



# north lake tahoe

Chamber | CVB | Resort Association

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

**AGENDA AND MEETING NOTICE  
MARKETING COMMITTEE  
Tuesday May 27<sup>th</sup>, 2014 2pm  
TAHOE CITY PUBLIC UTILITY DISTRICT – TAHOE CITY**

**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:

*Eric Brandt, Primary  
Brendan Madigan,  
Primary  
Valli Murmane Alt.*

Committee  
Members:

*Heather Allison (Chair)  
John Monson  
Becky Moore  
Neil Sogard  
Marguerite Sprague  
Cara Whitley  
Brett Williams*

Placer County Rep:

*Jennifer Merchant*

**Quorum**

6 Committee  
Members with 1  
Board 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 29<sup>th</sup>, 2014 (3 min)
- E. Committee Member Brad Wilson Resignation and Committee Member Appointment Plan – Andy Chapman (5 min)
- F. Presentation on Destination Market Media Recommendation – Nick Wootten (30 min)
- G. Review and Possible Recommendation for Approval of Draft NLTRA FY 2014/15 Marketing and Conference Budgets – Andy Chapman (20 min)
- H. Review and Input on Draft NLT Marketing Cooperative 2014/15 Budget – Andy Chapman (20 min)
- I. Review of October to March 6 Month Performance Review Report – Andy Chapman (20 min)
- J. Recommendation to Cancel June 2014 Marketing Committee Meeting – Andy Chapman

K. Departmental Reports

- Advertising
- Conference Sales
- Leisure Sales
- Special Projects
- Website Content
- Social Marketing

L. Committee Member Comments (*5 minutes*)

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

- April MTRIP Report
- April Web/GeoTracking Report
- April Lodging Referral Report
- March Reno Tahoe International Airport Report
- April Conference Sales Report

Posted and Emailed



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## MARKETING COMMITTEE MEETING MINUTES

Tuesday, April 29, 2014 – 2 pm

### Tahoe City Public Utility District

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Heather Allison, Brett Williams, Eric Brandt, Becky Moore, Cara Whitley, Marguerite Sprague, Julie Maurer, John Monson and Neil Sogard

**RESORT ASSOCIATION STAFF:** Andy Chapman, Sandy Evans Hall, Jeremy Jacobson, Judy Laverty, Jason Neary and Anna Atwood

**OTHERS IN ATTENDANCE:** Nick Wootten, Tom Geary, Shelley Fallon, Kayla Anderson and Kirsten Guinn

#### I. MEETING OF THE MARKETING COMMITTEE

##### 1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 2:05 pm by Chair Heather Allison and a quorum was established.

##### 2.0 PUBLIC FORUM

- 2.1 No public forum.

##### 3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 M/S/C (Maurer/Williams) (7/0) to approve the agenda as presented.

##### 4.0 APPROVAL OF MARKETING MEETING MINUTES FROM MARCH 25, 2014

- 4.1 M/S/C (Williams/Moore) (7/0) to approve the Marketing Committee minutes from March 25, 2014

##### 5.0 REVIEW OF WINTER CONSUMER MARKETING EFFORTS AND RESULTS – NICK WOOTTEN

- 5.1 Nick recapped the North Lake Tahoe 2013-2014 Winter Campaign. The campaign focused on:

1. Sustain northern California fan base: Focus on frequency through key touch points
2. Generate aware and growth with southern California consumers: Concentrate efforts in vertical and accountable channels

Nick shared the different media channels the campaign included:

- TV: 2,025 prime time spots for \$36,000. Plus an additional 2,981 bonus spots = \$105,000 added value. 5,006 total spots over 10 weeks TV had a 50.5% reach at a 5.2 x frequency = 3,041,734 impressions
- Out of Home – Northern California: 18 billboards, 10 posters & 5 shelters. 25,176,848 impressions = \$43,000. Plus 8 Boot Camps over 6 weeks
- Out of Home – Southern California: 2 billboards at Hwy 395 and Hwy 14. 1,094,198 impressions = \$9,000. Plus 23 gyms – 61,897 spots (16,537 bonus spots)

- Out of Home – Rebuttal Campaign: 11 digital boards for \$19,000 = 20,959,754 impressions.
- Digital included 2 Concepts/4 sizes. Northern California: 8 million impressions (\$9.60 CPM) 0.33% CTR (3 x industry benchmark). 21,000 Clicks – 5,000 Cool Deals Hits. \$77,000 Budget. Southern California: 17 million impressions (\$6.50 CPM) 0.18% CTR (2 x industry benchmark) 30,000 Clicks – 11,000 Cool Deal Hits \$104,000 Budget. Top performers were: Trip Advisor, Pandora and Open Snow.
- Social: Paid Social delivered 38,000 new followers on Facebook. This was accomplished through Precise Targeting (Indicates relevant interest in profile) and Broad Targeting (Engages in related content through timeline)
- Print: Southwest Spirit In-Flight Magazine: November issue – Reno/Tahoe feature
- Search Results for Northern California – 1.70% Click Rate \$1.16 Cost Per Click and Search for Southern California – 2.12% Click Rate \$1.54 Cost Per Click

The Campaign Findings included:

1. TV & OOH has the greatest opportunity for awareness
2. Destination Marketing – longer consumer activation process
3. Current success – Too dependent on weather
4. Paid social – Delivers on-going benefits
5. Digital & Search – Strongest conversion tools

John questioned Nick about the effectiveness regarding the Digital at the health clubs. Nick shared it's challenging to measure the effectiveness of the health clubs. It has a high presence when you're there but if you tailor it to a specific event or activity you can better measure it. Nick shared that some of the newer equipment that is coming out this year you will be able to upload videos of the Flume trail for example. Julie questioned Nick about the Boot Camps. Nick shared it would be more successful if they were working with a partner that has a bigger presence in the "boot camp" space but this helped fuel some of the paid social. Tom shared he think we should take this a step farther. With more lead time you can get the content online and better weave in the social.

## 6.0 REVIEW AND INPUT ON SUMMER MEDIA PLAN – NICK WOOTTEN/COMMITTEE

- 6.1 Nick started off with doing a recap of last summer's media plan and the strategy being:
- Speak authentically to our audience
  - Take risk, respectfully
  - Highlight the universal "truth", there is no summer in San Francisco

The Objectives for the 2014 summer media plan: 1) Sustain Bay Area consumer base 2) Grow awareness & audience in destination markets and 3) Communicate North Lake Tahoe's variety of activities. Nick shared the 2014 total media summer budget is estimated to be at \$157,000 and he recommended that we use that to sustain Bay Area core base and that we look at incremental options like Content Marketing Video and Content Marketing Travel for our Destination Markets. The recommended media options would include: TV, Out of Home, Social (Facebook), Digital and Search. Television & Out Home = Mass reach trigger mechanism, Social = NLT Community builder and Digital & Search = Efficient lead generator. Nick shared some information on the Content Marketing options. Video Seeding would include distributing videos on YouTube, Native environments, & premium publishers – All channels & devices. It would be targeted contextually, delivering real time desired content. You only pay upon video completion and average view = \$0.18 (Guaranteed results). Content Marketing Travel: Travel Influencer. Distribute content through a trusted source with loyal followers. Outdoor activity guide = 100,000 + Subscribers. Weekend Sherpa content distributed through newsletters, online, KGO Radio and TV. Nick shared that Weekend Sherpa would be a great partner to work with.

Nick shared the budget for the media plan and included some of the highlights:

- 2,482 TV Spots – Reaching over 2.8 million people
- 21 Digital & Static billboards – Estimating 19.3+ million impressions
- 11,000+ new Facebook followers
- 1.3 million digital impressions
- Utilize High Notes messaging for search copy & paid social placements

Nick recapped the Incremental Destination Marketing for the 3 markets that was discussed last month; San Diego, Las Vegas and Phoenix. He recommended TV to maximize impact with a minimal budget. Hyper targeted television buy could have a projected reach of 4,500+ spots. 79% reach at 5.3 x frequency, 2.8 million impressions at the cost of \$100,000 Budget (not including production)

6.2 Andy shared we are looking for directions from this committee so that School of Thought can finalize the plan. School of Thought will also present this at tomorrow Marketing Coop Committee meeting. Some of the comments/questions/input from the committee members include:

- What opportunities do we have for outdoors in the 3 destination markets that could continue into winter? Nick stated that we would get more mileage for our dollar in San Diego (Phoenix and Las Vegas has over 5000 billboards)
- The content has to very customized and it need to be supported by flights and how easy it is to get here. We can't for example compete with a golfing message in Phoenix or the best summers as San Diego is great too
- Heather shared when they look at reports through Expedia, Las Vegas it's one of the lowest rated markets and she shared The Ritz-Carlton don't see much come out of there. Heather shared Dallas and Houston are good markets from them.
- Andy shared as a DMO should we be where our partners "can't not be" and when is the right time to make the move from our drive market? Maybe it's not now since the organization is dealing with budget constraints
- It's good to be in Northern California drive market during summer due to more competition but it's important that we consider LA and San Diego where we have seen success and it's important to have some consistency and brand awareness. Air mark dollars to be spent in those destination markets year-round.
- San Diego doesn't have the best summers as they are hit with the June gloom. Continue efforts in San Diego as we saw great traction from our previous winter efforts there. The money would go far in San Diego.
- If we are looking at Destination markets focus all efforts on San Diego. We have seen growth and good momentum come out of there.
- Tom with SOT shared when discussing destination strategy the notion of momentum and a multi-year strategy is what will make it the most effective
- Committing more of the OOH (Outdoor) in San Diego in the winter
- Nick shared that Radio is the number one format in San Diego
- Nick recommended looking at the media mix and swapping Search and Paid Social out with the two Marketing Content pieces, Weekend Sherpa and Video Seeding.
- Consider including Orange County in the San Diego Destination market

Directions to School of Thought: Focus on the Bay Area market with a second focus on San Diego.

## **7.0 REVIEW AND POSSIBLE RECOMMENDATION FOR APPROVAL OF FY 2014/15 NORTH LAKE TAHOE TOT BUDGET PROPOSAL – ANDY CHAPMAN**

7.1 Andy reported on the FY 2014/15 Budget scenarios to be considered for the Marketing budget based on overall increase to the TOT budget on top of the baseline budget. Budget scenarios indicate programs to be considered with the additional funds are only relevant to the Marketing budget. Andy reported that the preferred alternative is what the organization hopes to move forward with ("Option 3" – Assume Flat + \$500,000.). Andy shared out of the \$500,000, \$125,000 would be dedicated for marketing and this is the funds that would be used towards our San Diego efforts. Andy shared the Finance Committee has looked at this and we are looking for direction from this committee.

7.2 Sandy recapped on the different quarters: first quarter being up 16%, second quarter was slightly up and the third quarter being the big question mark. She shared the organization used the projection from 2 years ago where we had a similar winter for the third quarter. Sandy touched on the fact that when the new Placer County CEO started two years ago, the budget process changed to a priority based budget. She shared Marketing really has to fight for their share of the pie and that is the reason they are bringing the discussion to the Board of Directors on what a potential

"Tourism Business Improvement District" (TBID) would look like. This is important as there is a need to grow the Marketing budget to stay competitive with other destinations.

**7.3 M/S/C (Williams/Moore) (9/0) to recommend Option 3 (Flat + \$500,000) for Board Approval 2014/15 North Lake Tahoe TOT Budget Proposal**

**8.0 IRONMAN LAKE TAHOE AND IRONMAN LAKE TAHOE 70.3 UPDATE – ANDY CHAPMAN**

8.1 Andy updated the committee that Ironman 70.3 was announced earlier this week. It will be the same day as they are going to run the full Ironman. This is the first time it's been done in North America but it has been done in Australia and Asia. Last year's race sold out very quickly and this race is hard and did have a high DNF's. Andy reported that 1600 registered for this year's full Ironman and he think Ironman can take up to 3200 athletes total. Andy shared they also do relay teams on the 70.3 distance.

Andy updated the committee on the course changes. The 70.3 athletes will start their swim one hour after the full starts. The swim course has no changes. The bike course for the full distance has some changes and the Martis Camp climb was removed. Instead they added a loop in the Village at Northstar where there will be a feed station there along with festivities. For Tahoe City the bike course has been re-routed through Fairway to help with the congestion that the downtown area saw. Andy also went over the changes in Squaw Valley. There will no longer be a banquet tent but instead the athletes will be given voucher that will be good at participating restaurants in North Lake Tahoe and Truckee. The run course for the full distance has changed slightly to include a runner's bridge that will allow the runners to go all the way up to the Boatworks Mall in Tahoe City. This will create more of an atmosphere in Tahoe City. Andy shared there are questions and answers on the Ironman website regarding the 70.3 distance.

**9.0 DEPARTMENTAL REPORTS**

9.1 **Advertising** – This report is located in the departmental section of the Marketing packet.

9.2 **Conference Sales** – Their report is located in the departmental section of the Marketing packet.

9.3 **Leisure Sales** – Jeremy shared his report located in the departmental section of the Marketing packet.

9.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet.

9.5 **Web** – Her report is located in the departmental section of the Marketing packet.

9.6 **Social** – Liz shared her report located in the departmental section of the Marketing packet.

**10.0 COMMITTEE MEMBER COMMENTS**

10.1 Julie Maurer shared she has accepted a new position as VP of Marketing and Sales for the Silverado Resort in Napa. This will be her last Marketing Committee meeting. Andy thanked her for all her years of service and commitment to this committee.

**11.0 STANDING REPORTS**

11.1 The following reports were posted on [www.nltra.org](http://www.nltra.org):

- APRIL MTRiP REPORT
- APRIL RENO TAHOE AIRPORT REPORT
- APRIL WEB/GEO TRACKING REPORT
- APRIL LODGING REFERRAL REPORT

**12.0 ADJOURNMENT**

12.1 The Marketing Committee meeting adjourned at 4:25 pm.

Submitted By:  
Anna Atwood, Marketing Executive Assistant  
North Lake Tahoe Chamber/CVB/Resort Association



**2014/15 Proposed Committee Roster**

Committee: \_\_Marketing

Name	Title	Business	Representation	Term Ends
Heather Allison	Director of Sales and Marketing	Ritz Carlton Lake Tahoe	Lodging	Dec 2016
John Monson	Director of Sales and Marketing	Sugar Bowl/Royal Gorge	Ski Resort/Lodging	Dec 2015
Neil Sogard	Director of Sales and Marketing	Northstar California	Ski Resort Lodging	Dec 2016
Cara Whitley	Chief Marketing Officer	Squaw Valley/Alpine Meadows	Ski Resort/Lodging/Retail	Dec 2016
Brett Williams	Owner/Operator	Agate Bay Realty	Property Management	Dec 2014
<b>VACANT</b>				<b>Dec 2014</b>
<b>Current Members</b>				
Marguerite Sprague	Consultant	North Lake Tahoe Historical Society	Cultural	Dec 2014
Becky Moore	Director of Sales	Squaw Valley Lodge	Lodging	Dec 2015
<b>VACANT</b>				<b>Dec 2015</b>
<b>Board Members</b>				
Brendan Madigan	Owner/Operator	Alpenglow Retail	Primary Board Member	
Eric Brandt	Owner/Operator	Tahoe TV	Primary Board Member	
Valli Marnane	Owner/Operator	Tahoe City Cross Country	Alternate Board Member	



**North Lake Tahoe Resort Association  
Marketing Profit Loss Budget Overview  
July 2014 through June 2015**

Ordinary Income/Expense	Marketing (Baseline)												TOTAL Fiscal Yr 2014-15	2013-14 Reforecast	Variance			
	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15						
<b>Income</b>																		
Placer County TOT	152,454	152,454	152,454	152,454	152,454	152,454	152,454	152,454	152,454	152,454	152,454	152,454	152,454	152,454	1,829,445	2,068,304	-238,859	
Special Events			85,000												85,000	104,936	-19,936	
<b>Total Income</b>	<b>152,454</b>	<b>152,454</b>	<b>237,454</b>	<b>152,454</b>	<b>152,454</b>	<b>152,454</b>	<b>152,454</b>	<b>152,454</b>	<b>152,454</b>	<b>152,454</b>	<b>152,454</b>	<b>152,454</b>	<b>152,454</b>	<b>1,914,445</b>	<b>2,173,240</b>	<b>-258,795</b>		
<b>Expense</b>																		
5000-00 - Salaries & Wages																		
5000-00 - Salaries & Wages	16,849	16,849	22,105	25,273	28,627	16,849	16,849	16,849	16,849	16,849	25,273	16,849	16,849	16,849	236,067	16,849	0	
5010-00 - Sales Commissions	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
5020-00 - PIR - Tax Expense	2,319	2,319	3,042	3,478	2,319	2,319	2,319	2,319	2,319	2,319	3,478	2,319	2,319	30,869	2,319	0		
5030-00 - PIR - Health Insurance Expense	3,436	3,436	3,436	5,154	5,057	3,436	3,436	3,436	3,436	3,436	5,154	3,436	3,436	46,287	3,436	0		
5040-00 - PIR - Workmans Comp	124	124	124	186	124	124	124	124	124	124	186	124	124	1,612	124	0		
5050-00 - 401k (K)	528	528	692	792	896	528	528	528	528	528	792	528	528	7,394	528	0		
5061-00 - 401k Profit Sharing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
65000 - Other Payroll Expenses	2,000	2,000	0	225	0	0	2,000	0	0	0	225	0	0	4,900	0	0		
<b>Total 5000-00 - Salaries &amp; Wages</b>	<b>23,480</b>	<b>25,255</b>	<b>29,400</b>	<b>35,108</b>	<b>37,022</b>	<b>23,255</b>	<b>23,480</b>	<b>25,255</b>	<b>23,255</b>	<b>23,255</b>	<b>35,108</b>	<b>23,255</b>	<b>23,255</b>	<b>327,128</b>	<b>291,004</b>	<b>-36,124</b>		
5100-00 - Rent																		
5110-00 - Utilities	170	170	170	170	170	170	170	170	170	170	170	170	170	2,040	170	0		
5140-00 - Repairs & Maintenance	116	116	116	116	116	116	116	116	116	116	116	116	116	1,392	116	0		
5150-00 - Office - Cleaning	137	137	137	137	137	137	137	137	137	137	137	137	137	1,644	137	0		
5100-00 - Rent	1,556	1,556	1,556	1,556	1,556	1,556	1,556	1,556	1,556	1,556	1,556	1,556	1,556	18,674	1,556	0		
<b>Total 5100-00 - Rent</b>	<b>1,979</b>	<b>1,979</b>	<b>1,979</b>	<b>1,979</b>	<b>1,979</b>	<b>1,979</b>	<b>1,979</b>	<b>1,979</b>	<b>1,979</b>	<b>1,979</b>	<b>1,979</b>	<b>1,979</b>	<b>1,979</b>	<b>23,750</b>	<b>21,468</b>	<b>-2,282</b>		
5210-00 - Telephone																		
5220-00 - Telephone	884	884	884	884	884	884	884	884	884	884	884	884	884	10,608	884	0		
5310-00 - Telephone - Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
<b>Total 5210-00 - Telephone</b>	<b>884</b>	<b>884</b>	<b>884</b>	<b>884</b>	<b>884</b>	<b>884</b>	<b>884</b>	<b>884</b>	<b>884</b>	<b>884</b>	<b>884</b>	<b>884</b>	<b>884</b>	<b>10,608</b>	<b>884</b>	<b>0</b>		
5420-00 - Mail - USPS	96	96	96	96	96	96	96	96	96	96	96	96	96	1,152	96	0		
5510-00 - Insurance/Bonding	241	241	241	241	241	241	241	241	241	241	241	241	241	2,892	241	0		
5520-00 - Supplies	276	276	276	276	276	276	276	276	276	276	276	276	276	3,312	276	0		
5700-00 - Equipment Support & Maintenance	200	200	200	200	200	200	200	200	200	200	200	200	200	2,400	200	0		
5710-00 - Taxes, Licenses & Fees	60	60	60	60	60	60	60	60	60	60	60	60	60	720	60	0		
5740-00 - Equipment Rental/Leasing	220	220	220	220	220	220	220	220	220	220	220	220	220	2,640	220	0		
5800-00 - Training Seminars	0	0	0	0	0	0	0	0	0	0	0	0	0	2,334	0	0		
<b>Total 5700-00 - Equipment Support &amp; Maintenance</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4,425</b>	<b>0</b>	<b>0</b>		
<b>Marketing Projects:</b>																		
Community Marketing Programs	0	0	25,000	0	0	0	0	0	0	0	0	0	0	100,000	130,000	30,000		
Special Events/Sponsorships	0	3,500	420,000	4,000	0	0	0	0	0	0	0	0	0	456,638	456,638	-58,362		
Market Study Reports & Research	106,880	106,880	50,000	50,000	25,000	106,880	106,880	50,000	25,000	15,000	15,000	10,480	10,480	668,000	925,000	257,000		
Marketing Cooperative Media	0	0	0	0	3,000	0	0	0	0	0	0	25,000	25,000	31,000	111,000	80,000		
Other Programs	0	0	0	0	0	0	0	0	0	0	0	0	0	200	103	-97		
8200-00 - Employee Relations	16	16	16	16	16	16	16	16	16	16	16	16	16	193	121	-72		
8500-00 - Credit Card Fees	183	183	183	183	183	183	183	183	183	183	183	183	183	2,196	2,582	386		
8700-00 - Automobile Expenses	130	130	130	130	130	130	130	130	130	130	130	130	130	1,560	2,499	939		
8750-00 - Meals/Meetings	800	100	100	100	100	100	100	100	100	100	100	100	100	2,693	2,600	93		
8810-00 - Dues & Subscriptions	375	375	375	375	375	375	375	375	375	375	1,288	375	375	6,213	5,434	-779		
8910-00 - Travel	301	301	301	301	301	301	301	301	301	301	301	301	301	3,612	2,829	-783		
Depreciation	136,121	140,696	529,461	94,469	70,083	162,396	135,421	81,816	93,316	47,016	56,082	180,631	180,631	1,707,510	2,024,773	317,263		
<b>Total Expense</b>	<b>16,333</b>	<b>11,758</b>	<b>-292,007</b>	<b>57,985</b>	<b>82,371</b>	<b>-9,942</b>	<b>17,033</b>	<b>70,638</b>	<b>59,138</b>	<b>105,438</b>	<b>96,372</b>	<b>-8,180</b>	<b>206,935</b>	<b>148,467</b>	<b>58,468</b>			
<b>Net Ordinary Income</b>	<b>136,121</b>	<b>140,696</b>	<b>529,461</b>	<b>94,469</b>	<b>70,083</b>	<b>162,396</b>	<b>135,421</b>	<b>81,816</b>	<b>93,316</b>	<b>47,016</b>	<b>56,082</b>	<b>180,631</b>	<b>180,631</b>	<b>1,707,510</b>	<b>2,024,773</b>	<b>317,263</b>		
<b>Other Income/Expense</b>																		
8990-00 - Allocated	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	206,935	192,035	-14,900		
<b>Total Other Expense</b>	<b>17,245</b>	<b>17,245</b>	<b>17,245</b>	<b>17,245</b>	<b>17,245</b>	<b>17,245</b>	<b>17,245</b>	<b>17,245</b>	<b>17,245</b>	<b>17,245</b>	<b>17,245</b>	<b>17,245</b>	<b>17,245</b>	<b>206,935</b>	<b>192,035</b>	<b>-14,900</b>		
<b>Net Other Income</b>	<b>-17,245</b>	<b>-17,245</b>	<b>-17,245</b>	<b>-17,245</b>	<b>-17,245</b>	<b>-17,245</b>	<b>-17,245</b>	<b>-17,245</b>	<b>-17,245</b>	<b>-17,245</b>	<b>-17,245</b>	<b>-17,245</b>	<b>-17,245</b>	<b>-206,935</b>	<b>-192,035</b>	<b>-14,900</b>		
<b>Net Income</b>	<b>-912</b>	<b>-5,487</b>	<b>-309,252</b>	<b>40,741</b>	<b>65,126</b>	<b>-27,187</b>	<b>-212</b>	<b>53,393</b>	<b>41,893</b>	<b>88,193</b>	<b>79,128</b>	<b>-25,425</b>	<b>-0</b>	<b>-43,568</b>	<b>43,568</b>			

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**North Lake Tahoe Resort Association  
Marketing Profit Loss Budget Overview  
July 2014 through June 2015**

	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	TOTAL Fiscal Yr 2014-15	2013-14 Reforecast	Variance
<b>Marketing (Baseline + \$500,000)</b>															
Ordinary Income/Expense															
Income															
Placer County TOT	171,204	171,204	171,204	171,204	171,204	171,204	171,204	171,204	171,204	171,204	171,204	171,201	2,068,304	2,068,304	-13,859
Special Events			85,000										85,000	104,536	-19,936
Total Income	171,204	171,204	256,204	171,204	171,204	171,204	171,204	171,204	171,204	171,204	171,204	171,201	2,139,445	2,173,240	-33,795
Gross Profit	171,204	171,204	256,204	171,204	171,204	171,204	171,204	171,204	171,204	171,204	171,204	171,201	2,139,445	2,173,240	-33,795
Expense															
5000-00 - Salaries & Wages	16,849	16,849	22,105	25,273	28,627	16,849	16,849	16,849	16,849	25,273	16,849	16,849	236,067		
5010-00 - Salaries & Wages	0	0	0	0	0	0	0	0	0	0	0	0	0		
5020-00 - Sales Commissions	2,319	2,319	3,042	3,478	2,319	2,319	2,319	2,319	2,319	3,478	2,319	2,319	30,869		
5030-00 - PIR - Tax Expense	3,436	3,436	3,436	5,154	5,057	3,436	3,436	3,436	3,436	5,154	3,436	3,436	46,287		
5040-00 - PIR - Health Insurance Expense	124	124	124	186	124	124	124	124	124	186	124	124	1,612		
5050-00 - PIR - Workmans Comp	528	528	692	792	896	528	528	528	528	792	528	528	7,394		
5060-00 - 401K	0	0	0	0	0	0	0	0	0	0	0	0	0		
5061-00 - 401K Profit Sharing	0	0	0	0	0	0	0	0	0	0	0	0	0		
66000 - Other Payroll Expenses	2,000	2,000	0	225	0	0	225	2,000	0	225	0	0	4,900		
Total 5000-00 - Salaries & Wages	23,480	25,255	29,400	35,108	37,022	23,255	23,480	25,255	23,255	35,108	23,255	23,255	327,128	291,004	-36,124
5100-00 - Rent															
5110-00 - Utilities	170	170	170	170	170	170	170	170	170	170	170	170	2,040		
5140-00 - Repairs & Maintenance	116	116	116	116	116	116	116	116	116	116	116	116	1,392		
5150-00 - Office - Cleaning	137	137	137	137	137	137	137	137	137	137	137	137	1,644		
5100-00 - Rent	1,556	1,556	1,556	1,556	1,556	1,556	1,556	1,556	1,556	1,556	1,556	1,556	18,674		
Total 5100-00 - Rent	1,979	1,979	1,979	1,979	1,979	1,979	1,979	1,979	1,979	1,979	1,979	1,979	23,750	21,468	-2,282
5210-00 - Telephone															
5220-00 - Telephone	884	884	884	884	884	884	884	884	884	884	884	884	10,608	10,303	-305
5310-00 - Telephone - Other	0	0	0	0	0	0	0	0	0	0	0	0	0		
Total 5210-00 - Telephone	884	884	884	884	884	884	884	884	884	884	884	884	10,608	10,303	-305
5420-00 - Mail - USPS	96	96	96	96	96	96	96	96	96	96	96	96	1,152	780	-372
5510-00 - Insurance/Bonding	241	241	241	241	241	241	241	241	241	241	241	241	2,892	3,048	156
5520-00 - Supplies	276	276	276	276	276	276	276	276	276	276	276	276	3,312	2,727	-585
5700-00 - Equipment Support & Maintenance	200	200	200	200	200	200	200	200	200	200	200	200	2,400	2,725	325
5710-00 - Taxes, Licenses & Fees	60	60	60	60	60	60	60	60	60	60	60	60	720	694	-26
5740-00 - Equipment Rental/Leasing	220	220	220	220	220	220	220	220	220	220	220	220	2,640	2,640	-0
5800-00 - Training Seminars	0	0	0	0	0	0	0	0	0	0	0	0	2,334	4,425	2,091
Marketing Projects:															
Community Marketing Programs	0	0	25,000	0	0	25,000	0	0	25,000	0	0	25,000	100,000	130,000	30,000
Special Events/Sponsorships	0	3,500	420,000	4,000	0	0	0	1,500	15,000	0	0	71,000	515,000	456,638	-58,362
Market Study Reports & Research	119,380	119,380	62,500	62,500	37,500	119,380	62,500	62,500	37,500	27,500	15,000	10,480	793,000	925,000	132,000
Marketing Cooperative Media	0	0	0	0	33,000	35,000	0	0	0	0	3,000	60,000	131,000	111,000	-20,000
Other Programs	0	0	0	0	0	200	0	0	0	0	0	0	200	103	-97
8200-00 - Employee Relations	16	16	16	16	16	16	16	16	16	16	16	16	193	121	-72
8500-00 - Credit Card Fees	183	183	183	183	183	183	183	183	183	183	183	183	2,196	2,582	386
8700-00 - Automobile Expenses	130	130	130	130	130	130	130	130	130	130	130	130	1,560	2,499	939
8750-00 - Meals/Meetings	800	100	100	100	100	100	100	100	100	100	800	100	2,693	2,693	93
8810-00 - Dues & Subscriptions	375	375	375	375	375	375	375	375	375	1,288	375	875	6,213	5,434	-779
8910-00 - Travel	301	301	301	301	301	301	301	301	301	301	301	301	3,612	2,829	-783
Depreciation	148,621	153,196	541,961	106,969	112,583	208,896	147,921	94,316	105,816	68,562	47,016	195,631	2,024,773	2,024,773	92,265
Total Expense	22,583	18,008	-285,757	64,235	58,621	-38,692	23,283	76,888	65,388	102,622	124,188	-24,430	206,935	148,467	58,468
Net Ordinary Income	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	206,935	0	-14,900
Other Income/Expense															
8990-00 - Allocated	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	206,935	192,035	-14,900
Total Other Expense	-17,245	-17,245	-17,245	-17,245	-17,245	-17,245	-17,245	-17,245	-17,245	-17,245	-17,245	-17,245	-206,935	-192,035	-14,900
Net Other Income	5,338	763	-303,002	46,991	41,376	-55,937	6,038	59,643	48,143	85,378	106,943	-41,675	-43,668	43,668	
Net Income	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	17,245	206,935	192,035	-14,900

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North Lake Tahoe Resort Association  
Conference Profit Loss Budget Overview

July 2014 through June 2015

Conference	Jul 14	Aug 14	Sep 14	Oct 14	Nov 14	Dec 14	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	TOTAL Fiscal Yr 2014-15	2013-14 Reforecast	Variance
Ordinary Income/Expense															
Income															
Placer County TOT	26,715	26,715	26,715	26,715	26,715	26,715	26,715	26,715	26,715	26,715	26,715	26,715	320,580	299,412	21,168
Membership	641	641	641	641	641	641	641	641	641	641	640	640	7,690	7,492	198
Commissions	8,470	25,554	8,470	23,693	8,470	3,854	12,958	4,780	4,780	4,780	4,951	4,780	115,540	115,360	180
Total Income	35,826	52,910	35,826	51,039	35,826	31,210	40,314	32,136	32,136	32,136	32,135	32,135	443,810	422,264	21,546
Gross Profit	35,826	52,910	35,826	51,039	35,826	31,210	40,314	32,136	32,136	32,136	32,135	32,135	443,810	422,264	21,546
Expense															
5000-00 - Salaries & Wages															
5000-00 Salaries & Wages	12,974	12,974	17,021	19,460	14,588	12,974	12,974	12,974	12,974	19,460	12,974	12,974	174,318		
5010-00 - Sales Commissions	1,271	3,833	1,271	3,552	1,271	580	1,944	705	705	705	705	709	17,250		
5020-00 - PIR - Tax Expense	1,235	1,235	1,580	1,852	1,372	1,235	1,235	1,235	1,235	1,580	1,235	1,235	16,534		
5030-00 - PIR - Health Insurance Expense	2,240	2,240	2,240	3,360	2,240	2,240	2,240	2,240	2,240	2,240	2,240	2,240	28,117		
5040-00 - PIR - Workmans Comp	124	124	124	186	124	124	124	124	124	186	124	124	1,612		
5060-00 - 401 (k)	580	580	742	870	644	580	580	580	580	870	580	580	7,764		
5061-00 - 401K Profit Sharing	0	0	0	0	0	0	0	0	0	0	0	0	0		
5062-00 - Other Payroll Expenses	225	225	1,750	0	225	0	225	225	1,750	0	225	0	4,625		
66000 - Other Payroll Expenses	18,647	21,210	24,727	29,280	20,464	17,732	19,095	18,082	19,607	26,433	18,082	17,861	251,219	224,775	-26,444
Total 5000-00 - Salaries & Wages	18,647	21,210	24,727	29,280	20,464	17,732	19,095	18,082	19,607	26,433	18,082	17,861	251,219	224,775	-26,444
5100-00 - Rent															
5110-00 - Utilities	85	85	85	85	85	85	85	85	85	85	85	85	1,021		
5140-00 - Repairs & Maintenance	60	60	60	60	60	60	60	60	60	60	60	60	722		
5150-00 - Office - Cleaning	68	68	68	68	68	68	68	68	68	68	68	68	818		
5100-00 - Rent	778	778	778	778	778	778	778	778	778	778	778	778	9,337		
Total 5100-00 - Rent	991	991	991	991	991	991	991	991	991	991	991	991	11,898	10,842	-1,056
5310-00 - Telephone															
5320-00 - Telephone	281	281	281	281	281	281	281	281	281	281	281	281	3,372		
5310-00 - Telephone - Other	0	0	0	0	0	0	0	0	0	0	0	0	0		
Total 5310-00 - Telephone	281	281	281	281	281	281	281	281	281	281	281	281	3,372	3,075	-297
5420-00 - Mail - USPS	66	66	66	66	66	66	66	66	66	66	66	66	792	988	196
5510-00 - Insurance/Bonding	223	223	223	223	223	223	223	223	223	223	223	223	2,676	2,922	246
5520-00 - Supplies	77	77	77	77	77	77	77	77	77	77	77	77	924	894	-30
5700-00 - Equipment Support & Maintenance	138	138	138	138	138	138	138	138	138	138	138	138	1,656	2,179	523
5710-00 - Taxes, Licenses & Fees	15	15	15	15	15	15	15	15	15	15	15	15	180	256	76
5740-00 - Equipment Rentals/Leasing	188	188	188	188	188	188	188	188	188	188	188	188	2,256	2,437	181
Marketing Cooperative Media	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	110,000	120,000	10,000
Conference PUD	0	0	0	0	0	0	0	0	0	0	0	0	8,000	8,000	0
8200-00 - Employee Relations	0	0	0	0	0	200	225	0	0	0	0	13	438	425	-13
8700-00 - Automobile Expenses	90	90	90	90	90	90	90	90	90	90	90	90	1,080	994	-86
8750-00 - Meals/Meetings	31	31	31	31	31	31	31	31	31	31	31	31	372	186	-186
8810-00 - Dues & Subscriptions	0	0	480	36	0	0	40	0	0	45	0	0	601	1,105	504
Depreciation	77	77	77	77	77	77	77	77	77	77	77	77	924	1,476	552
Total Expense	30,825	33,387	37,384	41,494	32,642	30,109	31,538	30,259	31,784	38,655	20,259	38,051	396,367	380,584	-15,833
Net Ordinary Income	5,001	19,523	-1,558	9,545	3,184	1,101	8,776	1,877	352	-6,519	12,057	-5,916	47,423	41,710	5,713
Other Income/Expense														0	
8990-00 - Allocated	3,952	3,952	3,952	3,952	3,952	3,952	3,952	3,952	3,952	3,952	3,952	3,952	47,423	35,389	-12,024
Total Other Expense	3,952	3,952	3,952	3,952	3,952	3,952	3,952	3,952	3,952	3,952	3,952	3,952	47,423	35,389	-12,024
Net Other Income	-3,952	-3,952	-3,952	-3,952	-3,952	-3,952	-3,952	-3,952	-3,952	-3,952	-3,952	-3,952	-47,423	-35,389	-12,024
Net Income	1,049	15,571	-5,510	5,594	-767	-2,851	4,824	-2,075	-3,600	-10,471	8,105	-9,868	0	6,311	-6,311

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# north lake tahoe

## DRAFT FY 2014/15 NORTH LAKE TAHOE MARKETING COOP BUDGET 5/19/14

Line Item/Description	Draft FY 2014/15	Final Projected FY 2013/14 Budget	Variance to FY 2013/14	FY 2013/14 % of Total Budget
<b>Public Relations/Social Media</b>				
Leisure Sales	\$ 85,000	\$ 69,000	\$ 16,000	4.92%
North Tahoe Conference Sales Media/Travel	\$ 70,000	\$ 65,000	\$ 5,000	4.63%
Website Content Manager	\$ 180,000	\$ 160,000	\$ 20,000	11.40%
	\$ 40,000	\$ 41,500	\$ (1,500)	2.96%
<b>SUB-TOTAL</b>	<b>\$ 375,000</b>	<b>\$ 335,500</b>	<b>\$ 39,500</b>	<b>23.90%</b>
<b>Coop/Misc. Committed Programs</b>				
Sierra Ski Marketing Council	\$ 80,000	\$ 68,000	\$ 12,000	4.84%
Regional Marketing Committee	\$ 50,000	\$ 50,000	\$ -	3.56%
North Tahoe Wedding Promotion	\$ 15,000	\$ 30,000	\$ (15,000)	2.14%
Photography	\$ 6,600	\$ 6,600	\$ -	0.47%
MTRIP Research Project	\$ 18,000	\$ 18,000	\$ -	1.28%
VisitingLakeTahoe.com coop	\$ 36,000	\$ 30,764	\$ 5,236	2.19%
Fulfillment	\$ 10,000	\$ 8,000	\$ 2,000	0.57%
<b>SUB-TOTAL</b>	<b>\$ 215,600</b>	<b>\$ 211,364</b>	<b>\$ 4,236</b>	<b>15.06%</b>
<b>Consumer Marketing</b>				
Broadcast	\$ -	\$ 78,239	\$ (78,239)	5.57%
Print	\$ -	\$ 11,250	\$ (11,250)	0.80%
Out of Home (OOH)	\$ -	\$ 125,900	\$ (125,900)	8.97%
Online/Interactive	\$ -	\$ 171,000	\$ (171,000)	12.18%
Social/Mobile/SEM	\$ -	\$ 97,000	\$ (97,000)	6.91%
Spring Placeholder	\$ -	\$ 31,294	\$ (31,294)	2.29%
Promotional Events	\$ -	\$ 23,758	\$ (23,758)	1.69%
Media Commission	\$ -	\$ 56,240	\$ (56,240)	4.01%
Retainer Fee/Production	\$ 260,000	\$ 260,000	\$ -	18.52%
<b>MEDIA TBD</b>	<b>\$ 453,400</b>	<b>\$ 854,681</b>	<b>\$ (141,281)</b>	<b>58.65%</b>
<b>TOTAL</b>	<b>\$ 1,304,000</b>	<b>\$ 1,401,545</b>	<b>\$ (97,545)</b>	
<b>NLTRA Marketing Budget</b>				
NLTRA Carryover to Marketing Coop (Round 1)	\$ 903,000	\$ 795,000	\$ 108,000	113.58%
IVCBVB Marketing Budget	\$ 401,000	\$ 361,781	\$ 39,219	0.00%
Prior Year Net Assets	\$ 1,304,000	\$ (2,952)	\$ 2,952	110.84%
<b>TOTAL</b>	<b>\$ 1,304,000</b>	<b>\$ 1,403,829</b>	<b>\$ (99,829)</b>	<b>92.89%</b>
Variance	\$ -	\$ 2,284	\$ (2,284)	

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