



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

AGENDA AND MEETING NOTICE

MARKETING COMMITTEE

Tuesday, May 25, 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 – April 27, 2010 (3 min)
- E. Presentation, Discussion and Direction to Staff on the 2011 Amgen Tour of California Official Stage RFP (20 min)
- F. Review, and Possible Action to Recommend for Board Approval the FY 2010/11 TOT Budget (15 min)
- G. Review of Summer Free Music Campaign Concept (15 min)
- H. Review of Proposed FY 2010/11 Conference Sales Media/Sales Effort (20 min)
- I. Review FY 2009/10 Year End Forecast (15 min)
- J. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Public Relations

K. Committee Member Comments (*5 minutes*)

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

- April MTRiP Report
- Reno/Tahoe International Airport April Report
- April Search Engine Optimization Report
- April Web/GeoTracking Report
- April Click Thru Report
- March Financial Report
- NLTRA 3rd Quarter Report & Six Month Performance Measurement Document

Posted and Emailed



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MARKETING COMMITTEE MEETING MINUTES
April 27, 2010 – 1 pm

TAHOE CITY PUBLIC UTILITIES DISTRICT CONFERENCE ROOM

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Ron Parson, Les Pederson, Becky Moore, Bret Williams, Deb Dudley, Christine Horvath and Julie Maurer (1:13)

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

OTHERS IN ATTENDANCE: Pettit Gilwee, Tom Medland, Brian Pratte, Wendy Hummer, Shelley Fallon, Jen Martinez and Lisa Smith

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 1:00 pm by Chair Deb Dudley and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public comments at this time

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Andy would like to add the Amgen Tour update to the Agenda.

3.2 **M/S/C (Parson/Williams) (6/0) to approve the Marketing Committee agenda as amended.**

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON FEBRUARY 23, 2010.

4.1 Ron would like to add action items to the minutes. Andy said that all of the meeting minutes will have a running checklist of action items per Board Chair Alex Mourelatos.

4.2 **M/S/C (Parson/Moore) (7/0) to approve the Marketing Committee minutes from February 23, 2010 minutes as presented.**

5.0 APPROVAL OF THE JOINT MARKETING COMMITTEE MINUTES FROM THE MEETING ON MARCH 23, 2010.

5.1 **M/S/C (Parson/Pederson) (7/0) to approve the Joint Marketing Committee minutes from March 23, 2010 minutes as presented.**

6.0 PRESENTATION ON STATE OF THE AIRLINE INDUSTRY AND THE RENO TAHOE INTERNATIONAL AIRPORT

6.1 Andy introduced Tom Medland, Vice President of Airline Business Development and Brian Pratte, Manager Air Service Development from the Reno Tahoe International Airport. Tom reported that the airline industry has cut the number of seats and decreased the number of flights to increase their revenue in the downturned economy. Brian Pratte presented the Reno Tahoe International Route map to the committee. He reported that there are 15 non-stop flights out of Reno and 11 of those fly to major airline hubs. Brian said that Southwest Airlines has recently added a Denver route. Brian stated the Reno Tahoe International Airport has exceptional air service for the size of the community. He said that as of June there are 72 daily departures which equal 8,200 seats per day. Brian also said many communities have been losing their air service, while Reno has added 17 new permanent and seasonal flights. He said they are aggressive in obtaining and keeping the flights at the airport and in the past 90 days they have conducted 32 meetings. Brian said that 97 airports across the nation lost all air service completely. He reported that in the first quarter of 2010 they are up 3% and March passengers were up 3% and cargo was up 7%. He said this is the first increase they have had in 18 months.

6.2 Les asked if they have any future plans to bring back service to Mammoth. Brian said the Reno flight to Mammoth did not do well regionally, but there is a possibility they may bring the service back. Les also asked about them adding a non-stop flight to the East Coast. Tom said that getting a non-stop flight from Reno to New York is difficult due to the size of the plane needed for the length of the trip. The plane would be too big for the small number of passengers that travel from East Coast to Reno. He thinks that a non-stop flight to Washington will happen in the future. Deb asked what cities they would go after strategically. Tom replied that they would look at flights to Washington, Atlanta, Dallas and Houston. He said he would also like to have more travel to Southern California besides LAX. Andy asked Brian to go over the importance of cargo. Brian replied that cargo helps keep passenger costs down. The cargo planes tend to be a lot heavier so their landing fees are higher, therefore reducing commercial passenger fees. Jeremy asked if they are going after Canada or Mexico. Brian said they are looking at both. Deb asked if they feel that the Regional Marketing Cooperative helps them out. Tom said that they believe it is a vital tool. He stated they are in a competitive business where the carriers just look at the numbers. They have to tell the carriers how they can make money by coming to the Reno/Tahoe market. He said they use the data from the Regional Marketing Cooperative to properly market our destination and it works. Without the Regional Marketing Committee they would not be as successful at obtaining the 17 new flights. Andy said that the 7 years of being involved with the RMC the plan of defending and creating air service is a big part of why it is such a successful program. Ron P. said from a marketing standpoint he was frustrated when he walked through the airport and all of the advertising was Mammoth not Lake Tahoe. He said that since we invest with the airport he was disappointed that Tahoe was not represented. Deb told Ron it was paid advertising that was displayed and Mammoth paid for it. Andy said that we are investing in the airport and with the airport but they have to do business and part of their business is selling advertising in the airport. Ron said its Reno/Tahoe airport not Reno/Mammoth airport.

7.0 DISCUSSION AND POSSIBLE ACTION TO RECOMMEND FOR BOARD APPROVAL THE EXPENDITURE OF AN ADDITIONAL \$43,134 OF TOT CARRY-OVER FUNDS DURING FY 2009/10

- 7.1 Andy reported that the production and reprinting of the Resorts and Towns Map was discussed at the Chamber Advisory Committee meeting last week. The Chamber Committee would like to reprint and distribute the Resorts and Towns map locally and through the surrounding visitor centers. Andy said previous discussions with local visitor centers and the Business Associations concluded that the map is used frequently by visitors. He stated the requested funds would go towards production/printing the maps for and distribution of the maps. Kym stated the map is widely used and everyone feels like it is "their" map. People are very happy with the map and it is a great marketing tool for us. Brett would like to add Agate Bay to the map. Kym said that if the Marketing Committee has any changes they would like to make to the map to let her know. Ron asked if some of the maps could be printed unfolded so properties could frame and display the maps in their lobbies. Andy discussed that any remaining carryover funds would be allocated to northern California tourism consumer marketing

7.2 M/S/C (Parson/Maurer) (8/0) to approve the expenditure of \$43,000 of TOT carry-over funds during FY 2009/10 for the production and fulfillment of the in-market neighborhood map and any remaining funds will be allocated to the drive market consumer effort

***ACTION ITEM-Print some of the Resorts and Towns Maps without folds.**

***ACTION ITEM-If the Marketing Committee has any changes they would like made to the map contact Kym Fabel.**

***ACTION ITEM-Brett would like to add Agate Bay to the map**

8.0 DISCUSSION AND COMMITTEE DIRECTION ON THE OUTCOMES OF THE JOINT MARKETING/CHAMBER COMMITTEE MEETING AND THE COMMUNITY MARKETING MEETING

- 8.1 Andy said that from the information obtained from the Joint Chamber Marketing meeting it was decided that the off-peak season is going to be a big push in the media plan. He also stated that events will be a big part of the media plan as well. Marketing the North Tahoe free music series will be included. Brett asked how staff is going to market the music series. He asked if a piece could be created that could be posted on lodging property websites for guests to review prior to them coming to Lake Tahoe. Kym said that guests could also go to the gotahoenorth.com events page. Brett is concerned because his competitors are on that website. He would like the events in a PDF so he could post that on his website. Jeremy suggested the creation of a ghost page to be used for this purpose. Brett suggested getting the airline route map to all interested parties to use for marketing.

***ACTION ITEM-Creation of a ghost page for events for lodging properties to use on their websites.**

***ACTION ITEM-Use the Airline Route map as a part of the marketing.**

9.0 REVIEW OF PROPOSED SPRING/SUMMER MEDIA PLAN

- 9.1 Wendy and Jen reported on the proposed Spring/Summer media plan. Wendy said that the summer 2010 budget is 27% higher than last year due to increased media spending for events. She presented to the Committee the summer strategies: continue to provide co-op opportunities, continue with the existing creative campaign (promote cool deals) and to concentrate heavily on the drive market. Wendy reported on some of the media plan highlights. She said that magazine spending is currently 40% of the budget, radio is 21%, outdoor is 14%

and the internet uses 25% of the budget. Ron said he liked the radio marketing plan but expressed concern about using 40% of the budget spent on magazines. He would like more money spent on internet. Les replied that last February when the Resort at Squaw had to cut their marketing budget the directive was to cut all print advertising and as a result all the direct visits to their website tanked. He believes there is a good balance between the two but magazines are an important buy. Deb said that she saw the South Lake Tahoe Summer Marketing Plan and their media plan is totally different from this one in a good way. She thought their plan was geared towards young adults and they are spending a lot on TV advertising and ours is more classic Tahoe.

9.0 REVIEW AND DISCUSSION ON 2009/10 LEARN TO SKI/RIDE PROGRAM

- 9.1 Judy presented the data gathered from the 2009/2010 Learn to Ski/Ride Program. The goal of this program is to drive new skiers and boarders to the basin early in the ski season. The offer was the same as last season's \$25 which includes a lift ticket, gear rental, and a group lesson. For this year's program the weather was cold and there was minimal snow. The numbers are up a little bit from last year. Judy believes the conditions and the economy definitely affected the program. Becky asked if the participants received a coupon to increase the chances of their return. Judy said that the resorts individually distributed coupons but she can check the data and get back to the committee. Brett asked if it would be a better idea to have the program in late March so beginners would be more comfortable and then the resorts could try to get them back the next early season. Julie replied that it would be hard to convincing her finance partners to offer a discounted rate in the spring because their business is still running strong at that time. Pettit said that there is not too much PR value for spring time so it would be good to do one in the early season and add another one in the spring. Deb thinks it would be a good idea to do some survey work to see if they came alone and see how many nights they stayed and add the data to the report. Judy said that she can standardize a survey for the resorts involved and gather the results at the end of the program.

***ACTION ITEM-Staff to create a standardized survey for next season to gather data from participants of the program**

***ACTION ITEM- Judy said that the resorts individually distributed coupons but she can check the data and get back to the committee.**

10.0 DISCUSSION AND POSSIBLE ACTION TO RECOMMEND FOR BOARD APPROVAL EXTENDING CURRENT AGENCY CONTRACT THROUGH JUNE 30, 2011 TO COINCIDE WITH ORGANIZATION'S FISCAL YEARS

- 10.1 Andy reported on staff's recommendation to extend the current agency contract through June 30, 2011 so it coincides with the organization's fiscal year.
- 10.2 **M/S/C (Parson/Moore) (8/0) to recommend for Board approval extending current agency contract through June 30, 2011 to coincide with organization's fiscal years**

11.0 UPDATE AND OVERVIEW OF THE POSSIBILITY OF THE AMGEN RACE TO START IN LAKE TAHOE FOR THE YEAR 2011

- 11.1 Andy reported on the Amgen Tour update. This year the race organizers moved the race from February to May. They did that so they could race through the mountains of California. This race is supported by the California Travel and Tourism Commission. There is a keen interest to start the race in Lake Tahoe in

2011. Andy said the promotional value attached is a superior opportunity. Staff and others have been meeting with Amgen in the past weeks to discuss the possibility that the race start in Lake Tahoe. Les said it is a great demographic to attract to the North Shore and he believes it could be a long term relationship. Julie went over some of the race demographic statistics which were very positive. Julie believes the promotional value will bring lots of tourists to the North Shore.

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

- 12.1 ADVERTISING-** Cathy reported on the Marketing that is in place for April and May from the Marketing packet on print, internet, radio, direct response, gotahoenorth.com website and upcoming outdoor ads. They are also working on a preliminary music campaign for the free music series.
- 12.2 CONFERENCE SALES-** Jason Neary's is out of town on business.
- 12.3 LEISURE SALES-** Jeremy Jacobson provided on the Leisure Sales report. He said that ski.com has finally separated the North and South Shore on their websites. He also said that staff will be participating in the Australian trade shows for the first time next year. Les said the MTS was better this year than last year.
- 12.4 SPECIAL EVENTS-** Judy Lavery reported on the Special Events Department.
- 12.5 PUBLIC RELATIONS-** Pettit Gilwee reviewed the NLTRA Public Relations Report.
- 12.6 WEBSITE-** Shelley said that the video enhancements on the web are working really well and there is a lot of interest in the events page.

13.0 COMMITTEE MEMBER COMMENTS

- 13.1 Julie asked about the cool deals report located in the Standing Reports online. She asked if the data included in the report was just from March. Andy said he would check into it and get back to the Committee.

14.0 STANDING REPORTS

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

- RENO/TAHOE INTERNATIONAL AIRPORT FEBRUARY REPORT
- MARCH SEARCH ENGINE OPTIMIZATION REPORT
- MARCH WEB/GEO TRACKING REPORT
- MARCH CLICK THRU REPORT
- FEBRUARY FINANCIALS REPORT

15.0 ADJOURNMENT

- 15.1 The Marketing Committee meeting adjourned at 3:22 pm.

Submitted By:

Emily Sullivan, Program Assistant
North Lake Tahoe Resort Association



North Lake Tahoe Resort Association
May 25, 2010

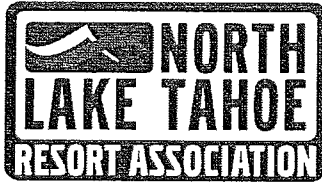
BACKGROUND

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 TOT budget.

SITUATION

Discussion and possible action to recommend for Board approval the FY 2009/10 TOT Budget.



May 5, 2009

To: Finance Committee

From: Management Staff

Re: Discussion and Possible Action to Accept Proposed FY-2010/2011 TOT Budget

Attached is the proposed draft FY-2010/11 TOT Budget. It is necessary to have a draft budget in place as discussions begin that will lead to the consummation of the FY-2010/11 Agreement between the NLTRA and Placer County.

The Proposal

The preparation of the draft budget requires certain assumptions to be in place. These include a conservative estimate of anticipated TOT collections for next year. A determination to use the historic percentages for allocation of overall Resort Association TOT, for allocation within the organization, and for allocation to TOT funded County Services. With the assistance of the Executive Board and the Finance Committee, the following assumptions and determinations were used to compile the attached draft budget.

- This budget is based on achieving total collections of \$8,100,000 in the Tahoe portion of District 5.
- The amounts for NLTRA are 60% of the total targeted collections.
- Amounts calculated for County Services include an increase of 3% over the previous year.
- **Marketing**-\$2,041,200 (42%)
- **Transportation**-\$534,600 (11%) plus Flexible Funding from Infrastructure of \$1,121,675 for a total of \$1,656,275 for Transportation.
- **Infrastructure**-\$2,284,200 (47%) less \$1,121,675 of Flexible Funding to Transportation for a total of \$1,162,525.

Requested Action

Staff requests that after questions and discussion, the Finance Committee accepts the draft FY-2010/11 TOT budget for submittal to the NLTRA Board of Directors. It is understood that this will be used in discussions with the County and may be subject to negotiation and revision in that process.



North Lake Tahoe Resort Association
May 25, 2010

BACKGROUND

As one of the outcomes of our joint committee and public workshops, the concept of promoting North Lake Tahoe's free music scene as immersed as one of the priorities for this summer season. North Tahoe customers have the opportunity to enjoy free, outdoor music virtually 7 days a week this coming season. Coupled with the tremendous amount of high caliber, ticketed entertainment, there is the belief that the promotion of this program can benefit the entire North Lake Tahoe area.

SITUATION

Staff and agencies have developed a concept to promote this program this summer and will present this to the committee for discussion and direction.

PROPOSED ACTION

Committee to provide direction to staff and agencies regarding the promotion of the North Lake Tahoe summer music concept.



North Lake Tahoe Resort Association
May 25, 2010

BACKGROUND

NLTRA staff and agencies have developed a draft media and trade show/sales call plan for FY 2010/11. In addition, staff held a director of sales meeting on May 20th 2010 to review and gain input on this plan with the various participants in the program.

SITUATION

Staff and agencies will review the plan for committee discussion and input.

North Shore Co-op 2010-2011 CONFERENCE ADVERTISING PLAN

5/21/2010

09/10 Budget

July 2010-June 2011	July	August	September	October	November	December	January	February	March	April	May	June	Variance	BUDGET
REGIONAL CO-OP														
Reno-Tahoe Meetings Co-op	\$25,000													\$25,000
Meetings & Convention Planning Kit, 4 pages	x													
Miscellaneous Subtotal	\$25,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$25,000
TOP OF MIND AWARENESS ADVERTISING														
TOP OF MIND REGIONAL PRINT PARTNER														
Meetings West, FP 4C (total \$6,424)				\$4,346		\$3,212				\$3,212				\$10,770
Circulation: 35,064				Meetings CA		Nevada				Lake Tahoe				
Smart Meetings, Full page, 4C (total \$6,326)	\$3,163							\$3,163						\$6,326
Circulation: 33,200	Mountain Meetings							Lake Tahoe						
Northern CA Meetings, FP 4C (total \$3,125)	\$1,563						\$1,563							\$3,126
Circulation: 10,000	Tahoe event						tbl							
TOP OF MIND REGIONAL PRINT NLT ONLY														
Successful Meetings Western Circ, 1/2 page 4C					\$5,000							\$5,000		\$10,000
Circulation: 24,200					CA Supplement							CA Planner		
Association News, 1/2 page 4C				\$5,013							\$5,013			\$10,026
Circulation: 47,906				California Mountains							Golden California			
CSAE Newsletter, 1/2 page Island 4C			\$1,600	\$1,600	\$1,600									\$4,800
Circulation: 1,600		Reno/Tahoe	Directory	Season Spectacular										
NCCMPI Directory, 1/2 page Island 4C			\$1,612											\$1,612
Circulation: 1,200			annual directory											
Top of Mind Awareness Advertising Subtotal	\$4,726	\$0	\$1,600	\$12,571	\$6,600	\$3,212	\$1,563	\$3,163	\$0	\$3,212	\$5,013	\$5,000		\$46,660
TARGET MARKET ADVERTISING														
Chicago														
Forum of Chicago/land, 1/2 P 4C														\$5,776
Circulation: 4,100														
DC														
Potomac Memo, 1/2 P 4C	\$1,662													\$3,324
Circulation: 1,300														
Target Market Advertising Subtotal	\$0	\$1,662	\$0	\$1,662	\$0	\$2,854	\$0	\$0	\$0	\$2,922	\$0	\$0		\$9,100

\$40,746

North Shore Co-op 2010-2011 CONFERENCE ADVERTISING PLAN

5/21/2010

	July	August	September	October	November	December	January	February	March	April	May	June	Variance	BUDGET
July 2010-June 2011														
DATABASE BUILDING/RELATIONSHIP MANAGEMENT														
CONTESTING/DATABASE BUILDING														
Successful Meetings Email Blasts (added value, dbase = 5,000)				\$5,625				x						\$0
Convention/Plant Email Blast (dbase = 46,541)				\$2,000				\$2,000						\$5,625
Email Blast Production				\$500				\$500						\$4,000
Contest Giveaways														\$1,000
EXISTING DATABASE CORRESPONDENCE														
Bi-annual DB Direct Mail Newsletter (total cost \$12,600)	\$9,600					\$10,600								\$20,200
Newsletter Email Blast to Database, 8,300 print, 2,833	\$1,500					\$1,500								\$3,000
Hot Dates Email Blasts to database & 3rd party lists														
Blast #1			\$1,996											\$1,996
Association News Email Blasts (dbase = 4,248 IL/DC)			\$1,991											
Email to database (dbase = 2900)			x											
Email Production			\$2,000											
Blast #1 Total			\$3,991											
Blast #2							\$1,188							\$1,188
Successful Meetings Email Blasts (added value, dbase = 5,000)							x							
CalSAE Email Blast (dbase = 500)							\$375							
Email to database (dbase = 2,900)							x							
Email Production							\$2,000							
Blast #2 Total							\$2,375							
Blast #3										\$2,183				\$2,183
Association News Email Blasts										\$1,991				
CalSAE Email Blast (dbase = 500)										\$375				
Email to database (dbase = 2900)										x				
Email Production										\$2,000				
Blast #3 Total										\$4,366				
Database Building/Relationship Mgt Subtotal	\$11,100	\$0	\$1,996	\$8,125	\$0	\$12,100	\$1,188	\$2,500	\$0	\$2,183	\$0	\$0		\$45,043
INTERNET PROGRAMS														
Website Development		\$12,000												\$12,000
MPI Global Marketplace (annual listing)						\$682								\$682
Convention/Plant Annual Listing	\$1,875													\$1,875
OVENT	\$14,313													\$14,313
Meeting/Focus Showcase Listing (added value)	x													\$0
Meetings/Focus Regional webinar (867 attendees to-date)					\$1,250									\$1,250
Internet Programs Subtotal	\$16,188	\$12,000	\$0	\$0	\$1,250	\$682	\$0	\$0	\$0	\$0	\$0	\$0		\$30,120
PRODUCTION														
Design/Resizes/Special Services	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000		\$12,000
Internet Banners/Buttons/Email Copy	\$1,000						\$1,000							\$2,000
Conference Planning Guide Online/Print	\$12,000													\$12,000
Production Subtotal	\$14,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$2,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000		\$25,000

North Shore Co-op 2010-2011 CONFERENCE ADVERTISING PLAN

5/21/2010

	July	August	September	October	November	December	January	February	March	April	May	June	Variance	BUDGET
July 2010-June 2011														
MISCELLANEOUS														
Client Service/Special Projects/Reporting	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000		\$12,000
Miscellaneous Subtotal	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000		\$12,000
ANTICIPATED PARTNER PRODUCTION CONTRIBUTION														\$1,500
Grand Total Advertising	\$72,014	\$15,662	\$5,586	\$24,358	\$9,850	\$20,848	\$5,751	\$7,663	\$2,000	\$10,317	\$7,013	\$7,000	\$0	\$186,571

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

smith & jones



Budget Total \$172,000





North Lake Tahoe Resort Association
May 25, 2010

BACKGROUND

NLTRA staff has worked with the Finance Committee in the development of the nine month actual/3 month forecast FY 2009/10 year end review. As in previous years, staff has used this tool to manage the current year budget.

SITUATION

Staff will review the forecast for committee discussion.

**North Lake Tahoe Resort Association
Department Detail Activity Report
Budget Revision
For the Twelve Months Ending June 30, 2010**

	General	Visitor Support			Visitor	Chamber of	FY 09/10	Infrastructure	FY 09/10
	& Administration	Marketing	Conference	&Transportation	Information	Commerce	SubTotal		Total Forecast
Unrestricted Support (Non TOT Revenue)									
Member Dues	0	0	8,505	0	0	126,625	135,130	0	135,130
Special Events/Functions	0	75,353	0	0	0	64,620	139,973	0	139,973
Retail Sales	0	0	0	0	10,930	0	10,930	0	10,930
Comm/Booking	0	33,051	97,573	0	1,185	0	131,809	0	131,809
Interest	2,533	0	0	0	0	0	2,533	2,714	5,246
Misc	0	0	0	0	0	0	0	0	0
Total Unrestricted Supp	2,533	108,404	106,079	0	12,115	191,245	420,374	2,714	423,088
County Funding									
Placer County Payments	0	1,628,980	310,008	1,072,344	153,996	0	3,165,328	949,149	4,114,477
Total County Funding	0	1,628,980	310,008	1,072,344	153,996	0	3,165,328	949,149	4,114,477
Total Support	2,533	1,737,384	416,087	1,072,344	166,111	191,245	3,585,702	951,863	4,537,565
Functional Expenses									
Salary	279,694	228,660	112,935	54,000	75,874	63,199	814,363	92,389	906,751
PR Tax	24,862	19,998	9,721	36	6,335	4,757	65,709	7,699	73,409
Health Ins	26,603	25,952	14,446	86	14,912	4,998	86,998	1,154	88,152
Workman's Comp	1,293	1,199	600	369	415	369	4,244	369	4,613
401K	18,569	10,340	7,308	2,902	4,710	3,528	47,357	2,782	50,139
Subtotal Salary/Benefits	351,022	286,149	145,009	57,393	102,246	76,851	1,018,671	104,393	1,123,064
Rent/Util/R&M/Cleaning	24,766	24,766	12,564	8,874	5,409	8,901	85,280	8,874	94,154
Telephone	6,070	8,488	4,100	1,850	2,082	2,720	25,309	1,880	27,189
Internet	0	0	0	0	0	0	0	0	0
Mail	643	397	801	4	128	810	2,784	59	2,843
Insurance/Bonding	1,339	1,339	696	429	696	429	4,927	429	5,355
Supplies	2,740	3,775	2,105	1,124	1,007	1,617	12,367	1,124	13,491
Depreciation	4,992	4,992	2,520	1,260	2,520	1,260	17,544	1,260	18,804
Equip/Support/Maint	4,984	2,529	1,167	909	2,726	760	13,075	909	13,984
Taxes/Licenses	1,513	311	162	100	172	130	2,388	100	2,487
Misc	0	0	0	0	0	0	0	0	0
Equip/Rent/Leasing	1,987	1,664	1,449	1,208	3,659	2,404	12,371	1,208	13,579
Training Seminars	1,138	1,053	27	17	107	17	2,358	17	2,375
Professional Fees Legal/Acctg	20,673	0	0	0	0	0	20,673	0	20,673
Transit Administration and Marketing	0	0	0	0	0	0	0	0	0
Projects Transportation/Infrastructur	0	0	0	1,008,973	0	0	1,008,973	792,119	1,801,091
Marketing Research	0	21,000	0	0	0	0	21,000	0	21,000
Community Marketing Programs	0	139,642	0	0	0	0	139,642	0	139,642
AFW	0	75,795	0	0	0	0	75,795	0	75,795
Special Event	0	41,926	0	0	0	0	41,926	0	41,926
Membership Events/Functions	0	0	0	0	0	50,756	50,756	0	50,756
Promo/Giveaways	0	651	0	0	0	0	651	0	651
Public Relations/Website	0	0	0	0	0	4,200	4,200	0	4,200
Miscellaneous Programs	0	91,192	0	0	0	0	91,192	0	91,192
Marketing Cooperative/Media	0	761,999	199,596	0	0	0	961,595	0	961,595
Conference-PUD	0	0	15,000	0	0	0	15,000	0	15,000
Cost of Goods	0	0	0	0	7,001	0	7,001	0	7,001
Associate Relations	1,805	1,775	911	409	911	531	6,342	414	6,756
Board Functions	8,062	0	0	0	0	0	8,062	0	8,062
Credit Card Fees	0	6,803	0	0	448	771	8,022	0	8,022
Auto	845	1,605	57	662	77	1,213	4,460	662	5,122
Meals/Meetings	2,632	2,476	62	139	105	660	6,074	124	6,198
Dues Publication	1,520	2,469	1,370	90	0	780	6,229	90	6,319
Travel	0	5,662	0	0	0	0	5,662	0	5,662
Allocated	(412,932)	230,400	67,200	25,152	26,076	26,772	(37,332)	37,332	0
Total Functional Expense	23,798	1,718,858	454,797	1,108,591	155,369	181,583	3,642,997	950,992	4,593,989
Change in Net Assets	(21,266)	18,525	(38,711)	(36,247)	10,741	9,662	(57,295)	871	(56,424)

North Lake Tahoe Resort Association
Marketing
Nine Months Actual, Three Months Forecast
For the Year Ending June 30, 2010

	2010 Forecast	2010 Budget	Revised Budget to Budget Variance \$	Variance %	2009 Prior Year
REVENUE AND OTHER SUPPORT					
Special Events & Functions	75,353	75,000	353	0%	86,918
Commissions & Booking Fees	33,051	32,700	351	1%	43,962
Placer County Funding	1,628,980	1,431,720	197,260	14%	1,337,916
TOTAL REVENUE AND OTHER SUPPORT	1,737,384	1,539,420	197,964	13%	1,468,796
EXPENSES					
Salaries	228,660	227,377	(1,283)	(1%)	226,366
Payroll Taxes	19,998	20,464	466	2%	16,958
Health Benefits	25,952	25,416	(536)	(2%)	39,219
WC	1,199	1,368	169	12%	1,161
401K	10,340	13,643	3,303	24%	12,930
Rent & Utilities	24,766	23,795	(971)	(4%)	25,780
Telephone Services	8,488	9,240	752	8%	9,108
Internet Access	0	1,440	1,440	100%	2696
Mail Expenses	397	1,500	1,103	74%	2,723
Insurance & Bonding	1,339	1,728	389	23%	1,773
Supplies	3,775	4,320	545	13%	3,769
Equipment Sup.& Maint.	2,529	4,680	2,151	46%	4,256
Taxes, Licenses & Fees	311	315	4	1%	315
Equip. Rental / Leasing	1,664	1,692	28	2%	1,674
Training & Seminars	1,053	1000	(53)	(5%)	385
Special Events	41,926	47,600	5,674	12%	15,893
Autumn Food & Wine Costs	75,795	75,000	(795)	(1%)	88,364
Promotional/ Giveaways	651	2000	1,349	67%	1,719
Market Study Reports/Research	21,000	25000	4,000	16%	16000
Marketing Cooperative/Media	761,999	624,000	(137,999)	(22%)	646,000
Marketing Other	91,192	35,456	(55,736)	(157%)	29,812
Programs	139,642	136,680	(2,962)	(2%)	127,900
Associate Relations	1,775	910	(865)	(95%)	851
Credit Card Fees	6,803	6,450	(353)	(5%)	6,330
Automobile Expenses	1,605	600	(1,005)	(168%)	821
Meals & Meetings	2,476	2,636	160	6%	2,958
Dues & Subscriptions	2,469	2,510	41	2%	1,606
Travel	5,662	4,700	(962)	(20%)	3,906
Allocated	230,400	230,400	0	0%	230,244
TOTAL FUNCTIONAL EXP. BEFORE DEP'N	1,713,866	1,531,920	(181,946)	(12%)	1,521,517
Depreciation	4,992	7,500	2,508	33%	5,529
Reserves					0
TOTAL FUNCTIONAL EXP. AND DEP'N	1,718,858	1,539,420	(179,438)	(12%)	1,527,046
CHANGE IN NET ASSETS	18,525	0	(18,525)	-	(58,250)

North Lake Tahoe Resort Association
Conference
Nine Months Actual, Three Months Forecast
For the Year Ending June 30, 2010

	2010 Forecast	2010 Budget	Revised Budget to Budget Variance \$	Variance %	2009 Prior Year
REVENUE AND OTHER SUPPORT					
Member Dues	8,505	8,400	105	1%	9,396
Commissions & Booking Fees	97,573	135,040	(37,467)	(28%)	170,909
Placer County Funding	310,008	310,000	8	0%	310,008
TOTAL REVENUE AND OTHER SUPPORT	416,087	453,440	(37,353)	(8%)	490,313
EXPENSES					
Salaries	112,935	109,186	(3,749)	(3%)	118,643
Payroll Taxes	9,721	9,827	106	1%	9,615
Health Benefits	14,446	15,648	1,202	8%	21,578
WC	600	684	84	12%	581
401K	7,308	6,551	(757)	(12%)	7,050
Rent & Utilities	12,564	11,796	(768)	(7%)	13,255
Telephone Services	4,100	4,620	520	11%	4,727
Mail Expenses	801	480	(321)	(67%)	1,034
Insurance & Bonding	696	900	204	23%	922
Supplies	2,105	2,400	295	12%	2,146
Equipment Sup.& Maint.	1,167	2,160	993	46%	1,962
Taxes, Licenses & Fees	162	170	8	5%	164
Equip. Rental / Leasing	1,449	1,400	(49)	(4%)	1,371
Training & Seminars	27	0	(27)	-	0
Promotional/ Giveaways	0	0	0	-	0
Marketing Cooperative/Media	199,596	199,596	0	0%	225,996
Marketing Other	0	0	0	-	0
Programs	15,000	15,000	0	0%	15,000
Associate Relations	911	460	(451)	(98%)	421
Automobile Expenses	57	358	301	84%	333
Meals & Meetings	62	120	58	48%	64
Dues & Subscriptions	1,370	985	(385)	(39%)	1,335
Allocated	67,200	67,200	0	0%	76,080
TOTAL FUNCTIONAL EXP. BEFORE DEP'N	452,277	449,541	(2,736)	(1%)	502,277
Depreciation	2,520	3,900	1,380	35%	2,901
Reserves	0	0	0	-	0
Bad Debt	0	0	0	-	0
TOTAL FUNCTIONAL EXP. AND DEP'N	454,797	453,441	(1,356)	(0%)	505,178
CHANGE IN NET ASSETS	(38,711)	(1)	38,710	(3,870,965%)	(14,865)

North Lake Tahoe Resort Association
Visitor Information
Nine Months Actual, Three Months Forecast
For the Year Ending June 30, 2010

	2010 Forecast	2010 Budget	Revised Budget to Budget Variance \$	Variance %	2009 Prior Year
REVENUE AND OTHER SUPPORT					
Commissions & Booking Fees	1,185	0	1,185	-	2,385
Retail Sales & Other	10,930	11,040	(110)	(1%)	12,091
Placer County Funding	153,996	154,008	(12)	(0%)	174,000
TOTAL REVENUE AND OTHER SUPPORT	166,111	165,048	1,063	1%	188,476
EXPENSES					
Salaries	75,874	75,070	(804)	(1%)	82,677
Payroll Taxes	6,335	6,756	421	6%	7,149
Health Benefits	14,912	20,268	5,356	26%	20,022
WC	415	468	53	11%	402
401K	4,710	4,504	(206)	(5%)	4,516
Rent & Utilities	5,409	7,896	2,487	31%	5,603
Telephone Services	2,082	2,280	198	9%	2,322
Mail Expenses	128	120	(8)	(7%)	222
Insurance & Bonding	696	900	204	23%	922
Supplies	1,007	1,320	313	24%	1,218
Equipment Sup.& Maint.	2,726	2,520	(206)	(8%)	2,137
Taxes, Licenses & Fees	172	255	83	32%	252
Equip. Rental / Leasing	3,659	3,600	(59)	(2%)	3,455
Training & Seminars	107	0	(107)	-	0
Cost of Goods Sold	7,001	8,004	1,003	13%	8,296
Programs	0	0	0	-	6,000
Associate Relations	911	450	(461)	(102%)	421
Credit Card Fees	448	367	(81)	(22%)	359
Automobile Expenses	77	60	(17)	(28%)	104
Meals & Meetings	105	234	129	55%	192
Allocated	26,076	26,076	0	0%	33,408
TOTAL FUNCTIONAL EXP. BEFORE DEP'N	152,849	161,148	8,299	5%	179,677
Depreciation	2,520	3,900	1,380	35%	2,901
TOTAL FUNCTIONAL EXP. AND DEP'N	155,369	165,048	9,679	6%	182,578
CHANGE IN NET ASSETS	10,741	0	(10,741)	-	5,898