



north lake tahoe

NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Monday May 16, 2016 – 3:30pm

The May 2016 meeting of the North Lake Tahoe Marketing Coop Committee will be held on Monday May 16, 2016 at 3:30pm. The meeting will be held in the visitor center conference room of the North Lake Tahoe Chamber/CVB/Resort Association located at 100 North Lake Blvd, Tahoe City CA 96145.

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

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|-----------|--|------------------|
| A. | Call to Order | Chair |
| B. | Public Comment (Pursuant to NRS 241.020) | Chair |
| C. | Roll Call/Introductions | Chair |
| D. | Approval of Agenda (For Possible Action) | Chair |
| E. | Approval of January 27 th , 2016 Coop Meeting Minutes | Chair |
| F. | Review and Discussion of Sub-Committee Recommendation of Agency of Record RFP process and finalist (For Possible Action) | Thompson |
| G. | Discussion on FY 2016/17 Coop Budget | Thompson/Chapman |
| H. | Public Comment (Pursuant to NRS 241.020) | Chair |
| I. | Adjournment (For Possible Action) | Chair |

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8700

Dial in information: Call in number: 712-770-4010 / Meeting ID: 961-748

Public Posting

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitors Center

North Lake Tahoe Resort Association

IVGID

Incline Justice Court

Meeting Location

**NORTH LAKE TAHOE MARKETING COOPERATIVE
MINUTES OF THE BOARD MEETING
Wednesday, January 27, 2016**

A. Call to Order.

- a. The quarterly meeting of the North Lake Tahoe Marketing Cooperative Board meeting was called to order at 9:06 am, by John Monson.

B. PUBLIC COMMENT- Pursuant to NRS 241-020

- a. Public comment was called for by John Monson. There being none the meeting continued.

C. Roll Call/Introductions.

- a. Roll call was taken and the following members were present; Bill Wood, Sandy Evans-Hall, Brain Lang, JT Thompson, Heather Bacon, Brett Williams, Andy Chapman, Tricia Davis and John Monson by telephone. Also attending were Al Priester and Sarah Winters from the North Lake Tahoe Resort Association; Ryan Gelow from School of Thought, Connie Anderson with the Abbie Agency and Suzie Dundas with Hyatt Regency Lake Tahoe.

D. Approval of Agenda (For Possible Action)

- a. A motion was made by Brett Williams to approve the agenda. Bill Wood seconded the motion and it passed unanimously.

E. Approval of Minutes from the October 28, 2015 Meeting (For Possible Action)

- a. A motion to approve the minutes was made by Andy Chapman, seconded by Bill Wood, and the motion was passed unanimously. Brett Williams abstained from voting.
- b. JT stated there was a switch in order of agenda, moving item G before item F.

F. Review of Consumer Marketing Efforts – School of Thought

Objective is to increase mid-week heads in beds through focus advertising in southern California and drive site traffic (to the lodging page).

Fall campaign ran twice the impressions then 2014 Winter campaign; driving 2x more clickthroughs to the site, particularly to the lodging page. There are 2 new partners added: Triple Lift and Stack Adapt. Brett inquired of the percentage of location of ads regional; Ryan responded that Data Xu, Hulu, Gum Gum are based in southern California, while Google is just via search in all of California as well as Reno.

a. **Plan**

- i. Data Xu, ability to reach through the internet with use of:
 1. Desktop Banner Ads (most exposure with 21 million impressions)
 2. Mobile Banner Ads (did very well with 15 million impressions)
 3. Video (2 million impressions)

Data Xu provided most impressions, views and clicks on the lodging page of all partners. Brett inquired if there was a way to eliminate the desktop Banner or split the percentage of desktop to mobile? Ryan stated that there is the ability to optimize it, when it is live. Brett is looking at the cost of desktop ads (2.73) vs mobile ads (0.78) and number of lodging page views; Ryan stated that when you look at website performance, over half of web traffic is from desktop users and we shouldn't forget about that. Ryan stated that is an option to look at for spring, while recommending not using video pre roll.

ii. Trip Advisor

1. Desktop Banner Ads
2. Mobile Banner Ads

Trip Advisor performs a pretty well, click through rate for desktop is a bit low of industry average. Mobile banner is probably one of the best that SOT ran and potentially rotates more money into due to the cost. JT inquired if the cost of mobile will go up, to which Ryan responded that it will stay the same. In trip advisor, NLT had 1 placement that is a state destination overview page (always on the page for the following states: UT, CO, MT). When a visitor went to UT's state page, NLT ad was featured on page. Mobile is performing really well and would like to see continued success. Spring will have a different set of targets with Trip Advisor. Heather inquired if the overview page was a picture of a skier? Ryan stated that there were 2 placements: 72x90 leaderboard (top of screen) and 300x600 on right side of screen.

iii. Gum Gum

A partner that we have used since last year, they performed really well and their clickthroughs rates strong. Gum Gum will place a digital ad with context of photo (at the bottom of picture will be pop up for NLT). The animated version shows A iPhone skipping across the lake; it performs really well with 2.2% click through rate and brought a lot of visits to the home page. In comparison to our last winter season, there was an increase in click through rate (.03% in 14/15 and .56% in 15/16). Brett inquired if it is possible to adjust the animated vs the static? Ryan stated that when it is purchased, it is done in a package deal with certain percentage. If purchasing a larger package then the percentage of static & animated increases as well. JT inquired about the home page view through vs the

lodging page view through: is it based upon what link is imbedded in the ad? This is a dramatic difference and Brian recommends inquiring with Gum Gum to see if there is an error. Heather inquired if someone tested it and if there was a problem. Ryan stated that he did question and Gum Gum responded that the numbers were accurate. Andy stated that the drive was to the home page and then visitors could click to the lodging page. JT inquired if we were able to track the numbers through the Google analytics; Andy stated that we can create a site average of transfers from home page to lodging page. All numbers regarding click through are from our ad server, which is a 3rd party tracker (Flash Talking) and Ryan will look into a new ad server come spring. The vendor's vs ad server numbers has a variance of approximately 5% and Ryan will double check the number again. Heather inquired if it was a physical problem on the back end: where money was spent and it was not deliverable that was met or is there something that can be changed in messaging? Andy stated that the ads link to the home page; from the ads, visitors are driven to the home page. Heather inquired if the goal was heads in beds? Andy stated yes but we drive everything to the home page and we track if they are getting from the home page to the lodging page. That is where the question of analytics is at; tracking of the visitor once they leave our home page and delve further into the site. Brett inquired if all visitors are being dropped to home page? Ryan stated that the bulk is being sent there with a couple exceptions.

iv. Hulu

Hulu is a media that people sit back and watch, so the clickthroughs rates were going to be a lower and were hoping to make up for lodging page views. The highest performers for clickthroughs were the video pre-rolls with .13%. The video shows 100% completion of all ads running.

JT stated that those consumers using Hulu are really wanting to get to their TV shows/movies and not looking to click through. Brett wants to know how far you can drill down the Hulu's demographics. Is it just southern California or can you dig a little deeper? Ryan stated that SOT did LA county and San Diego County with those who have a \$100,000 income household.

v. Google

All search keywords are broken down. Evergreen means that is running all the time, while Local means it is Tahoe/Reno combined with more keywords focused on activities.

1. AdWords Search Analysis:

- Since the mid-campaign report, CPC is already half of last year's Winter campaign and have continued to drop
- Non-Brand efforts decreased in CPC and Cost/Conv.
- Spike in clicks towards the end of the campaign was influenced by "snow resort" keywords in anticipation of the season

- Non-Brand efforts drove majority of media activity, more positively compensating for lower performing and more costly NLT Key Words

2. Brand efforts

- NLT Brand efforts were subject to higher costs in 2nd half of campaign with the snow season ramping up

Brett inquired if we have decided to advertise with the Evergreen local on activities to people down in Reno. Ryan stated we used keywords such as restaurants and activities to pull them in to visit NLT. Brett inquired if this was a strategy discussed at Coop as part of the goal? JT stated it is part for travelers that are here in the local region and using their mobile devices. Brett thinks there is a fulfillment benefit but not in lieu of heads in beds. His question is getting back to the strategy of Google search and personally he would prefer to see more of a focus of key words on southern California or key market and not be spending money on fulfillment. Andy stated that this conversation has taken place over the past years with Coop goals vs our partner's goals and recognize that some of the smaller properties that don't have the ability to enter into Northern California market, looks towards the Coop to do that. It is an area for further discussion for the Bureaus. Ryan stated the Google search is a tactic that is different from what SOT is doing in southern California; it is reaching that hand raiser, no matter location and any given moment and collecting to NLT.

vi. Desktop Banner Creative

Analysis:

- Beach creative was the most successful in driving cost-efficient clicks, at end of summer.

- Stargazing drove a higher percent of View Throughs to the Lodging page.

- Ale Trail was middle of the pack for CTR, but ultimately did not influence as much site traffic to the lodging

vii. Video Pre-Roll

1. Gadgets /Docks

2. Campfire – cheapest click through cost

3. Telescope

4. Lookup- direct most people to lodging page

Sandy inquired if SOT did these type of campaign ads in the future, would they integrate snow messaging? Ryan stated that it is a Fall campaign, it gets a little tricky and when videos were shot there was no snow. Sandy inquired that SOT is able to get snow shots for next year, if it would be a strategy that they recommend for using in Fall to get people thinking about winter? Ryan stated it is a mindset too and getting people in the current state of mind for that particular season.

- vii. Key Words
 - 1. Most Clicks
 - a. North Lake Tahoe
 - b. Skiing Resorts
 - c. Hotels
 - d. Events
 - e. Snowboarding
 - 2. Most Conversions
 - a. North Lake Tahoe
 - b. Skiing Resorts
 - c. Vacation Rentals
 - d. Cabin Rentals
 - e. Dog Friendly Resorts

b. Fall/Winter Preview

- i. Ads ran from September 14th – November 29th
- ii. Using the following areas:
 - 1. Digital Activity:
 - a. - Desktop, In-Picture & Mobile Banners
 - b. - Video Slate & Pre-Roll
 - c. - Search AdWords

Analysis: Display partners over-delivered on impressions by 13%. Fall Campaign ran 2x more impressions than 2014 Winter Campaign, driving 2x more clicks as a result of leveraging more budget into cost-efficient placements of DataXu. Mid-campaign optimizations were successful.

c. Fall Campaign Analytics

There was an increase in page views and lodging page traffic (up 28%). SOT is now able to track the “book now” clicks and listing referrals on site (14.7%) for lodging page. With the newer site, SOT has been able to see that visitors are viewing more pages, longer sessions.

Sandy inquired if unique visitors to the site are lower because of the difference in the sites? JT stated yes and until June 20th of this year; the old site was built in 2 different phases and Google analytics counted every visitor twice in terms of sessions. Sandy stated that it would be important to create that apple to apple comparison in current charts that would create an anomaly going forward. And that there should be a conversion of last year’s sessions to this year’s tracking, which would give a better comparison. Ryan stated that SOT is unable to adjust the Google analytics internally.

Ryan reviewed web site traffic by device: Mobile usage is up on weekends and desktop usage on the week days. As well as traffic by geography: Los Angeles (+158%) and San Diego (+144%) increasing year over year, which can be attributed to the ads we have been running. With no ads running in San Francisco there was a drop of -24% but it is still the

number 1 source for web site traffic with LA at number 2 and SD at number 4.

d. Winter Preview

The objective is to drive heads in beds in January and February using Digital Native ads to drive to Winter Top 5 (includes each reason with picture and content) page on the web site. This campaign is running January 15 – February 29, 2016 in all of the state of California.

- Best Snow in Years
- World Class Winter Accommodations
- Come check out our Deals
- Winter Human Powered Sports
- Après Ski

2 partners: Triple Lift (premium native) and StackAdapt (native programmatic): 500 clicks, 100 conversions and 20% conversion rate, cost per conversion \$3.00.

Brett inquired if there would be many changes in spring to the Top 5, since it is working so well; instead of Après Ski, after activity Après? Ryan stated that the list would have to be adapted for spring.

e. Spring Creative

SOT is using same objectives as the Fall campaign, looking to repurpose existing creative and enhance digital placements. Brett inquired if there would be more videos like Look up? Ryan stated SOT will be doing brand new creative but the theme would stay similar as Look up.

Timing for the Spring Creative is concept execution in Jan/Feb, production in Feb/Mar and in market in Apr/May/Jun.

G. Review and Discussion on PR & Social Efforts – The Abbi Agency

Objective: Increase destination and visitation to North Lake Tahoe during slower shoulder seasons and create longer stays throughout the year.

There are 6 types of audiences that are targeted by PR and Social efforts:

- Adventurer/Risk Taker
- The Parents
- The Direct Flight Traveler
- The Mountain Professional
- The Meeting Planer
- The Bride

Performance Measurements:

- GoTahoeNorth.com/Press-Room
- GoTahoeNorth.com/Press-Room release downloads increased by 15 percent
- Advertising equivalency increased by 10 percent
- References to GoTahoeNorth.com in stories increased by 20 percent

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- Increase social media followers by 15 percent
- Increase YouTube views by 20 percent
- Increase newsletter sign-ups by 5 percent

Key Themes:

- Outdoor recreation and activities
- Events (includes groups/meetings/weddings)
- Family
- Health/Wellness
- Hotel and hotel packages
- Shoulder season-specific
- Food, Culture & Dining

13 Target Media Outlets:

- Outside Magazine
- Sunset Magazine
- Golf Magazine
- Travel + Leisure
- Condé Nast Traveler
- Backpacker
- The Knot
- Men's Health
- Women's Health
- Family Travel Forum
- USA Today
- Sherman's Travel
- Los Angeles Travel Magazine

Results:

- North Tahoe placed in 5/13 outlets = 38%
- North Tahoe has hot leads/pending with 4/13 = 31%

Press Trips:

- Kerri Allen, Freelancer (Conde Nast Traveler, Huffington Post, Travel + Leisure)
- Adrienne Jordan, Freelancer (BBC Travel, Travel Age West, Washington Times, USA Today)
- Jill Robinson, San Francisco Chronicle
- Ko Im, Freelancer (Yahoo! Travel, Forbes Life, Bustle)
- Partner FAM: Resort at Squaw Creek (4 regional journos)
- Paul Tolme, Ski Magazine
- Group FAM: Visit California Learn to Ski & Ride influencer trip
- Tim Neville, Freelancer (Outside, New York Times)

#TahoeNorth20K Features

Celebrate milestone of 20,000 Instagram followers through creative social media posts, highlighting areas around North Lake Tahoe Dec. 18-20

Campaign highlights

- 2,031 total engagements
- 15,230 total impressions

#TahoeNorth 100 Announcement

- Celebrate North Lake Tahoe ski resorts being 100% open in 2016. Encourage followers to visit North Lake Tahoe Resorts.
- Part of larger #TahoeSnowTracker campaign
- Campaign highlights
 - 861 total engagements
 - 23,831 total impressions

Instagram Takeovers

Goal: Foster relationships with top Instagram influencers to promote the Tahoe area, gain new followers and traffic from local influencers

Nov. 29: @james_tobin hosted ski-featured Instagram Takeover

@james_tobin: Weekend Sunrise & Beauty and the Geek Australia TV host; 31.1k followers

#FoodieChats Twitter Chat

Goal: Promote North Lake Tahoe dining hotspots and unique dishes, engage with the Visit California food community, and use the #DreamEats and #CaliforniaEats campaign tags during Jan. 11. #Foodie Chat and throughout month of January

- Received 100,000 impressions and 100 engagements during chat

Winter Campaign

Millennials are craving bite-sized content across all mediums. Armed with this information the winter campaign will create an interactive guide to explore the trails around Tahoe that are often less traveled. Multimedia elements include photos, videos, and thinglink interactive graphics. All elements will live on a GTN landing page driving traffic to the website.

Sports (4 videos & 20 pictures):

- Backcountry Skiing
- Cross Country Skiing
- Fat Tire Biking
- Family Snow Play (snowshoeing/sledding)

Campaign Launch: February 1, 2016, will be displayed on site's landing page, #TahoeSports.

Andy stated the videos portray the message of North Lake Tahoe sports and Travel Nevada (NCOT) will help push the videos.

Newsletter:

A lightbox will pop up over landing page, asking visitors to sign up for email newsletter.

An email will be sent asking visitor to participate in social media.

Brett inquired if there is the ability to require input of state and country; Connie stated system is fully customizable. Brett proposed that a way to update existing list to include demographics (zip codes), it to give incentives to those that participate.

Spring Outreach

- Spring Skiing/Meteorologist Outreach

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- Capitalize on historic season by continuing to engage meteorologists
- Inviting out for a spring FAM
- Focus on SoCal: launch of Orange County direct flight March 13
 - Run ads focused on growing fan base in region
 - Pair with PR outreach highlighting spring skiing, spring break options, wellness and events
- Events
 - Highlighting spring events (music, dinners, festivals, lodging deals, etc.)
- Summer Long Lead
 - Prepare for drought crisis communications
 - Highlight generational travel through visual storytelling

Brett inquired if Abby Agency were splitting up target audiences to regional vs destination, then what does split mean? By regional, he means drive market and would like to understand the strategy of winter target audiences. Connie stated that the agency does prioritize a little; the Mountain Professional and Adventurer/Risk Taker are the drive market, which are targeted by social media and PR throughout the winter season. The other audience types: Meeting Planner, Family, Bride are considered destination and are reached through national publications. These are people who will stay longer than the average 2-3 days of regionals. JT stated that most that fall into the regional category are in the service industry and are great for midweek specials.

H. Review and Discussion on FY 2015/16 Coop Q1 Financials (For Possible Action)

Andy introduced Al Priester, the Director of Finance for NLTRA. Al gave an update of financials; Resort Association is still working on corrections based on prior employee actions.

I. Advertising RFP Committee Selection

JT stated the RFP will have the option of separate companies bid for Media & Creative.

JT stated 4 members of the selection committee:

Brian Lang and Bill Wood will represent IVCBVB

Sandy Evans-Hall and John Monson will represent NLTRA

RFP will be released on February 1, 2016; bids will be accepted until March 4, 2016 and evaluations March 7-18, 2016. Committee will present recommendations to the Coop Board on March 30, 2016 for approval. On April 4th, Coop will execute an agreement with successful bidder and Coop Members (IVCBVB and NLTRA).

Sandy inquired if one company is bidding for entire aspect, will they have to provide 2 presentations? It would be better to use as comparison to a company bidding on a single aspect of RFP. Andy stated it is a qualification of RFP. Brett

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inquired if there is an anticipation of splitting up the RFP and Andy replied yes. Sandy recommends adding language for the ability to split the RFP

J. VII. Old Business

None

K. VIII. New Business

None

L. IX. Public Comment – Pursuant to NRS 241.020

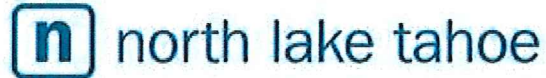
(This is the time for the Public to comment on any matter, whether or not it is included on the Agenda of this Meeting.)

- a. Brett Williams asked Coop for help in defining “Who are we serving?” After defining service, Coop should than inform Abbi Agency and School of Thought. This will help agencies to coordinate the spending of marketing dollars.

M. X. Adjournment (For Possible Action)

A motion to adjourn was made by Bill Wood and the meeting was adjourned at 11:04 am.

Submitted by
Tricia Davis



Staff Outline for Cooperative Marketing Committee Recommendation

Subject: Review of Sub-Committee findings on Agency of Record Request for Proposal (RFP) Process

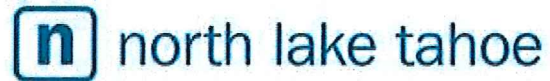
From: JT Thompson, Tourism Director

Date: May 16, 2016

Agenda: Item F

Considerations for Cooperative Marketing Committees recommendation to Respective Board of Directors:

- -- The above mentioned Sub-Committee of the North Lake Tahoe Cooperative Marketing Committee (NLTMC) consists of four (4) representatives of the NLTMC.
 - Christine Horvath – Squaw Valley / Alpine Meadows
 - Sandy Evans Hall – NLTRA
 - Brian Lang – Hyatt Regency Lake Tahoe
 - Bill Wood – Crystal Bay Casino
- -- RFP was sent out in February 2016, with responses due on March 4, 2016. Of the eleven (11) proposal submittals, six (6) were initially requested to present to the sub-committee. Following up with the initial presentations, the sub-committee conducted two (2) additional presentation meetings and narrowed down their decision to three (3) finalists.
- -- The following are the three finalists.
 - School of Thought
 - Stan Can Design / Mortimer Creative / EXL Media
 - Augustine Ideas
- -- The finalist presentations are attached for your review
- -- Staff will share the finalist procedure, vote outcome and final recommendation to the full committee for discussion and possible action and recommendation to the respective board of directors.



Staff Outline for Discussion on FY 2016-2017 Budget

Subject: High level budget discussion
From: JT Thompson, Tourism Director
Date: May 16, 2016
Agenda: Item G

Review of 2015-2016 budget and recommendations for 2016-2017

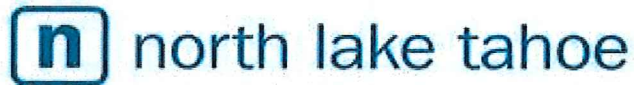
- -- Please review the 2015-2016 Coop Marketing Budget and offer any suggested revised programs
- -- Also attached is the preliminary budget funding for FY 2016-2017
- -- We will also be reviewing the budgetary process timeline



north lake tahoe

FY 2015/16 NORTH LAKE TAHOE MARKETING COOP BUDGET REVISED 1/24/16

Line Item/Description	Draft FY 2015/16	Additional funding from NLTRA carry over	Revised Final FY 2015/2016	Final Projected FY 2014/15	Variance to FY 2014/15	FY 2015/16 % of Total Budget
Public Relations/Social Media						
Leisure Sales	\$ 148,000		\$ 148,000	\$ 105,006	\$ 42,994	9%
North Tahoe Conference Sales Media/Travel	\$ 110,000	\$ 72,000	\$ 182,000	\$ 75,597	\$ 106,403	7%
Website Content Manager	\$ 200,000	\$ 20,000	\$ 220,000	\$ 179,691	\$ 40,309	13%
	\$ 40,000		\$ 40,000	\$ (500)		3%
SUB-TOTAL	\$ 498,000	\$ 92,000	\$ 590,000	\$ 400,794	\$ 189,206	31%
Coop/Misc. Committed Programs						
Sierra Ski Marketing Council	\$ 80,000		\$ 80,000	\$ 80,000	\$ -	5%
Regional Air Service Corporation	\$ 100,000		\$ 100,000	\$ 50,000	\$ 50,000	6%
Photography	\$ 20,000	\$ 10,000	\$ 30,000	\$ 4,878	\$ 25,122	1%
MTRIP Research Project	\$ 26,900		\$ 26,900	\$ 28,900	\$ (2,000)	2%
VisitingLakeTahoe.com coop	\$ 36,000		\$ 36,000	\$ 33,525	\$ 2,475	2%
Fulfillment	\$ 10,000		\$ 10,000	\$ 9,678	\$ 322	1%
Website Upgrade	\$ 20,000	\$ 10,000	\$ 30,000	\$ 66,594	\$ (46,594)	1%
Email Initiative	\$ 20,000	\$ 20,000	\$ 40,000	\$ 273,575	\$ 39,325	18%
SUB-TOTAL	\$ 292,900	\$ 20,000	\$ 312,900	\$ 273,575	\$ 39,325	18%
Consumer Marketing						
Broadcast						
Radio / High Notes			\$ -	\$ 114,020	\$ (114,020)	
Print			\$ 18,824	\$ 18,824	\$ -	
Out of Home (OOH)			\$ -	\$ 1,000	\$ (1,000)	
Online/Interactive/Digital			\$ -	\$ 94,000	\$ (94,000)	
Social/Mobile/SEM			\$ 408,167	\$ 206,129	\$ 202,038	
Media Commission/Ad Serving/Production/Creative Execution/Agency Fees			\$ 45,000	\$ 18,000	\$ 27,000	
MEDIA TBD			\$ 83,232	\$ 61,775	\$ 21,457	
	\$ 250,000		\$ 250,000	\$ 260,000	\$ (10,000)	
	\$ 566,650		\$ 806,650	\$ 754,924	\$ 50,299	50.49%
SUB-TOTAL	\$ 806,650		\$ 805,223	\$ 754,924	\$ 50,299	50.49%
TOTAL	\$ 1,597,550	\$ 112,000	\$ 1,708,123	\$ 1,429,293	\$ 278,830	100.00%
NLTRA Marketing Budget						
NLTRA Carryover to Marketing Coop	\$ 970,000		\$ 970,000	\$ 880,453	\$ 89,547	60.72%
IVCBVB Marketing Budget	\$ 610,000		\$ 610,000	\$ 22,000	\$ 90,000	39.44%
IVCBVB NCOT Grant	\$ 20,000		\$ 20,000	\$ 472,000	\$ 138,000	
Prior Year Net Assets	\$ (2,450)		\$ (2,450)	\$ 10,000	\$ 10,000	
	\$ 1,597,550		\$ 1,709,550	\$ 1,426,843	\$ 282,707	
TOTAL	\$ 1,597,550		\$ 1,709,550	\$ 1,426,843	\$ 282,707	
Variance	\$ -		\$ 1,427	\$ (2,450)	\$ 3,877	



North Lake Tahoe Marketing Cooperative Budget

Revenue Sources

NLTRA	\$	1,263,000
IVCBVB	\$	700,000
TOTAL	\$	1,963,000

COOPERATIVE DIRECT EXPENSES

Public Relations/Social Media	\$	148,000
Leisure Sales	\$	177,500
Conference Sales	\$	217,000
Website Content Management	\$	47,000
Consumer Marketing	\$	985,600

COOPERATIVE PROGRAM EXPENSE

Sierra Ski Marketing Council	\$	80,000
Regional Air Service Committee	\$	100,000
Research	\$	75,000
DestiMetrics	\$	29,900
CRM/CMS Upgrade	\$	10,000
VisitingLakeTahoe.com	\$	36,000
Photography/Video	\$	25,000
Fulfillment	\$	10,000
Website Maintenance	\$	10,000
Email Marketing	\$	12,000
TOTAL	\$	1,963,000