



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

**AGENDA AND MEETING NOTICE**  
**MARKETING COMMITTEE**  
**Thursday, January 29, 2009 – 1:00 p.m.**  
**Tahoe City PUD – Board 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  
Alex Mourelatos  
Ron Parson  
Dan Tester

Committee Members:

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

Placer County Rep:  
Jennifer Merchant

**Quorum**

2 Board Members  
1 Lay Member

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (3 min)
- C. Welcome and Introductions of Committee Members (10 min)
- D. Agenda Amendments and Approval (3 min)
- E. Approval of Marketing Meeting Minutes – January 6<sup>th</sup>, 2009 (3 min)
- F. Discussion and Possible Action to Approve the 2009 Marketing Committee Chair (5 min)
- G. Discussion and Possible Action to Approve North Lake Tahoe Resort Association's Marketing Cooperative Committee Members (10 min)
- H. Discussion and Direction to Staff on North Lake Tahoe Marketing Cooperative Renewal Agreement (20 min)
- I. Discussion and Direction to Staff on FY 2009/10 Marketing Direction and Related Budget Resource Allocation (30 min)
- J. Discussion and Direction to Staff on Possible Extension of Winter Bay Area Advertising Effort (15 min)
- K. Discussion and Direction to Staff on Spring/Summer Media Plan Outline (20 min)

L. Departmental Reports (written reports included in packet) (15 minutes)

- Advertising
- Conference Sales
- Leisure Sales
- Special Projects
- Public Relations

M. Committee Member Comments (5 minutes)

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

- Reno/Tahoe International Airport November Report
- December Search Engine Optimization Report
- December GeoTracking Report
- December Web Report
- December Click Thru Report
- December MTRiP Report
- November Financials

Posted and Emailed January 22, 2009



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

**MARKETING COMMITTEE MEETING MINUTES  
January 6, 2009 – 2:00 p.m.**

**Tahoe City Public Utility District**

PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Dan Tester, Alex Mourelatos, Lolly Kupec, Ron Parson, Julie Maurer, Deb Dudley, Sue Hyde, Les Pedersen (2:15 p.m.) and Christine Horvath (2:16 p.m.)

**NLTRA STAFF IN ATTENDANCE:** Andy Chapman, Jason Neary, Jeremy Jacobson, Judy Laverty, Steve Teshara, Sally Lyon (2:34 p.m.) and Whitney Parks

**OTHERS IN ATTENDANCE:** Pettit Gilwee, Jennifer Martinez, Cathy Davis, Justin Broglio, Lisa Bachio, David Jim, Tom Murphy and Cheri Sprenger

**1.0 CALL TO ORDER – ESTABLISH QUORUM**

- 1.1 The meeting was called to order by Chair Dan Tester at 2:05 p.m. and a quorum was established.

**2.0 PUBLIC FORUM**

- 2.1 None.

**3.0 AGENDA AMENDMENTS AND APPROVAL**

- 3.1 **M/S/C (Dudley/Parson) (7/0) to approve the Marketing Committee agenda as presented.**

**4.0 APPROVAL OF MARKETING MEETING MINUTES**

- 4.1 **M/S/C (Parson/Maurer) (7/0) to approve the Marketing Committee meeting minutes of November 25th, 2008 as presented.**

**5.0 2009 MARKETING COMMITTEE APPOINTMENT PROCESS UPDATE**

- 5.1 Andy Chapman thanked the current NLTRA Board and Marketing Committee lay members for their participation on this Committee. Nineteen applicants have applied for a seat on the 2009 Marketing Committee; six "lay" members will be appointed. The Board will review the applicants and make appointments at tomorrow's meeting.

**6.0 REVIEW UPDATED FY-2008/09 NORTH LAKE TAHOE MARKETING COOP BUDGET**

- 6.1 Andy Chapman reviewed the FY 2008/09 Marketing Coop budget. He noted that some adjustments have been made to a few line items of the budget, in particular related to the Regional Marketing Committee. In the past, the NLTRA and

IVCBVB have contributed \$50,000 each to support new air service into the Tahoe Reno International Airport. At the beginning of this fiscal year, it was determined that only three payments would be billed. Recently, the RMC's funding partners further reduced that to only two payments, which creates a \$25,000 variance. He also noted that there are also slight changes to the Leisure Sales and North Tahoe Conference Sales Media budgets. Ron Parson asked what was cut in the Leisure Sales and Conference Sales Media. Andy noted these amounts were saved during the actual implementation of the media plan. He also noted that some additional funds were placed into the drive market. The total current variance amount is \$19,756. This variance has allowed the Marketing Coop to place more funding into the drive market. (See item below.)

## **7.0 UPDATE ON NORTH LAKE TAHOE MARKETING COOP COMMITTEE REALLOCATION OF ADVERTISING FUNDS FOR WINTER BAY AREA TELEVISION CAMPAIGN**

- 7.1 At the last North Lake Tahoe Marketing Cooperative Committee meeting, the Committee reviewed the current budget allocations and a recommendation from the agency on use of available funds to further promote North Lake Tahoe in the Bay Area. The Committee approved a reallocation of \$33,180 to place a three week television schedule in the Bay Area to promote the winter season. This buy also incorporated a Comcast Tourism Grant that matches dollar to dollar with additional spots on the stations purchased. Andy reported that the decision to further reach into the drive market is due to recent snowfall and reduced gas price. Jennifer Martinez noted that due to current economic issues, EXL and Smith and Jones have reviewed the current media buy and renegotiated some of the ads and buys. The Comcast Spotlight Cable Buy will double North Lake Tahoe's exposure in the Bay Area. The cable ads will run for 3 weeks from January 20<sup>th</sup> through February 8<sup>th</sup>. The target audience is women ages 25-54. The ads will reach 923,460 households. We purchased 240 spots on each system, and Comcast matched 240 spots on each system, giving a total of almost 4000 spots with approximately 46 million impressions. A summary of the buy and spot schedule was included in this month's packet. Deb Dudley asked why the agencies had chosen to focus on a female demographic. Jennifer noted that females usually plan vacations. The Committee directed the agencies to detail further information regarding the demographics at next month's meeting. Jennifer discussed other changes in media buys. We have postponed the ad in the February issue of San Francisco Magazine which put \$8000 back in to the budget. We are saving \$3000 due to the cancellation of the Ski Press January issue. The Trip Advisor internet program is under delivering, so we will get another \$4000-\$5000 from that program.
- 7.2 Cathy Davis discussed the creative standpoint of the cable television ads. She said the ads will tell the story of what North Lake Tahoe has to offer. She noted that from last year's research, television has the greatest recall of all media types. She gave background about the winter television spot from last year which was a women wearing goggles with various activity vignettes appearing in a close-up of the goggles. The previous spot was not very well received due to the voiceover and the appearance of the woman in the ad. Cathy reported that with about a half day of editing, some of the footage of the goggle ad can be salvaged to create a winter spot of several vignettes highlighting the variety of different activities available in North Lake Tahoe. The voice over will speak to the overall destination and the Cool Deals page. The Web site URL will be featured in a title card at the end of the spot. Jennifer Martinez noted that we

usually focus more in the destination market in the winter, but due to current economic issues, the agencies feel it is important to focus on the drive market.

- 7.3 Cheri Sprenger noted that the Tahoe City Downtown Association, the North Tahoe Business Association and SnowFest have also purchased spots on Comcast which will help to reinforce the message. Alex Mourelatos discussed the possible usage of marketing reserves due to the dire economic situation. He noted that Mammoth has also been marketing to the Bay Area. Andy said this would be a good future discussion for this Committee. Les Pedersen said the term "extend" is key; he said the Committee should discuss how we can better impact the months of March and April. Sue Hyde wondered if Comcast would offer an extension of this type of offer due to what we have committed to so far. Lisa said she will review Comcast extension options. Cheri noted the grant funds will only be available until the grant runs out. Alex asked what mechanism would be used to measure the success of the television spots. Jennifer said that since the ad speaks to the Cool Deals page, we will be able to see if there is increased traffic to that page. Andy noted that the GeoTracking report will also help to see if there are increased visits to the Web site from the Bay Area. There was discussion that using the URL, GoTahoeNorth.com, is more memorable than adding an additional term to the URL. Julie Maurer noted that there will be a lot of publicity and significant ad dollars spent surrounding the Dew Tour which will take place at Northstar from February 19-22. She noted that other media options were discussed in the Marketing Coop meeting, and we could revisit some of these other options in spreading the North Lake Tahoe message. There was further discussion surrounding the marketing reserve. Andy reminded everyone that money taken out of the reserve fund must be paid back from next year's budget.
- 7.4 **Direction:** Review male demographic target audience. Further discuss possible usage of reserve funds at next month's meeting which will take place on January 29<sup>th</sup>.

## **8.0 REPORT ON BOARD DIRECTION REGARDING FUNDING FOR THE NORTH LAKE TAHOE CONFERENCE CENTER**

- 8.1 At the November 25<sup>th</sup> Marketing Committee meeting, the North Tahoe PUD presented a request in the amount of \$15,000 to fund conference marketing activities for the Conference Center. These funds were available to the Conference Center in the past, but they were not allocated in the budget this year. During budget creation in March 2008, there was uncertainty as to the future of the Center. After lengthy discussion by the Marketing Committee, no motion was moved forward for board approval. At the December 3<sup>rd</sup> NLTRA Board meeting, the NTPUD presented the same request. After presentation and discussion, the NLTRA Board approved the \$15,000 funding request. The Board also made a motion to direct staff to identify \$15,000 in another existing marketing program that would meet with the guidelines of the reserves policy and replace the allocation with the marketing grant request, with review by the Marketing Committee.
- 8.2 Sally Lyon further discussed the use of the reserves. She said the marketing reserve fund is designated equity, conceptually like a saving's account from prior year's profits in the Marketing and Conference departments. Lolly Kupec asked about the contractual amount that the NLTRA has an obligation to maintain. She expressed concern about the additional funds given to the Conference Center since a special marketing grant in the amount of \$15,000 was already given to them this fiscal year.

- 8.3 Ron Parson reported that staff should complete the request in the motion made in section 9.6 of the NLTRA Board meeting of December 3<sup>rd</sup> which directs staff to identify \$15,000 in another marketing program that already exists that would meet the guidelines of the reserves policy and replace the allocation with the marketing grant request with review by Marketing Committee.
- 8.4 **Direction:** This item should return to the Marketing Committee for review after staff has identified the \$15,000 in another existing marketing program.

#### 9.0 REVIEW AND DISCUSSION ON MARKETING DIRECTION COMMUNITY OUTREACH AND FY 2009/10 PLANNING PROCESS

- 9.1 Andy Chapman reported that this agenda item is to help set the schedule for the FY 2009/10 planning process. Over the last year, the NLTRA conducted a series of community workshops in conjunction with the NLTRA Board and Marketing Committee. These meetings were designed to gain community input on various marketing programs and strategies. In addition, both a consumer advertising awareness study and a consumer focus group study were completed. Andy distributed a draft copy of the FY-2009/10 Strategic Planning and Budget Development Process to take place from January to June 2009. He reported that we are looking for direction from this Committee to recommend this schedule to the NLTRA Board of Directors. He noted that some meeting and workshop dates still need to be determined.
- 9.2 Dan Tester asked when the Marketing Tool Development Process would be finalized. Lolly Kupec suggested the Tool Development Process be finalized and reported to the community at the workshop in mid February. Lolly discussed the issue of committing money in the budget before it has been reviewed by the Marketing Committee. Andy said there are dollars in the FY 2008/09 budget that has not been finalized for Spring 2009. Dan Tester said he feels that as a Committee, we should have impact on where dollars are placed and into what programs. Lolly suggested moving the "Building Blocks" workshop to January, instead of the end of February, in order to give the Marketing Committee a chance to review the process. She suggested starting the planning process earlier next year. Steve Teshara noted that the process is beginning two months earlier than last year; he noted that we have to get TOT information from Placer County before developing and finalizing the overall NLTRA budget. He noted that sending messages to the new County Supervisor for District 5 may help address timing and budget concerns.
- 9.3 **Direction:** The Committee directed staff to recommend this timeline schedule to the Board.

#### 10.0 DISCUSSION TO RESCHEDULE JANUARY 27<sup>TH</sup> MARKETING COMMITTEE MEETING

- 10.1 Andy Chapman will be at a CTTC meeting in San Francisco on January 27th. He proposed to move the meeting to Thursday, January 22<sup>nd</sup> or Thursday, January 29<sup>th</sup>.
- 10.2 **M/S/C (Parson/Dudley) (9/0) to reschedule the January 27<sup>th</sup> Marketing Committee meeting to Thursday, January 29<sup>th</sup> at 1 p.m. The meeting will be held at the Tahoe City PUD.**

**11.0 DISCUSSION TO CHANGE MARKETING COMMITTEE MEETINGS START TIME TO 1 PM**

- 11.1 The Committee unanimously agreed that future meetings will be moved to begin at 1 p.m. due to conflicts with other meetings to be held at the Tahoe City PUD.

**12.0 DEPARTMENTAL REPORTS**

- 12.1 **Advertising** – Cathy Davis reported that Ski Press will not run their January issue. The insertion has been cancelled and dollars reallocated. The insertion scheduled to be in the February edition of San Francisco Magazine was also cancelled due to no related editorial. Information about December and January ad is included in the written departmental report. In November, North Lake Tahoe received 462,277 impressions and 12,835 clicks from the paid Internet ad campaign. More information about internet media is in the packet. An early December email blast was sent to database announcing resorts open, and a follow-up blast was sent on December 15 touting 2 feet of fresh snow and featuring the winter newsletter. Cathy reported that Web site project include ongoing event calendar maintenance, ongoing search engine optimization, and changing “neighborhoods” to “Resorts & Towns”. The Web site is currently being translated into Spanish, Japanese, French and German.

There was discussion by the Committee and audience members regarding the issue of multiple community calendars, e.g. GoTahoeNorth site, Sierra Sun site, business associations' site, etc. Andy noted that each calendar has a different objective, and every site would like to be the go-to place for an event calendar. There was discussion about creating more linkages between GoTahoeNorth and the business association's sites.

- 12.2 **Conference Sales** – Jason Neary reported that in December, he attended a number of key meetings and industry events and hosted two site inspections for Wells Fargo N.A. and IPNI. He attended the Reno-Tahoe Meetings Coop whose leveraged buy represents approximately \$500,000. He also attended the RSVA Directors of Sales meeting. Jason reported that lead generation decreased from mid-October through December, but now is starting to pick up in January. Ron Parson asked Jason to report information about trends and the number of leads he receives from shows and events.
- 12.3 **Leisure Sales** – Jeremy Jacobson reported that he has contracted the Ski Tahoe North Interchangeable ticket and the North Tahoe Express with several new clients. In December, he registered for the Mountain Travel Symposium that will take place in March/April 2009 and POW WOW, taking place May/June 2009. He toured Amy Jansen around the region; she is the Lake Tahoe expert for Mountain Reservations. Jeremy met with Black Tie Ski Rentals and First Track Productions. He also attended LA Ski Dazzle.
- 12.4 **Special Projects** – Judy Laverty met with Stephen Holt, PR Director for the Ritz Carlton Hotel, to discuss their participation in Autumn Food and Wine 2009. She reported that by this time next month, she will make an announcement about two celebrity chefs. In December, she developed Learn to Ski final report. She continues to regularly update the GoTahoeNorth Web site. Judy asked everyone to report to her at [judy@puretahoenorth.com](mailto:judy@puretahoenorth.com) regarding any changes on previously posted events to the GoTahoeNorth and Chamber calendars. Judy is also working with Nadia at Northstar to create a welcoming program for the AST Winter Dew Tour. Julie Maurer noted that Northstar is offer links to lodging properties for \$100.

Ron Parson suggested sending an email to people with upcoming events on the calendars to make sure the information about the event is correct. Andy noted that Smith and Jones sends out email blasts once or twice a month with information about upcoming events.

- 12.5 **Public Relations** – Pettit Gilwee reported that during the bulk of the snow storms (December 13-26), five news releases, along with two video news releases were sent to target media, resulting in significant press, including pick up by the Associated Press. She noted that there has been a lot more media coverage regarding snow this year compared to last year, especially in the Bay Area. Pettit reported on PR Results for FY 2007/08. The public relations efforts generated \$5.1 million using a one-to-one advertising equivalency (the goal was \$3.7 million). She said this was due in part to two Associated Press stories. Pettit is producing a media ski invite for top-tier journalists. She also is coordinating a press trip for CNN Supervising Producer Augie Martin. She is scheduling meetings with media outlets headquartered in New York City, timing with the California Tourism Media Blitz where she will represent the High Sierra Visitors Council. In the last month, there were 12 news releases distributed and 33 media leads were responded to; six news releases are currently in the works.

### 13.0 COMMITTEE MEMBER COMMENTS

- 13.1 Ron Parson suggested distributing a summary of information from the departmental reports to the community. He feels this will help build confidence with community constituents. Julie Maurer suggested the Chamber newsletter as a tool to disseminate this information. Andy reported that there is now a marketing tab at [www.nltra.org](http://www.nltra.org). This is a place for interested community members to find information about all NLTRA marketing plans and efforts.

### 14.0 STANDING REPORTS

- 14.1 The following standing reports were posted on nltra.org:
- Reno/Tahoe International Airport September Report
  - November Search Engine Optimization Report
  - November GeoTracking Report
  - November Web Report
  - November Click Thru Report
  - October Financials
  - November MTRiP Report

### 15.0 ADJOURNMENT

- 15.1 The Marketing Committee meeting adjourned at 4:15 p.m.

Submitted by:

Whitney Parks,  
Administrative Assistant





North Lake Tahoe Resort Association  
January 29, 2009

BACKGROUND

The North Lake Tahoe Marketing Cooperative Committee is a cooperative marketing agreement between the NLTRA and the IVCBVB. This coop is currently in year three of a three year agreement. This marketing cooperative committee is made up of 4 members of each organization. These members include the Executive Director, one community member, and two board members from each organization. This past year's NLTRA Committee members have been Steve Teshara, Debbie Casey, Dan Tester and Julie Maurer. Dan Tester is the current chair of the North Lake Tahoe Marketing Cooperative with a term through June 30, 2009.

SITUATION

The NLTRA marketing committee will recommend for board approval a slate of coop committee members to serve for 2009.



North Lake Tahoe Resort Association  
January 29, 2009

BACKGROUND

The North Lake Tahoe Marketing Cooperative Committee is a cooperative marketing agreement between the NLTRA and the IVCBVB. This coop is currently in year three of a three year agreement. The coop committee meet and reviewed the existing agreement and has recommended a few changes to the agreement.

This agreement is to be reviewed by the NLTRA Marketing Committee, who will provide input on the requested changes as well as any other updates as directed. The NLTRA board as well as the IVCBVB board will then review the revised agreement for possible approval.

SITUATION

Staff will review the agreement and the proposed changes with the committee.

**NORTH LAKE TAHOE MARKETING COOPERATIVE  
PARTICIPATION AGREEMENT**

This NORTH LAKE TAHOE MARKETING COOPERATIVE PARTICIPATION AGREEMENT ("**Agreement**") dated as of the first day of July 2006 2009 is entered into by, between and among the Participants (as defined below).

**RECITALS:**

**WHEREAS**, the Participants are comprised of public non profit corporations which receive Transient Occupancy Tax ("**TOT**") funds from their respective local political jurisdictions for the purposes of marketing the North Lake Tahoe (Exhibit B) region and desire to join together to contribute funds to market and position the region as one tourism destination through a North Lake Tahoe Marketing Cooperative ("**NLTMC**").

**WHEREAS**, the Participants desire to develop and implement on the terms and conditions set forth herein a NLTMC marketing plan to support the North Lake Tahoe hospitality industry by establishing an overall resort destination identity.

**WHEREAS**, to develop and implement this marketing plan the Participants agree to establish a Cooperative Marketing Committee ("**CMC**") and to elect representatives to serve on the CMC to coordinate this cooperative effort.

**NOW, THEREFORE**, in consideration of the foregoing recitals, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Participants agree as follows:

**AGREEMENT:**

**1. DEFINITIONS.**

**1.1 Participants:** The term "**Participants**" shall refer to the following organizations:

(i) The Lake Tahoe Incline Village Crystal Bay Visitors Bureau, a Nevada non-profit corporation ("**LTIVCBVB**");

(ii) North Lake Tahoe Resort Association, a California public benefit non profit corporation ("**NLTRA**");

**1.2 North Lake Tahoe Marketing Cooperative:** The NLTMC as established by the Participants as a cooperative agreement.

**1.3 Cooperative Marketing Committee:** The committee established by the Participants to coordinate efforts to fund and implement the North Lake Tahoe Marketing Cooperative. The role of the CMC is to finalize a Regional Cooperative Marketing Plan ("Plan") and oversee Plan implementation, using the budget resources identified and approved by the Participants. The CMC shall oversee the Plan by providing direction and oversight to the Plan Administrator. The Plan shall not be effective unless and until approved by the Boards of each Participant.

Subject to Section 8, below, each Participant will select four individuals to serve as voting members of the CMC ("**Voting Member**") (~~Exhibit C~~). CMC meetings shall be noticed and conducted in accordance with the Nevada Open Meeting Law and in accordance with those requirements of NLTRA's agreement with Placer County, and held at least once each quarter, or as needed, at the discretion of the CMC Chairperson, based on marketing initiatives or programs requiring CMC discussion, direction, or action in the form of a vote.

**1.4 CMC Chairperson:** The Chairperson ("**Chair**") to be elected on an annual basis by a majority of the voting members of the CMC, subject to conditions in Section 9, Paragraph 1.

**1.5 Plan Administrator.** The NLTRA shall provide a person to serve as the NLTMC Plan Administrator ("Administrator") throughout the term of this Agreement, at the discretion of the CMC. The Administrator shall manage the CMC approved Plan implementation. The Administrator shall update the CMC at all regularly scheduled meetings and provide additional updates as required, depending on programs or as directed by the CMC Chair. The Administrator shall be responsible for (i) identifying and retaining the services of such persons, firms and organizations to provide creative and other necessary support to develop and implement the Mission Statement and the Plan; (ii) identifying and implementing sales and marketing projects to achieve the goal of the Mission Statement and Plan and set forth in sections 2 and 3 of this Agreement, respectively; (iii) identifying and supporting strategies, organizations and businesses that are cooperative with, or further the Mission Statement and the Plan. In addition, the Administrator shall authorize invoices and payments consistent with the Plan and ensure financial accountability to both the CMC and the Participants.

**1.6 Budget Administrator** The person designated by the LTIVCBVB to act as Budget Administrator, at the discretion of the CMC. The role of the Budget Administrator is to (i) ultimately authorize payments in accordance with the approved CMC Budget subsequent to plan administrator approval, (ii) coordinate cooperative fund contributions and payment of vendors and contractors, and (iii) coordinate accounting procedures to insure financial compatibility between each participating organization and the CMC.

**1.7 New Participants Limited Partners.** ~~New Participants Limited Partners (LP) may be accepted at any time upon the approval of all existing Participants in the NLTMC, provided that the new Participant LP agrees in writing to the terms and conditions as specified by existing participants and as warranted by the extent of financial contributions. of this Agreement. Each added Participant shall select four individuals who shall be added to the CMC, to serve a Voting Members so long as that entity is a Participant.~~

**2. MISSION STATEMENT.** The Participants agree that the intent and mission of the NLTMC is to bring together public and private organizations and businesses to contribute marketing dollars and expertise to position the North Lake Tahoe region as one destination, to focus on identifying national and international markets, and to target common tourism industry interests and desires for cooperative action and marketing programs.

**3. REGIONAL COOPERATIVE MARKETING PLAN** The Participants shall develop and implement a Plan for the purpose of furthering the adopted NLTMC Mission Statement, supporting the regional tourism industry and business community by establishing an overall resort destination marketing identity; developing regional private sector support for this identity and a commitment to position and sell private sector products and/or services as components of the identity and Plan, as may be appropriate for each Participant and supporting partner. During the term of this agreement, participants agree that any other marketing activities undertaken, outside the Cooperative Marketing Plan will in no way compete with the destination brand as further developed and supported by the cooperative.

**4. FUND CONTRIBUTION.** Preparation, administration and implementation of the Plan shall be funded through annual contributions made by each Participant. Contributions shall be made by each Participant for each fiscal year of the program. Each Participant agrees to annually contribute the amount of money set forth in Exhibit A attached hereto and incorporated by reference. The Participants recognize and agree that the amount of funding each contributes may vary from fiscal year to fiscal year, depending on the total amount of TOT funding available to each from their respective local political jurisdictions. All funds contributed to this Agreement shall be used for the purpose of funding the Plan as generally defined in section 3, above. In no event shall the cumulative expenses and costs of the Plan exceed the aggregate amount of the marketing funds set forth in Exhibit A.

**5. TERM.** This Agreement shall remain in effect unless canceled, in writing, by one of the Participants. It is recognized that to achieve maximum effectiveness, the NLTMC should be established and continued for the long-term. Therefore, a written notice to cancel by any one of the Participants must provide a minimum of 12 months notice prior to the effective date of the cancellation, so that the NLTMC can wind down operations with minimum disruption to the separate marketing programs of each Participant. In the event that notice is given, CMC operations and

governance shall continue as specified in this Agreement and funding levels shall be maintained at a level of at least 75% of the contribution, of each Participant, at the time of notice of intent to cancel. It is further agreed by the Participants that the initial term of this agreement shall be three years. The Agreement may be renewable for one or more additional terms, as may be agreed, in writing, by the Participants.

**6. FUNDS AVAILABLE.** The Participants recognize and agree that their ability to provide funds to support the NLTMC is contingent upon the receipt of TOT revenues from their respective local political jurisdictions. Should one or more of the Participants be advised by their local political jurisdiction of a reduction or elimination of TOT revenues, a notice of cancellation, if necessary, can be submitted in writing with a notice of less than 12 months. However, the Participants pledge their good faith efforts to ensure that any cancellation of this Agreement takes place over a minimum of 12 months to help ensure a minimum disruption to the separate marketing programs of each Participant.

## **7. DISSOLUTION**

**7.1 RETURN OF EXCESS FUNDS.** If this Agreement is canceled, upon dissolution of the NLTMC, any excess funds remaining in the NLTMC account shall be distributed on a pro rata share to the Participants in accordance with their annual contributions to the NLTMC account as of the effective date of termination. Should there be a deficiency of funds to cover authorized expenses, the Participants agree to fund their share of such expenses, consistent with the manner by which any excess funds would be distributed. Lists and data collected and projected during the term of this Agreement will be equally the property of all Participants at the time of dissolution. Collateral materials produced by cooperative marketing funds (e.g., brochures, exhibits, ticket stock, etc) shall be divided among the Participants in the same manner as the distribution of any excess marketing funds.

**7.2 USE OF PARTICIPANT INTELLECTUAL PROPERTY** Unless otherwise agreed, upon dissolution none of the participants will have the right to any brand, creative, or intellectual property created using cooperative funds. The Participants acknowledge that each Participant owns certain intellectual property (specifically including but not limited to trademarks, service marks, trade secrets, websites and the like), and each Participant hereby agrees not to use any intellectual property belonging to another Participant without first executing a separate trademark license agreement governing such use.

**8. MEMBERSHIP OF THE COOPERATIVE MARKETING COMMITTEE.** Consistent with the role of the CMC, as defined in Section 1, above, the membership of the CMC shall consist of four (4) members selected by the Board of Directors of each Participant, to include the Executive Director ("CEO") of each Participant, two (2) existing Board members from each Participant, and one (1) At Large representative from each Participant. The term of each selected CMC member shall be

one year. No term limits shall apply, however, each may be replaced, at will, by their respective Participant board of directors.

**9. VOTING AND VOTING PROCEDURES.** All transactions of business requiring approval of the CMC shall only be taken with a quorum present and provided a majority of the duly authorized voting members has participated in discussions and has voted on the action proposed. A quorum of the Committee is established with five members. The transaction of business requiring approval of the CMC shall include, but not be limited to, the responsibilities as outlined in Section 1.3, above. Voting shall be conducted at any regularly scheduled and noticed meeting of the CMC or at a meeting scheduled and noticed at the direction of the Chair with the consent of a majority of the CMC members. Voting members may participate by telephone in scheduled, noticed meetings of the CMC, as long as all participants can hear each other and there is a physical location for the meeting accessible to the public and at least one voting member is present at that location.

**9.1 Chair.** The Chair of the CMC shall preside at all CMC meetings and exercise and perform such other powers and duties as may be required from time to time as part of the role of CMC Chair. The term of the Chair shall be one (1) year. The position shall rotate between the participants on a yearly basis.

**10. MISCELLANEOUS.**

**10.1 Binding Effect.** This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns, and no other party shall be a beneficiary hereunder.

**10.2 Entire Agreement.** This Agreement may not be amended or modified except in writing executed by all parties hereto. The Participants each acknowledge that there are no other agreements or representations regarding the subject matter hereof, either oral or written, express or implied, that are not embodied in this Agreement, and this Agreement, and the Exhibits attached to this Agreement, represent a complete integration of all the prior and contemporaneous agreements and understandings and documents regarding the subject matter hereof.

**10.3 Governing Law.** This Agreement will be governed by, interpreted under, and construed and enforced in accordance with the laws of the State of Nevada. Each of the parties hereto acknowledges and agrees that the laws of the State of Nevada were freely chosen.

**10.4 Severability.** The invalidity, illegality or unenforceability of any provision of this Agreement shall not affect the enforceability of any other provision of this Agreement, all of which shall remain in full force and effect.

**10.5 Counterpart.** This Agreement may be signed in counterparts by the participating parties, which counterparts together shall constitute a single instrument.

The Participants have executed this Agreement to be effective as of the date first written above.

**10.6 NRS Compliance** This is an interlocal agreement subject to the provisions of NRS 277.100, et seq., and will not be valid until approved in accordance with that chapter.

**10.7 Precedence In Conflicting Documents.** It is further expressly agreed by and between the participants hereto that should there be any conflict between the terms of this instrument and the NLTRA/Placer County Agreement, as it reads on the date of this document signing, then the NLTRA/ Placer County Agreement shall control and nothing herein shall be considered as acceptance of the said terms by either NLTRA nor Placer County.

**INCLINE VILLAGE/CRYSTAL BAY NORTH LAKE TAHOE RESORT  
VB ASSOCIATION**

By: \_\_\_\_\_

By: \_\_\_\_\_

Its: \_\_\_\_\_

Its: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_



**EXHIBIT A**

**North Lake Tahoe Marketing Cooperative  
Contribution Schedule**

<b><u>Month</u></b>	<b><u>% of Total Due</u></b>
July	.083
August	.083
September	.10
October	.10
November	.10
December	.083
January	.083
February	.083
March	.083
April	.066
May	.066
<u>June</u>	<u>.066</u>
Total	100

*Estimated 2006/2007 Total Contribution as of May 1, 2006*

<i>NLTRA</i>	<i>\$850,000</i>
<i>IVCBVB</i>	<i>\$650,000</i>

Participants agree to a minimum contribution of 45% of their total marketing budgets for the initial year of this agreement (may be pro-rated dependent upon coop start date). This percentage is subject to review and adjustment on an annual basis to coincide with the budgeting process for both participants.

**EXHIBIT B**

**"North Lake Tahoe" Geographic definition**

The North Lake Tahoe Marketing Cooperative will brand "North Lake Tahoe" which will encompass the specific and general areas encompassing the following communities:

Incline Village  
Crystal Bay  
Kings Beach  
Tahoe Vista  
Carnelian Bay  
Tahoe City  
West Shore  
Squaw Valley  
Northstar  
Greater Truckee  
Alpine Meadows



North Lake Tahoe Resort Association  
January 29, 2009

BACKGROUND

The January 29<sup>th</sup> meeting of the Marketing Committee is the first in a series of meetings for the development of the FY 2009/10 budget and marketing direction. Attached to this staff report are various documents with relevant budget information to provide context for the committee discussion. Attached are:

1. Overview of marketing and conference program allocations in the NLTRA FY 2008/09 budget
2. NLT Coop FY 2008/09 Budget
3. NLTRA FY 2008/09 budgets for Marketing, Conference and Visitor Information

Additional materials will be distributed at the meeting regarding this discussion item.

SITUATION

Staff will review the agreement and the proposed changes with the committee.

**North Lake Tahoe Resort Association**  
**January 29, 2009**  
**FY 2009/10 Marketing Direction and Related Budget Discussion**

NLTRA FY 2008/09 Program Allocation

<u>Budget Item</u>	<u>Amount</u>	<u>Description</u>
<b>MARKETING BUDGET</b>		
Programs		
Community Marketing	\$50,000	\$10,000/Community Group
Community Marketing	\$10,000	Event Grant Budget
Placer Lake Tahoe Film Office	\$54,400	NLTRA's Share of Film Office Expenses
Autumn Food & Wine	\$80,000	Expenses Related to AFW (offset by Revenues)
Special Events		
Big Blue Adventure Race	\$5,000	NLT Sponsorship of Big Blue Adventure Race
Learn to Ski/Ride	\$7,000	Advertising Support for Learn to Ski/Ride
Sunset Celebration Weekend	\$1,000	NLT Booth Fee and Related expense at show
Misc. Marketing Programs	\$15,000	Marketing of Fabulous Fall Festival and In Market Map
Marketing Cooperative	\$606,000	Marketing's Funding of NLT Coop Expenses
Budget Item		
<b>CONFERENCE BUDGET</b>		
Amount		
Marketing Cooperative	\$225,996	Conference's Funding of NLT Coop Expenses
Description		

North Lake Tahoe Resort Association												North Lake Tahoe Resort Assoc											
Budget Proposal for the 12 Months Ending June 30, 2009												Budget Proposal for the 12 Mon											
Marketing												Marketing											
Description	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total	Unrestricted Support (Non TOT R									
Unrestricted Support (Non TOT Revenue)														Unrestricted Support (Non TOT R									
Member Dues			80,000											Member Dues									
Special Events/Functions														Special Events/Functions									
Retail Sales														Retail Sales									
Conm/Bkooking														Conm/Bkooking									
Interest														Interest									
Commissions	0	0	0	0	1,000	2,000	6,000	6,000	3,000	500	0	0	0	18,500									
Total Unrestricted Supp	0	0	80,000	0	1,000	2,000	6,000	6,000	3,000	500	0	0	0	98,500									
County Funding														County Funding									
Placer County Payments	111,493	111,493	111,493	111,493	111,493	111,493	111,493	111,493	111,493	111,493	111,493	111,493	111,493	1,337,916									
Total County Funding	111,493	111,493	111,493	111,493	111,493	111,493	111,493	111,493	111,493	111,493	111,493	111,493	111,493	1,337,916									
Total Support	111,493	111,493	191,493	111,493	112,493	113,493	117,493	117,493	114,493	111,993	111,493	111,493	1,436,416	Total Support									
Functional Expenses														Functional Expenses									
Salary	15994	23991	15994	15994	30094	15994	23991	15994	15994	15994	15994	15994	222,022	Salary									
PR Tax	1338	2007	1338	1338	2420	1338	2087	2318	1338	1338	1338	1338	20,436	PR Tax									
Health Ins	3709	3709	3709	3709	3709	3709	3709	3709	3709	3709	3709	3709	44,508	Health Ins									
Workman's Comp	141	141	141	141	141	141	141	141	141	141	141	141	1,692	Workman's Comp									
401K	868	1302	868	868	868	868	1302	868	868	868	868	868	11,284	401K									
Subtotal Salary/Benefits	22,050	31,150	22,050	22,050	37,232	22,050	32,130	23,030	22,050	22,050	22,050	22,050	299,942	Subtotal Salary/Benefits									
Rent/Util/R&M/Cleaning	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	Rent/Util/R&M/Cleaning									
Telephone	700	700	700	700	700	700	700	700	700	700	700	700	8,400	Telephone									
Mail	220	220	220	220	220	220	220	220	220	220	220	220	2,640	Mail									
Insurance/Bonding	180	180	180	180	180	180	180	180	180	180	180	180	2,160	Insurance/Bonding									
Supplies	360	360	360	360	360	360	360	360	360	360	360	360	4,320	Supplies									
Depreciation	625	625	625	625	625	625	625	625	625	625	625	625	7,500	Depreciation									
Equip/Support/Maint	260	260	260	260	260	260	260	260	260	260	260	260	3,120	Equip/Support/Maint									
Taxes/Licenses	360												360	Taxes/Licenses									
Equip/Rent/Leasing	160	160	160	160	160	160	160	160	160	160	160	160	1,920	Equip/Rent/Leasing									
Training Seminars	0	0	0	0	0	0	0	0	0	0	0	0	2,000	Training Seminars									
Programs	12,500	0	0	12,500	0	0	12,500	0	0	0	0	0	54,400	Programs									
AFW	0	0	74,000	6,000	0	0	0	0	0	0	0	0	80,000	AFW									
Special Event	50	50	5,050	175	7,050	0	175	50	550	1,675	0	0	17,000	Special Event									
Promo/Giveaways	0	0	0	0	0	0	0	0	0	0	0	0	2,000	Promo/Giveaways									
Misc Marketing Programs	0	0	5,000	10,000	0	0	0	0	0	0	0	0	15,000	Misc Marketing Programs									
Marketing Cooperative/Media	50,500	50,500	50,500	50,500	50,500	50,500	50,500	50,500	50,500	50,500	50,500	50,500	606,000	Marketing Cooperative/Media									
Associate Relations	70	50	100	0	0	0	500	800	50	0	0	0	1,550	Associate Relations									
Credit Card Fees	70	70	70	70	100	500	1,300	1,300	400	70	70	70	4,090	Credit Card Fees									
Auto	10	10	10	10	10	10	10	10	10	10	10	10	120	Auto									
Local Meals/ Ent	200	200	200	200	200	200	200	200	200	200	200	200	2,400	Local Meals/ Ent									
Dues Publication	0	0	0	0	0	1,400	0	0	0	0	0	0	2,100	Dues Publication									
Travel	0	0	750	750	0	0	0	0	0	2,400	750	500	5,150	Travel									
Reserve	0	0	0	0	0	0	0	0	0	0	0	0	0	Reserve									
Allocated	19,187	19,187	19,187	19,187	19,187	19,187	19,187	19,187	19,187	19,187	19,187	19,187	230,244	Allocated									
Total Functional Expense	109,432	105,723	181,422	125,947	118,784	98,402	121,007	109,582	97,452	113,097	102,047	153,573	1,436,416	Total Functional Expense									
Change in Net Assets	2,061	5,771	10,071	-14,454	-6,291	15,091	-3,514	7,911	17,041	-1,104	9,446	-42,029	0	Change in Net Assets									

North Lake Tahoe Resort Association														
Budget Proposal for the 12 Months Ending June 30, 2009											North Lake Tahoe Resort Assoc			
Conference											Budget Proposal for the 12 Mon			
Conference											Conference			
Description	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total	
Unrestricted Support (Non TOT Revenue)														Unrestricted Support (Non TOT R
Member Dues	700	700	700	700	700	700	700	700	700	700	700	700	700	8,400 Member Dues
Comm/Booking	11,500	8,750	16,000	40,500	1,100	1,100	22,100	10,000	10,500	2,500	26,000	9,000	150,050	Comm/Booking
Total Unrestricted Supp	12,200	9,450	16,700	41,200	1,800	1,800	22,800	10,700	11,200	3,200	26,700	9,700	167,450	Total Unrestricted Supp
County Funding														
Pacer County Payments	25,833	25,833	25,833	25,833	25,833	25,833	25,833	25,833	25,833	25,833	25,833	25,833	25,833	County Funding
Total County Funding	25,833	25,833	25,833	25,833	25,833	25,833	25,833	25,833	25,833	25,833	25,833	25,833	25,833	Pacer County Payments
Total Support	38,033	35,283	42,533	67,033	27,633	27,633	48,633	36,533	37,033	29,033	52,533	35,537	477,450	Total Support
Functional Expenses														Functional Expenses
Salary	7264	10896	7264	7264	8139	7264	10896	7264	7264	7264	7264	7264	7264	95,307 Salary
Incentives	570	2800	1150	875	1600	4050	110	110	2210	1000	1050	250	250	15,775 Incentives
PR Tax	600	1048	645	623	745	866	1622	764	725	632	640	580	580	9,490 PR Tax
Health Ins	1404	1404	1404	1404	1404	1404	1404	1404	1404	1404	1404	1404	1404	16,848 Health Ins
Workman's Comp	71	71	71	71	71	71	71	71	71	71	71	71	71	852 Workman's Comp
401K	470	822	505	488	584	679	660	442	568	496	499	451	451	6,665 401K
Subtotal Salary/Benefits	10,379	17,041	11,039	10,725	12,543	14,334	14,763	10,055	12,242	10,867	10,928	10,020	144,937	Subtotal Salary/Benefits
Rent/Util/R&M/Cleaning	1,050	1,050	1,050	1,050	1,050	1,050	1,050	1,050	1,050	1,050	1,050	1,050	1,050	12,600 Rent/Util/R&M/Cleaning
Telephone	300	300	300	300	300	300	300	300	300	300	300	300	300	3,600 Telephone
Mail	120	120	120	120	120	120	120	120	120	120	120	120	120	1,440 Mail
Insurance/Bonding	95	95	95	95	95	95	95	95	95	95	95	95	95	1,140 Insurance/Bonding
Supplies	180	180	180	180	180	180	180	180	180	180	180	180	180	2,160 Supplies
Depreciation	325	325	325	325	325	325	325	325	325	325	325	325	325	3,900 Depreciation
Equip/Support/Maint	120	120	120	120	120	120	120	120	120	120	120	120	120	1,440 Equip/Support/Maint
Taxes/Licenses	190	0	0	0	0	0	0	0	0	0	0	0	0	190 Taxes/Licenses
Interest	0	0	0	0	0	0	0	0	0	0	0	0	0	0 Interest
Misc	0	0	0	0	0	0	0	0	0	0	0	0	0	0 Misc
Equip/Rent/Leasing	125	125	125	125	125	125	125	125	125	125	125	125	125	1,500 Equip/Rent/Leasing
Training Seminars	0	0	0	0	0	0	0	0	0	0	0	0	0	0 Training Seminars
Promo/Giveaways	0	0	0	0	0	0	0	0	0	0	0	0	0	0 Promo/Giveaways
Misc Conference Programs	0	0	0	0	0	0	0	0	0	0	0	0	0	0 Misc Conference Programs
Marketing Cooperative/Media	18,833	18,833	18,833	18,833	18,833	18,833	18,833	18,833	18,833	18,833	18,833	18,833	18,833	225,996 Marketing Cooperative/Media
Conference-PUD	0	0	0	0	0	0	0	0	0	0	0	0	0	0 Conference-PUD
Trade Show Tour/Travel	0	0	0	0	0	0	0	0	0	0	0	0	0	0 Trade Show Tour/Travel
Associate Relations	0	30	50	0	30	0	250	320	30	0	0	0	0	737 Associate Relations
Auto	40	40	40	40	40	40	40	40	40	40	40	40	40	480 Auto
Local Meals/Ent	10	10	10	10	10	10	10	10	10	10	10	10	10	120 Local Meals/Ent
Dues Publication	0	0	0	330	0	0	0	0	300	500	0	0	0	1,130 Dues Publication
Reserve														0 Reserve
Capital														0 Bad Debt
Allocated	6,340	6,340	6,340	6,340	6,340	6,340	6,340	6,340	6,340	6,340	6,340	6,340	6,340	76,080 Allocated
Total Functional Expense	38,107	44,609	38,637	38,593	40,111	41,872	42,551	37,913	40,110	38,905	38,493	37,558	477,450	Total Functional Expense
Change in Net Assets	-74	-9,326	3,906	28,440	-12,478	-14,239	6,082	-1,380	-3,077	-9,872	14,040	-2,021	477,450	Change in Net Assets

North Lake Tahoe Resort Association												North Lake Tahoe Resort Assoc		
Budget Proposal for the 12 Months Ending June 30, 2009												Budget Proposal for the 12 Mon		
Visitor Information												Visitor Information		
Description	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total	
Unrestricted Support (Non TOT Revenue)														Unrestricted Support (Non TOT R
Member Dues	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	13,200	Member Dues
Retail Sales	1,000	800	700	0	200								2,700	Retail Sales
Comm/Booking														Comm/Booking
Interest														Interest
Misc														Misc
Total Unrestricted Supp	2,100	1,900	1,800	1,100	1,300	1,100	1,100	1,100	1,100	1,100	1,100	1,100	15,900	Total Unrestricted Supp
County Funding														County Funding
Pleace County Payments	14,500	14,500	14,500	14,500	14,500	14,500	14,500	14,500	14,500	14,500	14,500	14,500	174,000	Pleace County Payments
Total County Funding	14,500	14,500	14,500	14,500	14,500	14,500	14,500	14,500	14,500	14,500	14,500	14,500	174,000	Total County Funding
Total Support	16,600	16,400	16,300	15,600	15,800	15,600	15,600	15,600	15,600	15,600	15,600	15,600	189,900	Total Support
Functional Expenses														Functional Expenses
Salary	9540	12310	9540	9540	7540	5540	8310	5540	5540	5540	5540	5540	90,020	Salary
PR Tax	1220	1585	730	420	560	420	1120	910	420	420	420	420	6,645	PR Tax
Health Ins	1722	1722	1722	1722	1722	1722	1722	1722	1722	1722	1722	1722	20,664	Health Ins
Workman's Comp	50	50	50	50	50	50	50	50	50	50	50	50	600	Workman's Comp
401K	320	480	320	320	320	320	480	320	320	320	320	320	4,160	401K
Subtotal Salary/Benefits	12,852	16,147	12,362	12,052	10,192	8,052	11,682	8,542	8,052	8,052	8,052	8,052	124,089	Subtotal Salary/Benefits
Rent/Util/R&M/Cleaning	470	470	470	470	470	470	470	470	470	470	470	470	5,640	Rent/Util/R&M/Cleaning
Telephone	200	200	200	200	200	200	200	200	200	200	200	200	2,400	Telephone
Mail	23	23	23	23	23	23	23	23	23	23	23	23	276	Mail
Insurance/Bonding	100	100	100	100	100	100	100	100	100	100	100	100	1,200	Insurance/Bonding
Supplies	160	160	160	160	160	160	160	160	160	160	160	160	1,920	Supplies
Depreciation	325	325	325	325	325	325	325	325	325	325	325	325	3,900	Depreciation
Equip/Support/Maint	120	120	120	120	120	120	120	120	120	120	120	120	1,440	Equip/Support/Maint
Taxes/Licenses	250	0	0	0	0	0	0	0	0	0	0	0	250	Taxes/Licenses
Equip/Rent/Leasing	300	300	300	300	300	300	300	300	300	300	300	300	3,600	Equip/Rent/Leasing
Classified	0	0	0	0	0	0	0	0	0	0	0	0	0	Classified
Miscellaneous Programs	0	0	0	0	0	0	0	0	0	0	0	0	0	Miscellaneous Programs
Cost of Goods	825	825	825	825	825	825	825	825	825	825	825	825	9,900	Cost of Goods
Associate Relations	0	20	75	0	20	0	200	325	20	0	0	22	682	Associate Relations
Credit Card Fees	60	60	60	60	60	60	60	60	60	60	60	60	720	Credit Card Fees
Auto	20	20	20	20	20	20	20	20	20	20	20	20	240	Auto
Local Meals/ Ent	20	20	20	20	20	20	20	20	20	20	20	20	235	Local Meals/ Ent
Dues Publication	0	0	0	0	0	0	0	0	0	0	0	0	0	Dues Publication
Allocated	2,784	2,784	2,784	2,784	2,784	2,784	2,784	2,784	2,784	2,784	2,784	2,784	33,408	Allocated
Total Functional Expense	18,509	21,574	17,844	17,459	15,619	13,459	17,289	14,274	13,479	13,459	13,459	13,476	189,900	Total Functional Expense
Change in Net Assets	-1,909	-5,174	-1,544	-1,859	181	2,141	-1,689	1,326	2,121	2,141	2,141	2,124	189,900	Change in Net Assets



12 Month Category review for DRAFT FY 2008/09 Planning  
 Revised 1-22-09

Line Item/Description	REVISED FY 2008/09	FY 2008/09 Budget	Variance	% of Total
<b>Public Relations</b>				
Leisure Sales	\$ 89,200	\$ 89,200	\$ -	6.0%
North Tahoe Conference Sales Media	\$ 110,750	\$ 110,750	\$ -	7.4%
	\$ 188,747	\$ 200,000	\$ (11,253)	12.6%
<b>SUB-TOTAL</b>	<b>\$ 388,697</b>	<b>\$ 399,950</b>	<b>\$ (11,253)</b>	<b>25.9%</b>
<b>Coop/Misc. Committed Programs</b>				
Sierra Ski Marketing Council	\$ 93,000	\$ 93,000	\$ -	6.2%
Hotel Travel Index	\$ -	\$ -	\$ -	0.0%
Regional Marketing Committee	\$ 50,000	\$ 75,000	\$ (25,000)	3.3%
North Tahoe Wedding Association	\$ 90,000	\$ 90,000	\$ -	6.0%
Photography	\$ 12,000	\$ 12,000	\$ -	0.8%
MTRIP Research Project	\$ 15,000	\$ 15,000	\$ -	1.0%
California Snow Campaign	\$ 28,000	\$ 28,000	\$ -	1.9%
Fulfillment	\$ 10,000	\$ 10,000	\$ -	0.7%
<b>SUB-TOTAL</b>	<b>\$ 298,000</b>	<b>\$ 323,000</b>	<b>\$ (25,000)</b>	<b>19.9%</b>
<b>Consumer Marketing</b>				
Drive Market	\$ 219,144	\$ 95,171	\$ 123,973	14.6%
Destination Market	\$ 192,065	\$ 189,097	\$ 2,968	12.8%
Outdoor (expense in Drive Market above)	\$ -	\$ 83,493	\$ (83,493)	0.0%
Internet (Drive and Destination)	\$ 102,167	\$ 133,139	\$ (30,972)	6.8%
Direct Response	\$ 89,643	\$ 96,000	\$ (6,357)	6.0%
Website Programs (non advertising)	\$ 70,660	\$ 66,000	\$ 4,660	4.7%
Production/Client Services/Promo Planning	\$ 132,663	\$ 122,900	\$ 9,763	8.9%
Research	\$ -	\$ -	\$ -	-
<b>SUB-TOTAL</b>	<b>\$ 806,342</b>	<b>\$ 785,800</b>	<b>\$ 20,542</b>	<b>53.8%</b>
<b>Misc. Supplies/Contingency</b>				
<b>TOTAL</b>	<b>\$ 1,493,039</b>	<b>\$ 1,509,655</b>	<b>\$ 905</b>	<b>905</b>
<b>ULTRA Marketing Budget</b>				
ULTRA Carryover Revenue to Marketing Coop	\$ 832,000	\$ 832,000	\$ -	-
IVCBVB Projected Marketing Budget	\$ 665,655	\$ 665,655	\$ -	-
IVCBVB Carryover Revenue to Marketing Coop	\$ 1,000	\$ -	\$ 1,000	-
Fees & Commissions	\$ 1,498,655	\$ 1,509,655	\$ (11,000)	-
<b>TOTAL</b>	<b>\$ 1,498,655</b>	<b>\$ 1,509,655</b>	<b>\$ (11,000)</b>	<b>(11,000)</b>
<b>Variance</b>	<b>\$ 5,616</b>			





North Lake Tahoe Resort Association  
January 29, 2009

BACKGROUND

At its meeting on January 6, the Marketing Committee directed staff to place a discussion item on the next agenda on the possible usage of reserve funds to extend the drive market winter advertising effort at the conclusion of the three week television buy.

SITUATION

Staff and agencies will present any relevant data regarding the current success of the TV buy and potential opportunities to extend the winter drive market campaign. For reference, attached to this staff report are the details on the winter drive market television buy and the policy for expending reserve funds.

January 20, 2009

**COMCAST SPOTLIGHT CABLE**

Flight Dates: January 20 – February 8, 2009 (3-weeks)  
Total Households: 923,460 (38% of the total San Francisco DMA)

Schedule Delivery	W25-54	A25-54	M25-54
Impressions	45,579,900	96,992,500	55,088,200
GRP's	72.6	91.1	94.5
Reach / Frequency	32.7% / 2.6	34.6 / 2.5	39.3 / 2.5

Systems:

Contra Costa	119,940 cable households (Alamo, Blackhawk, Clayton, Concord, Danville, Diablo, Lafayette, Martinez, Moraga, Orinda, Pacheco, Pleasant Hill, Rossmoor & Walnut Creek)
Marin	81,070 cable households (Belvedere, Fairfax, Greenbrae, Lagunitas, Mill Valley, Corte Madera, Forest Knolls, Kentfield, Larkspur, Novato)
Mid-Peninsula	94,720 cable households (Belmont, Burlingame, El Granada, Emerald Hills, Foster City, Half Moon Bay, Hillsborough, La Honda, Loma Mar, Millbrae, Montara, Moss Beach, Pescadero, Redwood City, San Carlos, San Mateo, Woodside)
San Francisco	196,080 cable households (Bay View, Bernal Heights, Castro, Chinatown, Diamond Heights, Financial District, Height-Ashbury, Hunters Point, Laurel Heights, Marina, Mission, Nob Hill, Now Valley, North Beach, Ocean View, Pacific Heights, Park Merced, Portola, Potrero Hill, Richmond, Russian Hill, Sea Cliff, SOMA, St. Francis Wood, Stonestow, Sunset, West Portal)
San Jose	196,650 cable households (Alviso, Campbell, Los Gatos, Mount Hamilton, San Jose)
Silicon Valley	128,770 cable households (Cupertino, Los Altos, Milpitas, Monte Sereno, Mountain View, Santa Clara, Saratoga & Sunnyvale)
South Peninsula	32,890 cable households (Menlo Park, Atherton, Portola Valley, Palo Alto, East Palo Alto, Stanford)
Tri-Valley	73,340 cable households (Dublin, Pleasanton, Sunol, Livermore, San Ramon)

Spot Length: :30

Buy Summary:

**System Summary**

Station	Total Spots per System	Total cost per system
Contra Costa	480	\$5,250.00
Marin	480	\$2,595.00
Middle Peninsula	480	\$4,095.00
San Francisco	480	\$6,180.00
Silicon Valley	480	\$4,920.00
San Jose	480	\$6,780.00
South Peninsula	480	\$1,155.00
Tri-Valley	480	\$2,205.00
<b>Market</b>	<b>3,840</b>	<b>\$33,180.00</b>

**Monthly Summary**

Month	Total Monthly Spots	Total Monthly Cost
January	1,280	\$11,060.00
February	2,560	\$22,120.00
<b>Market</b>	<b>3,840</b>	<b>\$33,180.00</b>

**Weekly Summary**

Week	Total Weekly Spots	Total Weekly Cost
19-Jan-09	1,280	\$11,060.00
26-Jan-09	1,280	\$11,060.00
2-Feb-09	1,280	\$11,060.00
<b>Market</b>	<b>3,840</b>	<b>\$33,180.00</b>

Spot Schedule:

Network	Day(s)	Time	Weekly Distribution			Spots
			Jan 19	Jan 26	Feb 02	
<b>Schedule Per System</b>						
Comedy Central	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
Comedy Central	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Discovery Channel	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
Discovery Channel	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
HGTV	MTWTF--	04:00 pm - 07:00 pm	5	5	5	15
HGTV	MTWTF--	07:00 pm - 12:00 am	5	5	5	15
Travel Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTFSS	07:00 pm - 12:00 am	25	25	25	75
<b>TOURISM GRANT MATCH</b>						
Comedy Central	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Discovery Channel	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
HGTV	MTWTFSS	06:00 am - 12:00 am	10	10	10	30
Travel Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
Weather Channel	MTWTFSS	06:00 am - 12:00 am	25	25	25	75
<b>Per System Total</b>			<b>160</b>	<b>160</b>	<b>160</b>	<b>480</b>

Network Weekly Spot Total and percent of budget

	Spots p/wk	% of Budget	% of Spots
Comedy Central:	20	38%	13%
Discovery Channel:	20	27%	13%
HGTV	20	26%	13%
Travel Channel	50	4%	31%
Weather Channel	50	5%	31%

Added Value: Schedule includes matching no charge spots M-Su 6a-12m from Comcast Spotlights Northern California Grant Program. This partnership program is intended to help stimulate local consumer travel for Northern California travel and leisure destinations. Grant Criteria, The primary focus of the message must promote tourism in the Northern California. Grants will be offered and evaluated by the partner's ability to increase consumer awareness about tourism-related opportunities in and around the Northern California.

North Lake Tahoe Marketing Coop  
Q1 2009 Bay Area Cable

Network Qualitative:

Cable Network	A35-54 HHI\$100k+			Visit Lake Tahoe past 12 months			Ski or Snowboard past 12 months		
	Vert %	Horz %	Index	Vert %	Horz %	Index	Vert %	Horz %	Index
The Discovery	35.49	18.84	96	41.29	21	111	38.21	9.24	103
Comedy Central	25.57	22.66	115	28.73	24.4	129	28.2	11.38	127
HGTV	17.71	21.22	108	17.53	20.14	107	12.3	6.72	75
The Weather Channel	12.27	17.16	87	12.76	17.1	91	11.63	7.41	82
The Travel Channel	10.96	18.16	92	14.39	22.84	121	11.8	8.91	99

Source: 2008 San Francisco Scarborough Release 2 Study

2008 vs 2009 Comparison:

2008 cost per spot  
\$135

2009 cost per spot  
\$138 (+2%)

2009 cost per spot w/ match  
\$69 (-49%)

## Memorandum

### SITUATION

1. Both the County and NLTRA have agreed that a "marketing reserve" should be created. The objective is to eventually accumulate a fund representing 15% of the average annual marketing budget, over several years. Based on a \$1,848,000 budget, the 15% target is \$277,200
2. The County has been clear that it does not intend to control the use of these funds, but will leave it to the discretion of NLTRA.

### RECOMMENDATION

1. The Marketing Reserve will be treated as an "internal reserve" (as per the definition proposed in #7 below).
2. The NLTRA Tourism/Executive Directors, may not expend these funds, except with the formal approval of the NLTRA Board, preferably with preview and approval of both Finance and Marketing Committees.
3. The criteria for the appropriate use of these funds is when NLTRA and its member businesses are experiencing a distinct shortfall in tourism business, due to unusual, economic, market or weather conditions, that would benefit from extra marketing efforts.
4. Any request for such funds from staff, should include the rationale, a targeted result, and be followed with an assessment of the actual results achieved.
5. NLTRA Accounting will need to track and report these funds, in such as way as to segregate them from normal operating funds.
6. Any Reserved funds that are accumulated, will automatically be rolled over into subsequent year's budgets and will accumulate without limit, until an amount is achieved equal to 15% of normal annual marketing budget.
7. Any funds depleted as a result of the above actions will be replenished, as soon as practical. The manner of replenishment will be:
  - a. First from any external or internal marketing carry forward, from previous years, then:
  - b. as part of the normal budgeting process each year.
  - c. Any replenishment of the marketing reserve, (once established) would come from the same mechanism that the county and NLTRA are using to guarantee a consistent marketing operating budget going forward.
8. Recommended definitions for funds:
  - County Services: NLTRA funds earmarked by the county, for a specific designated purpose, and not available to either NLTRA Board or staff.
  - Internal Reserve: NLTRA funds earmarked, either by the County or NLTRA, available for expenditure by the NLTRA board, but not staff.
  - Contingency: NLTRA funds, within a specific departmental budget, not earmarked for any specific purpose, and available to be spent at the discretion of the supervising Director.



**North Lake Tahoe Marketing Cooperative**  
2009 Summer Advertising Plan Outline

***Strategies***

- The annual media plan is broken out with a focus on two seasons: Summer (April-September) and Winter (October-March)
- In the summer, concentrate more heavily on the drive market. There is not a great deal of advertising by North Lake Tahoe direct advertisers. The NLT VCB needs to support this market and drive summer visitation. There are more options available for summer travel destinations and interests so North Lake needs to keep awareness in its primary feeder market.
- Due to current market conditions, we recommend increasing our spend in the Bay Area and then allocating the balance of the summer budget in the LA area market. We think it is important to maintain a presence in the LA market. We will forgo our spend in US regional publications to accomplish this effectively.
- We will continue with the image oriented and emotional N campaign creative. However, copy will be more action oriented, promoting events, activities and deals as appropriate in the drive market where they are more familiar with North Lake Tahoe. The media selected will support this type of messaging. In LA the image and destination awareness message will be more prevalent and the media mix will support this type of messaging.
- As ski is in the winter, golf is an important activity to promote in the summer. We will try to include specific media targeted to golfers in California.
- Develop advertising campaigns which allow members to participate with advertising dollars when there is an interest.

***Geographic Markets***

- Bay Area/Drive Market
- LA Market

***Target Market***

- Escapists
- Adults Age 30-54
- Mostly Married Dual Income
- May/May Not Have Children
- HHI \$100,000+
- Interests: hiking, shopping/dining, golf, mountain biking, resort activities.

**Media Budget**

2009

April-June: \$92,587

July-Sept (based on 2008 actual): \$134,448

Total: \$227,035

Proposed: 70% Drive/30% Destination

2008 (Actuals)

April-June: \$166,945

July-Sept: \$134,448

Total: \$301,393

60% Drive/40% Destination

**Media Mix**

Drive Market

1. Outdoor
2. TV (Cable & Broadcast) or Radio
3. Magazines/Pubs
4. Internet
5. Direct Response: Internal Database  
    Email  
    Direct Mail

LA Market

1. Outdoor
2. Internet
3. Direct Response: Internal Database  
    Email  
    Direct Mail



NLI Coop 08-09 ADVERTISING PLAN

July 2008-June 2009	July	August	September	October	November	December	January	February	March	April	May	June	Variance	Total
<b>DRIVE MARKET PRINT/OUTDOOR/TELEVISION</b>														
NCCA Golf (1/2 pg)	\$6,481													\$6,481
7x7 Magazine (Full pg)	\$6,163													\$6,163
San Francisco Magazine (1/2 pg)					\$7,825			cd						\$7,825
Sunset Magazine Northern CA Reno/Tahoe Section (1/3 pg)					\$16,108		x							\$16,108
Outside Magazine (15% N. CA)					x									\$0
Ski Press Coop (16.2% N. CA)				x										\$0
CTTC Insert (8% N. CA)														\$0
SKI/Skiing (5% N. CA)														\$0
<b>DRIVE SPRING/EARLY SUMMER MEDIA</b>											\$52,587			\$52,587
<b>Drive Market Subtotal</b>	\$12,644	\$0	\$0	\$0	\$23,733	\$0	\$0	\$0	\$0	\$0	\$52,587	\$0	\$0	\$88,964
<b>DESTINATION PRINT</b>														
Southern California														
Los Angeles Magazine (1/2 page)				\$9,450										\$9,450
Newsweek LA Metro Buy (1/2 page)				\$6,705										\$13,110
<b>Regional Print</b>														
Newsweek CA State Buy (Full pg)	\$14,785													\$14,785
National Geographic: The West's Best (1/2 pg)		\$8,176												\$8,176
Outside Magazine: Western Circ. (Full pg & 1/2 pg)	\$11,344				\$11,825		\$11,825							\$34,994
Fairways & Greens (Full pg)			\$1,063											\$1,063
Ski Press Coop (Full pg, 4C, 2-4 partners) till coop half \$2291				\$15,512		\$2,291	cd							\$2,291
CTTC Insert (1/3 pg)					\$3,000		\$4,000							\$7,000
Womens Adventure Magazine (1/2 pg)											\$40,000			\$40,000
<b>DESTINATION SPRING/EARLY SUMMER MEDIA</b>														
<b>Destination Total</b>	\$26,129	\$0	\$9,239	\$24,962	\$21,530	\$2,291	\$21,980	\$0	\$0	\$0	\$40,000	\$0	\$0	\$156,131
<b>ANNUAL PRINT</b>														
AAA Tourbook								\$6,021						\$6,021
CA Visitors Guide Coop Ad, Full pg, 4C, B partners					\$19,375									\$19,375
RV Travel Planner/Visitor Guide Coop Ad, Full pg, 4C, 4 partners				\$8,538										\$8,538
<b>Total Annual</b>	\$0	\$0	\$0	\$8,538	\$0	\$0	\$19,375	\$6,021	\$0	\$0	\$0	\$0	\$0	\$35,934
<b>TELEVISION</b>														
Bay Area Cable TV: Travel, Comedy Cent, HGTV, Discovery	\$22,784						\$22,120	\$11,060						\$55,964
<b>Total Television</b>	\$22,784	\$0	\$0	\$0	\$0	\$0	\$22,120	\$11,060	\$0	\$0	\$0	\$0	\$0	\$55,964
<b>BAY AREA OUTDOOR</b>														
Bay Bridge: 12' x 24' Illuminated	\$9,277	\$9,277	\$9,277	\$0	\$9,277	\$9,277	\$9,277	\$9,277	\$9,277	\$0	\$0	\$0	\$0	\$74,216
<b>Total Outdoor</b>	\$9,277	\$9,277	\$9,277	\$0	\$9,277	\$9,277	\$9,277	\$9,277	\$9,277	\$0	\$0	\$0	\$0	\$74,216

NLI Coop 08-09 ADVERTISING PLAN

1/22/2009

July 2008-June 2009	July	August	September	October	November	December	January	February	March	April	May	June	Variance	Total
INTERNET (DRIVE & DESTINATION)														
VCB Co-op Search Engine Prog*	\$6,222	\$4,598	\$6,683	\$4,800	\$4,800	\$5,520	\$5,700	\$5,700	\$5,700				\$2,560	\$52,283
Sfgate.com	\$229	\$221	\$221										\$4	\$675
OnlyInSanFrancisco.com (SF CVB website)	\$438	\$438	\$438	\$365	\$365	\$365	\$365	\$365	\$365					\$3,504
Trip Advisor CPC	\$550	\$278				\$247	\$2,125	\$2,125						\$5,325
Tribune Network: Traveled Untraveled Newsletter.		\$625					Free							\$625
Outsidemag.com email		Free	Free											\$0
Fairways and Greens Email		Free												\$0
Mountain News	\$510	\$510	\$151										\$64	\$1,275
Away Network Newsletter Sponsorship (cpc buy)	\$233	\$50	\$233										\$94	\$600
VisitCalifornia.com	td	td	td											\$0
Sunset.com	\$1,250	\$1,250	\$1,250		\$865	\$2,087			\$1,250				(\$784)	\$5,908
Destination TV (may pull based on performance)*	\$3,584			x	x									\$3,584
Google	\$1,514	\$1,493	\$1,643	\$1,361	\$1,189	\$1,863	\$1,750	\$1,750	\$1,750				(\$813)	\$13,500
Yahoo	\$568	\$340	\$261	\$890	\$512	\$1,222	\$700	\$700	\$700				\$307	\$6,200
KQED.org Newsletter Sponsorship									\$1,250					\$1,250
OCRegister.com Stand Alone Email Blast						\$1,000								\$1,000
Shackys.com SF Stand Alone Email Blast							\$750	\$1,000						\$1,250
Shackys.com LA Stand Alone Email Blast														\$750
LATimes.com Banner Ad Travel Section						\$1,000								\$1,000
Skidzzie.com Email Blast to LA Database							\$1,875							\$1,875
Gordon's Guide Custom Visitor Guide						\$1,563								\$1,563
<b>Internet Subtotal</b>	\$15,098	\$9,803	\$10,920	\$7,416	\$7,731	\$13,887	\$14,515	\$11,640	\$9,765	\$0	\$0	\$0	\$1,412	\$102,167
<b>TOTAL MEDIA</b>	\$65,932	\$19,080	\$20,436	\$40,916	\$62,271	\$25,435	\$97,267	\$39,988	\$19,642	\$0	\$92,587	\$0	\$1,412	\$513,376
<b>DIRECT RESPONSE</b>														
Direct Mail Newsletter (55k-65k to Western States DB)	\$2,398					\$25,596								\$27,992
Bay Area Direct Mail Postcard Qly 11,500	\$9,073											\$9,000		\$9,073
Email Program Improvement							\$3,000							\$6,000
Email Blast - Existing Database	\$1,967			\$2,054		\$2,557	\$2,000	\$2,000	\$2,000		\$2,000	\$2,000		\$16,578
<b>Direct Response Subtotal</b>	\$43,436	\$0	\$0	\$2,054	\$0	\$28,153	\$5,000	\$2,000	\$2,000	\$3,000	\$2,000	\$2,000	\$0	\$89,643
<b>ADDTL. WEBSITE PROGRAMS</b>														
Monthly Maintenance	\$3,992	\$4,007	\$4,478	\$4,344	\$4,247	\$4,284	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000		\$49,362
Search Engine Optimization	\$1,315	\$1,361	\$1,425	\$1,404	\$1,325	\$1,488	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500		\$17,288
RSN Day in the Sierra						\$1,000	\$1,000	\$1,000	\$1,000					\$4,000
<b>Addtl Website Subtotal</b>	\$5,307	\$5,368	\$5,903	\$5,748	\$5,572	\$6,762	\$6,500	\$6,500	\$6,500	\$5,500	\$5,500	\$5,500		\$70,660
<b>PRODUCTION</b>														
Creative Development for Phase II Campaign			\$2,700											\$3,700
Summer Television Production	\$22,836													\$22,836
Winter Television Production							\$4,000							\$4,000
Billboard Production	\$1,474				\$1,452		\$1,500				\$1,500			\$5,926
VisitingLake Tahoe.com Production						\$280	\$360			\$360				\$1,000

NLI Coop 08-09 ADVERTISING PLAN

1/22/2009

	July	August	September	October	November	December	January	February	March	April	May	June	Variance	Total
July 2008-June 2009														
Design/Resizes/Special Services	\$2,902	\$3,387	\$3,039	\$2,740	\$3,764	\$3,188	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000		\$36,990
Internet Banners/Buttons/Email Copy/ Production	\$1,405	\$1,671	\$1,422	\$1,378	\$1,522	\$584	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500		\$16,982
Website Live Chat Monthly Service														\$0
<b>Production Subtotal</b>	<b>\$28,777</b>	<b>\$5,028</b>	<b>\$8,761</b>	<b>\$4,118</b>	<b>\$6,738</b>	<b>\$4,052</b>	<b>\$10,260</b>	<b>\$4,500</b>	<b>\$4,500</b>	<b>\$4,860</b>	<b>\$6,000</b>	<b>\$4,500</b>	<b>\$0</b>	<b>\$91,534</b>
<b>MISCELLANEOUS</b>														
Client Service														
Non-Media Promo Planning Fee	\$2,103	\$2,182	\$2,253	\$2,336	\$2,191	\$2,090	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100		\$25,755
Special Projects	\$1,025		\$912		\$2,237	\$3,600	\$1,000		\$2,000		\$1,000	\$3,600		\$7,200
<b>Miscellaneous Subtotal</b>	<b>\$3,128</b>	<b>\$2,182</b>	<b>\$3,165</b>	<b>\$2,336</b>	<b>\$4,428</b>	<b>\$5,690</b>	<b>\$3,100</b>	<b>\$2,100</b>	<b>\$4,100</b>	<b>\$2,100</b>	<b>\$3,100</b>	<b>\$5,700</b>	<b>\$0</b>	<b>\$41,129</b>
<b>NON-MEDIA TOTAL</b>	<b>\$90,668</b>	<b>\$12,579</b>	<b>\$17,229</b>	<b>\$14,256</b>	<b>\$16,738</b>	<b>\$44,657</b>	<b>\$24,980</b>	<b>\$15,100</b>	<b>\$17,100</b>	<b>\$15,460</b>	<b>\$16,600</b>	<b>\$17,700</b>	<b>\$0</b>	<b>\$292,966</b>
<b>COOPERATIVE PROGRAMS</b>														
Sierra Ski Marketing Council						\$93,000								\$93,000
Regional Marketing Committee												\$50,000		\$50,000
North Tahoe Wedding & Honeymoon Association												\$90,000		\$90,000
MTRIP												\$15,000		\$15,000
Photo Shoot	\$3,414	\$5,000			\$5,000									\$13,414
CA Snow Campaign						\$26,000								\$26,000
Fulfillment												\$10,000		\$10,000
<b>Cooperative Programs Subtotal</b>	<b>\$3,414</b>	<b>\$5,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$5,000</b>	<b>\$121,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$165,000</b>	<b>\$0</b>	<b>\$289,414</b>
<b>GRAND TOTAL</b>	<b>\$169,934</b>	<b>\$38,658</b>	<b>\$46,665</b>	<b>\$55,172</b>	<b>\$94,009</b>	<b>\$191,092</b>	<b>\$122,227</b>	<b>\$55,098</b>	<b>\$36,142</b>	<b>\$15,460</b>	<b>\$109,187</b>	<b>\$182,700</b>	<b>\$1,412</b>	<b>\$1,105,756</b>

\* Actual July cost for Destination TV is \$4968 however a \$1384 internet billing credit was applied here.

smith + jones

Budget Target: \$1,105,756

