advance bookings and total booked room revenue projections.

FY 2010-2011 TAHOE TOT PROPOSED BUDGET
ATTACHMENT C

MARKETING	PROPOSED BUDGET	VISITOR SUPPORT SERVICES	PROPOSED BUDGET	TAHOE CAPITAL IMPROVEMENTS	PROPOSED BUDGET	PROPOSED TOTALS
RESORT ASSOCIATION CONTRACT:						
Personnel/Overhead - Direct Costs	800,000	Personnel/Overhead - Direct Costs	98,700	Personnel/Overhead - Direct Costs	157,500	1,055,200
Direct Marketing/Programs	1,011,020	Research and Planning	35,000	Research & Planning	45,000	80,000
		Membership	5,000	Membership	5,000	1,011,020
		Transportation/Transit Enhancement/Programs	813,100			813,100
		Traffic Management Program	41,000			41,000
		TART Baseline	504,800			504,800
Placer Co Film	51,680					51,680
Community Marketing Fund	100,000					100,000
Amgen	100,000					100,000
SUBTOTAL - RESORT ASSOC CONTRACT	2,062,700	SUBTOTAL - RESORT ASSOC CONTRACT	1,497,600	Capital Improvements - Requires BOS Approval	395,507	395,507
	50%		36%	(County retains until BOS Approval)		
				SUBTOTAL - RESORT ASSOC CONTRACT	603,007	4,163,307
					14%	
RESORT ASSOCIATION CONTRACT:						
% Share Misc. Administration	28,500	Sheriff Patrol	65,925	NTPUD - Beach Maint.	80,210	
		Animal Control	46,293	TCPUD - Beach Maint.	69,602	
		% Share Misc. Administration	7,456	Facilities Dept. - Beach/Park Maint.	51,848	
SUBTOTAL - BASE COUNTY SERVICES	28,500	SUBTOTAL - BASE COUNTY SERVICES	119,675	% Share Misc. Administration	31,858	
				SUBTOTAL - BASE COUNTY SERVICES	233,519	381,693
TOTAL FUNDING USES	2,091,200	SUBTOTAL - SUPP. COUNTY SERVICES	0	Supplemental Dental Clinic	225,000	
	43%	TOTAL COUNTY SERVICES	119,675	Supplemental Sheriff Dept.	100,000	
		TOTAL FUNDING USES	1,617,275	SUBTOTAL - SUPP. COUNTY SERVICES	325,000	325,000
				TOTAL COUNTY SERVICES	568,519	706,693
				TOTAL FUNDING USES	1,161,526	4,870,000
					24%	
HOTEL/MOTEL TAX REVENUE:						
		HOTEL/MOTEL TAX REVENUE:		HOTEL/MOTEL TAX REVENUE:		
SUBTOTAL - HOTEL/MOTEL TAX	2,041,200	SUBTOTAL - HOTEL/MOTEL TAX	534,600	SUBTOTAL - HOTEL/MOTEL TAX	1,620,000	
	42%	Flex funding from Infrastructure (county-approved transit services)	1,082,675	FLEX TO VSS ACCT (county-approved transit services)	(1,082,675)	0
		TOTAL FUNDING SOURCES	2,091,200	FLEX TO MARKETING ACCT (Amgen)	(50,000)	0
				TOTAL FUNDING SOURCES	1,151,525	4,860,000
					24%	
				NET COUNTY COST		10,000
						15-Jun-10

**North Lake Tahoe Resort Association
Department Detail Activity Report-BUDGET
For the Twelve Months Ending June 30, 2011**

	General					FY 10/11		FY 10/11	
	& Administration	Marketing	Conference	Visitor Support & Transportation	Visitor Information	Chamber of Commerce	SubTotal	Infrastructure	Total BUDGET
Unrestricted Support (Non TOT Revenue)									
Member Dues	0	0	8,640	0	0	126,600	135,240	0	135,240
Special Events/Functions	0	75,000	0	0	0	65,867	140,867	0	140,867
Retail Sales	0	0	0	0	9,840	0	9,840	0	9,840
Comm/Booking	0	0	153,082	0	0	0	153,082	0	153,082
Interest	4,320	0	0	0	0	0	4,320	1,200	5,520
Misc	0	32,700	0	0	0	0	32,700	0	32,700
Total Unrestricted Supp	4,320	107,700	161,722	0	9,840	192,467	476,049	1,200	477,249
County Funding									
Placer County Payments	0	1,598,700	310,000	1,497,600	154,000	0	3,560,300	2,776,700	6,337,000
Total County Funding	0	1,598,700	310,000	1,497,600	154,000	0	3,560,300	2,776,700	6,337,000
Total Support	4,320	1,706,400	471,722	1,497,600	163,840	192,467	4,036,349	2,777,900	6,814,249
Functional Expenses									
Salary	263,600	244,500	101,180	56,000	79,394	69,990	814,664	56,000	870,664
Incentives	0	0	16,039	0	0	0	16,039	0	16,039
PR Tax	23,460	20,294	10,550	0	7,145	5,459	66,908	4,648	71,556
Health Ins	28,968	26,592	14,280	468	17,808	5,640	93,756	468	94,224
Workers Comp	1,272	1,214	588	360	408	360	4,202	360	4,562
401K	15,816	9,780	7,033	2,820	3,970	3,500	42,918	3,000	45,918
Subtotal Salary/Benefits	333,116	302,380	149,670	59,648	108,725	84,949	1,038,488	64,476	1,102,964
Rent/Util/R&M/Cleaning	25,200	24,600	12,600	8,880	6,000	8,880	86,160	9,000	95,160
Telephone	4,800	8,640	3,960	1,800	1,980	2,400	23,580	1,800	25,380
Internet	0	0	0	0	0	0	0	0	0
Mail	660	1,320	900	0	180	960	4,020	60	4,080
Insurance/Bonding	1,272	1,272	660	408	660	408	4,680	420	5,100
Supplies	2,760	3,600	1,920	1,200	1,320	1,440	12,240	1,320	13,560
Depreciation	5,040	4,992	2,520	1,260	2,520	1,260	17,592	1,260	18,852
Equip/Support/Maint	5,040	2,400	1,200	840	3,240	780	13,500	900	14,400
Taxes/Licenses	2,010	315	170	100	210	150	2,955	100	3,055
Equip/Rent/Leasing	1,960	1,692	1,460	1,220	3,720	2,400	12,452	1,200	13,652
Training Seminars	1,100	2,000	0	0	0	0	3,100	0	3,100
Professional Fees Attorneys	6,000	0	0	0	0	0	6,000	0	6,000
Prof Fees Accountant	20,500	0	0	0	0	0	20,500	0	20,500
Research Planning Trans	0	0	0	40,000	0	0	40,000	0	40,000
Research Planning Infra	0	0	0	0	0	0	0	50,000	50,000
Projects Transportation	0	0	0	1,358,900	0	0	1,358,900	0	1,358,900
Projects Infrastructure	0	0	0	0	0	0	0	2,570,400	2,570,400
Marketing Research	0	0	0	0	0	0	0	0	0
Community Marketing Programs	0	146,680	0	0	0	0	146,680	0	146,680
AFW	0	75,000	0	0	0	0	75,000	0	75,000
Special Event	0	135,958	0	0	0	0	135,958	0	135,958
Membership Events/Functions	0	0	0	0	0	49,960	49,960	0	49,960
Promo/Giveaways	0	2,000	0	0	0	0	2,000	0	2,000
Public Relations/Website	0	0	0	0	0	4,835	4,835	0	4,835
Miscellaneous Programs	0	48,000	0	0	0	0	48,000	0	48,000
Marketing Cooperative/Media	0	685,284	220,428	0	0	0	905,712	0	905,712
Conference-PUD	0	0	15,000	0	0	0	15,000	0	15,000
Cost of Goods	0	0	0	0	7,680	0	7,680	0	7,680
Associate Relations	1,858	1,813	939	472	925	519	6,526	493	7,019
Board Functions	38,400	0	0	0	0	0	38,400	0	38,400
Credit Card Fees	0	6,800	0	0	420	722	7,942	0	7,942
Auto	1,200	1,620	180	720	60	1,440	5,220	660	5,880
Local Meals/ Ent	2,400	2,599	60	84	112	600	5,855	55	5,910
Dues Publication	1,568	2,870	1,075	72	0	1,244	6,829	72	6,901
Travel	0	6,270	0	0	0	0	6,270	0	6,270
Allocated	(450,564)	238,296	58,980	21,996	26,088	29,520	(75,684)	75,684	0
Total Functional Expense	4,320	1,706,401	471,722	1,497,600	163,840	192,467	4,036,350	2,777,900	6,814,250
Change in Net Assets	(0)	(1)	0	0	(0)	0	(1)	0	(1)

North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
Marketing			Budget to Prior Year	
	FYE 6/30/2011	FYE 6/30/2010	Variance	Variance
	Budget	Forecast	\$	%
Unrestricted Support (Non TOT Revenue)				
Special Events/Functions	75,000	75,353	(353)	-0.47%
Commissions	32,700	33,051	(351)	-1.06%
Total Unrestricted Supp	107,700	108,404	(704)	-0.65%
County Funding				
Placer County Payments	1,598,700	1,628,980	(30,280)	-1.86%
Total County Funding	1,598,700	1,628,980	(30,280)	-1.86%
Total Support	1,706,400	1,737,384	(30,984)	-1.78%
Functional Expenses				
Salary	244,500	228,660	15,840	6.93%
PR Tax	20,294	19,998	296	1.48%
Health Ins	26,592	25,952	640	2.47%
Workers Comp	1,214	1,199	15	1.25%
401K	9,780	10,340	(560)	-5.42%
Subtotal Salary/Benefits	302,380	286,149	16,231	5.67%
Rent/Util/R&M/Cleaning	24,600	24,766	(166)	-0.67%
Telephone	8,640	8,488	152	1.79%
Mail	1,320	397	923	232.49%
Insurance/Bonding	1,272	1,339	(67)	-5.00%
Supplies	3,600	3,775	(175)	-4.64%
Depreciation	4,992	4,992	0	0.00%
Equip/Support/Maint	2,400	2,529	(129)	-5.10%
Taxes/Licenses	315	311	4	1.29%
Equip/Rent/Leasing	1,692	1,664	28	1.68%
Training Seminars	2,000	1,053	947	89.93%
Marketing Research	0	21,000	(21,000)	-100.00%
Programs	146,680	139,642	7,038	5.04%
AFW	75,000	75,795	(795)	-1.05%
Special Event	135,958	41,926	94,032	224.28%
Promo/Giveaways	2,000	651	1,349	207.22%
Misc Marketing Programs	48,000	91,192	(43,192)	-47.36%
Marketing Cooperative/Media	685,284	761,999	(76,715)	-10.07%
Associate Relations	1,813	1,775	38	2.14%
Credit Card Fees	6,800	6,803	(3)	-0.04%
Auto	1,620	1,605	15	0.93%
Local Meals/ Ent	2,599	2,476	123	4.97%
Dues Publication	2,870	2,469	401	16.24%
Travel	6,270	5,662	608	10.74%
Allocated	238,296	230,400	7,896	3.43%
Total Functional Expense	1,706,401	1,718,858	(12,458)	-0.72%
Change in Net Assets	-1	18,526	(18,527)	-100.00%

North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
Conference	Budget to Prior Year			
	FYE 6/30/2011	FYE 6/30/2010	Variance	Variance
	Budget	Forecast	\$	%
Unrestricted Support (Non TOT Revenue)				
Member Dues	8,640	8,505	135	1.59%
Comm/Booking	153,082	97,573	55,509	56.89%
Total Unrestricted Supp	161,722	106,078	55,644	52.46%
County Funding				
Placer County Payments	310,000	310,008	(8)	0.00%
Total County Funding	310,000	310,008	(8)	0.00%
Total Support	471,722	416,086	55,636	13.37%
Functional Expenses				
Salary	101,180	95,935	5,245	5.47%
Commissions	16,039	17,000	(961)	-5.65%
PR Tax	10,550	9,721	829	8.52%
Health Ins	14,280	14,446	(166)	-1.15%
Workers Comp	588	600	(12)	-2.00%
401K	7,033	7,308	(275)	-3.76%
Subtotal Salary/Benefits	149,670	145,010	4,660	3.21%
Rent/Util/R&M/Cleaning	12,600	12,564	36	0.29%
Telephone	3,960	4,100	(140)	-3.41%
Mail	900	801	99	12.36%
Insurance/Bonding	660	696	(36)	-5.17%
Supplies	1,920	2,105	(185)	-8.79%
Depreciation	2,520	2,520	0	0.00%
Equip/Support/Maint	1,200	1,167	33	2.83%
Taxes/Licenses	170	162	8	4.94%
Equip/Rent/Leasing	1,460	1,449	11	0.76%
Training Seminars	0	27	(27)	-100.00%
Marketing Cooperative/Media	220,428	199,596	20,832	10.44%
Conference-PUD	15,000	15,000	0	0.00%
Associate Relations	939	911	28	3.07%
Auto	180	57	123	215.79%
Local Meals/ Ent	60	62	(2)	-3.23%
Dues Publication	1,075	1,370	(295)	-21.53%
Allocated	58,980	67,200	(8,220)	-12.23%
Total Functional Expense	471,722	454,797	16,925	3.72%
Change in Net Assets	0	(38,711)	38,711	-100.00%

North Lake Tahoe Resort Association				
Budget Proposal for the 12 Months Ending June 30, 2011				
Visitor Information			Budget to Prior Year	
	FYE 6/30/2011	FYE 6/30/2010	Variance	Variance
	Budget	Forecast	\$	%
Unrestricted Support (Non TOT Revenue)				
Retail Sales	9,840	10,930	(1,090)	-9.97%
Comm/Booking	0	1,185	(1,185)	-100.00%
Total Unrestricted Supp	9,840	12,115	(2,275)	-18.78%
County Funding				
Placer County Payments	154,000	153,996	4	0.00%
Total County Funding	154,000	153,996	4	0.00%
Total Support	163,840	166,111	(2,271)	-1.37%
Functional Expenses				
Salary	79,394	75,874	3,520	4.64%
PR Tax	7,145	6,335	810	12.79%
Health Ins	17,808	14,912	2,896	19.42%
Workers Comp	408	415	(7)	-1.69%
401K	3,970	4,710	(740)	-15.72%
Subtotal Salary/Benefits	108,725	102,246	6,479	6.34%
Rent/Util/R&M/Cleaning	6,000	5,409	591	10.93%
Telephone	1,980	2,082	(102)	-4.90%
Mail	180	128	52	40.63%
Insurance/Bonding	660	696	(36)	-5.17%
Supplies	1,320	1,007	313	31.08%
Depreciation	2,520	2,520	0	0.00%
Equip/Support/Maint	3,240	2,726	514	18.86%
Taxes/Licenses	210	172	38	22.09%
Equip/Rent/Leasing	3,720	3,659	61	1.67%
Training Seminars	0	107	(107)	-100.00%
Cost of Goods	7,680	7,001	679	9.70%
Associate Relations	925	911	14	1.54%
Credit Card Fees	420	448	(28)	-6.25%
Auto	60	77	(17)	-22.08%
Local Meals/ Ent	112	105	7	6.67%
Allocated	26,088	26,076	12	0.05%
Total Functional Expense	163,840	155,370	8,470	5.45%
Change in Net Assets	(0)	10,741	(10,741)	-100.00%



North Lake Tahoe Resort Association
June 29, 2010

BACKGROUND

As the committee is aware, the NLTRA is involved in a cooperative marketing program with the IVCBVB. Staff and agencies, with input from various committees and the NLT Coop committee, have developed a draft coop budget plan for FY 2010/11.

SITUATION

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



DRAFT FY 2010/11 NORTH LAKE TAHOE MARKETING COOP BUDGET
 Revised 6/23/10

Line Item/Description	Preliminary FY 2010/11 Budget	Final Projected FY 2009/10 Budget	Variance to FY 2010/11	% of Total	Variance to Prior Year
Public Relations					
Leisure Sales	\$ 63,000	\$ 60,000	\$ 3,000	4.6%	5.0%
North Tahoe Conference Sales Media	\$ 90,000	\$ 85,000	\$ 5,000	6.5%	5.9%
Website Content Manager/Social Media	\$ 210,000	\$ 194,000	\$ 16,000	15.3%	8.2%
	\$ 42,300	\$ 27,300	\$ 15,000	3.1%	54.9%
SUB-TOTAL	\$ 405,300	\$ 366,300	\$ 39,000	29.5%	
Coop/Misc. Committed Programs					
Sierra Ski Marketing Council	\$ 80,000	\$ 80,000	\$ -	5.8%	0.0%
Regional Marketing Committee	\$ 50,000	\$ 50,000	\$ -	3.6%	0.0%
North Tahoe Wedding Association	\$ 77,500	\$ 77,500	\$ -	5.6%	0.0%
Photography	\$ 10,000	\$ 12,000	\$ (2,000)	0.7%	-16.7%
MTRIP Research Project	\$ 12,000	\$ 10,000	\$ 2,000	0.9%	20.0%
California Snow Campaign	\$ 10,000	\$ -	\$ 10,000	0.7%	-100.0%
Sustainable Tourism Conference Sponsorship	\$ 8,000	\$ 8,000	\$ -	0.6%	0.0%
Fulfillment	\$ 247,500	\$ 239,750	\$ 7,750	18.0%	#REF!
SUB-TOTAL	\$ 800,000	\$ 775,000	\$ 25,000	18.0%	
Consumer Marketing					
Drive Market	TBD	\$ 202,607	\$ -	#REF!	#REF!
Destination Market	TBD	\$ 180,661	\$ -	#REF!	#REF!
Outdoor	TBD	\$ 74,000	\$ -	#REF!	#REF!
Internet (Drive and Destination)	TBD	\$ 117,652	\$ -	#REF!	#REF!
Direct Response	TBD	\$ 70,956	\$ -	#REF!	#REF!
Website Programs (non advertising)	TBD	\$ 74,918	\$ -	#REF!	#REF!
Production/Client Services/Promo Planning	TBD	\$ 113,052	\$ -	#REF!	#REF!
SUB-TOTAL	\$ 722,912	\$ 833,846	\$ (110,934)	52.5%	-13.3%
Misc. Supplies/Contingency					
TOTAL	\$ 1,375,712	\$ 1,439,896	\$ (64,184)	-4.5%	
NLTRA Marketing Budget					
NLTRA Carryover to Marketing Coop	\$ 905,712	\$ 831,896	\$ 73,816	8.9%	8.9%
IVCBVB Projected Marketing Budget	\$ 470,000	\$ 470,000	\$ -	0.0%	0.0%
TOTAL	\$ 1,375,712	\$ 1,439,896	\$ (64,184)	100.0%	-4.5%
	\$ -	\$ -	\$ -		



North Lake Tahoe Resort Association
June 29, 2010

BACKGROUND

At its May 5th meeting, the NLTRA Board of Directors approved a six month extension of the existing advertising agency contract through June 30 2011. During that discussion the board requested that staff present to the Marketing Committee and Board of Directors the commission and fee structure for the agencies.

SITUATION

Smith and Jones and EXL Media will review the commission and fee structure with the committee. Discussion and possible action for board review is requested.



North Lake Tahoe Resort Association
June 29, 2010

BACKGROUND

At its May 5th meeting, the NLTRA Board of Directors reviewed the various improvements to the GoTahoeNorth.com website. During this review it was suggested by board member that if we have outgoing links to businesses/partners that we might want to consider requested a reciprocal link back to the GTN site. The Board requested that the marketing committee review this item and provide a recommendation for the board to consider.

SITUATION

Staff will review the website with the committee, highlighting the various areas of outbound links. Pending review and discussion, staff requests a recommendation for board review.