



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

**AGENDA AND MEETING NOTICE  
MARKETING COMMITTEE  
Tuesday, October 25 1pm  
Tahoe City Public Utility District**

**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:

Deanna Gescheider  
Ron Parson  
Barb Cohen

Committee

Members:

Heather Allison  
Deb Dudley  
Kevin Hickey  
Julie Maurer  
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 – September 27, 2011 (3 min)
- E. Review and Direction on FY 2011/12 Conference Marketing Media Plan (30 min)
- F. Review and Approval of 2011/12 Wedding Media Plan (20 min)
- G. Review and Approval of NLTRA Marketing Revised Budget – (15 min)
- H. Presentation on FY 2011/12 Special Event Grant Recipients – Kym Fabel (20 min)
- I. Departmental Reports
  - o Advertising
  - o Conference Sales
  - o Leisure Sales
  - o Special Projects
  - o Website Content
  - o Social Marketing
  - o Public Relations
- J. Committee Member Comments (5 minutes)

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

- September MTRiP Report
- September Reno Tahoe Airport Report
- September Web/GeoTracking Report
- September Lodging Referral Report
- Conference Activity Report

Posted and Emailed



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**MARKETING COMMITTEE MEETING MINUTES**  
**September 27, 2011 – 1 pm**

**TCPUD-Conference Room**

PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Brett Williams, Ron McIntyre, Kevin Hickey, Ron Parson, Julie Maurer, Les Pedersen, Heather Allison, Barb Cohen and Deb Dudley

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

**OTHERS IN ATTENDANCE:** Wendy Hummer, Kerstin Plemel, Shelley Fallon, and Pettit Gilwee,

**I. MEETING OF THE MARKETING COMMITTEE**

**1.0 CALL TO ORDER – ESTABLISH QUORUM**

1.1 The Marketing Committee meeting was called to order at 1:10 pm by Chair Les Pedersen and a quorum was established.

**2.0 PUBLIC FORUM**

2.1 Lake Tahoe Restaurant Week kicks off this Sunday. Go to [Tahoerestaurantweek.com](http://Tahoerestaurantweek.com) for more information.

2.2 Andy introduced Anna Atwood as the new Sales and Marketing Assistant for the NLTRA.

**3.0 AGENDA AMENDMENTS AND APPROVAL**

3.1 Andy stated the quorum piece on the agenda will be corrected on next month's agenda.

3.2 **M/S/C (Parson/McIntyre) (8/0) to approve the agenda with the corrections noted above.**

**4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON JULY 19, 2011 and AUGUST 30, 2011**

4.1 **M/S/C (Parson/Cohen) (7/0/1) to approve the Marketing Committee meeting minutes from July 19, 2011 and August 30, 2011, Julie Maurer abstained.**

**5.0 REVIEW, DISCUSSION AND POSSIBLE ACTION TO APPROVE NORTH LAKE TAHOE MARKETING COOPERATIVE FY 2011/12 BUDGET**

5.1 Andy reported that the NLTRA is involved in a Cooperative Marketing Program with the IVCBVB. He reviewed the revised FY 2011/2012 with the Committee. He noted three changes:

- Increase in Website Content Manger/Social Media
- Increase in Internet
- Increase in Destination Market

- 5.2 Andy noted that the \$108,000 in carryover funds is included in this budget this is half of the carryover funds designated towards the Coop, the other half will be distributed in January of 2012.
- 5.3 **M/S/C (Maurer/Pedersen) (8/0/1) to approve the North Lake Tahoe Marketing Cooperative FY 2011/12 Budget, Jennifer Merchant Abstained.**

#### **6.0 REVIEW AND APPROVAL OF WINTER MEDIA PLAN**

- 6.1 Wendy with EXL Media reviewed the FY 2011/2012 Winter Media Plan. The goals/Measurements are to; increase web visits to gotahoenorth.com by 10%, increase mobile traffic by 50%, increase web visits by geographic markets in which we advertise, increase click thrus from cool deals and lodging pages by 10%, negotiate at least 30% in additional media value per campaign, increase clicks from our site to outside event pages by 20%, grow database (email, facebook, twitter) by 20%. Wendy reviewed the North Lake Tahoe Marketing Cooperative Consumer Marketing Annual Planning Outline July 2011-June 2012. They recommend discontinuing the Cooperative Advertising Programs and focusing less on branding the destination in the Drive Market and develop a more flexible advertising plan. Wendy reviewed the different media buys with the Committee and the Cooperative Marketing Media Plan found in the Marketing packet. Kirsten reviewed the creative with the Committee.
- 6.2 The Committee discussed the Outdoor advertising. At this time the contract needs to be fulfilled but it can be reviewed in the future. Some of the Committees suggestions were; purchasing an LED Outdoor board, placing a banner stating that the ski resorts are open on the billboard.
- 6.3 **M/S/C (Cohen/Dudley) (8/0) to approve the Winter Media Plan**

#### **7.0 REVIEW AND APPROVAL OF SAN DIEGO WINTER SKI COOPERATIVE PLAN**

- 7.1 Andy stated that the Lake Tahoe Marketing Cooperative has been working with the North Lake Tahoe Ski resorts to develop a North Lake Tahoe Winter Ski Co-op. This Co-op will target the San Diego Market during late December. There will be a *Buy 2, Get 1 Free Ski Tahoe North Lift Ticket* and *Buy 2 Get 1 Free Lodging* will also be offered in this campaign. Wendy reviewed the Marketing budget and Campaign for the 2011/2012 North Lake Tahoe Winter Ski Coop included in the Marketing Packet. Kirsten stated that they are utilizing the creative from last year.
- 7.2 **M/S/C (Parson/Maurer) (8/0) to approve the San Diego Winter Ski Cooperative plan**

#### **8.0 UPDATE ON 2012 MOUNTAIN TRAVEL SYMPOSIUM PLANNING PROCESS**

- 8.1 Jeremy stated that the 2012 Mountain Travel Symposium will be held at Squaw Valley on April 15-21. The last time it was in NLT was in 2006. He has been busy working with lodging partners to make this a successful event. Tuesday there will be a welcome party at High Camp, Wednesday and Thursday will be a two days of forums with speakers and breakouts, Friday there will be face to face business meetings and on Saturday there will be an on mountain ski event and BBQ at Squaw Valley. There will be a ChamberEd class to educate lodging partners. You can go to [mntntrvl.com](http://mntntrvl.com) for updated information. The bulk of the program will be hosted by Squaw Valley but there are pre and post opportunities for other lodging partners.

#### **9.0 UPDATE COMMITTEE AND ORGANIZATIONAL STRUCTURE**

- 9.1 Sandy reviewed the Strategic Goals 2011-2016. She stated the focus will be on all core function areas in addition to existing initiatives of; downhill skiing, boating, culinary arts, music, hiking and the three new initiatives; biking, paddle

boarding/kayaking and Nordic skiing. The Marketing Goals are; increasing occupancy in the strike zones by 20%, dominate the California market as a destination for alpine and Nordic skiing, biking and paddle sports, develop a clear brand for North Lake Tahoe, increase TOT by 15% and to grow conference revenue by 25%. The NLTRA will be going through some staff changes as well. Anna will be taking on the Marketing Assistant position and Emily will be taking on the Visitor Information Management position, an administrative role for Infrastructure, COE and chamber will be filled. The quorum requirements for the Committees have changed from having 2 board members and 1 lay member to 1 Board member and 50% of lay members. Committees can have up to 15 people. There will be one brand, one logo that is being worked on by Smith and Jones.

## 10.0 DEPARTMENTAL REPORTS-

- 10.1 Advertising-** Smith and Jones reported on the marketing plan that is located in the Marketing Packet. The Outdoor board will change this month. The September consumer email blast sent 9/7/2011 to 34,330 email addresses. They are working to increase the click through rate on the email blasts at this time.
- 10.2 Conference Sales-**The Conference Sales report is located in the Marketing Packet. Jason noted that July and August sales are up significantly over last year. He is accepting applications for the new NLTRA Sales Position this week and is looking to have the new person in place November 1, 2011. This position will be focused on corporate business sales. The new sales goals are to be accomplished by 2014. The Marketing Conference plan is in the works and will be reviewed at the next Marketing Committee Meeting.
- 10.3 Leisure Sales-**Jeremy reported that he just finished up with the CA Tourism's UK/Ireland SuperFam in San Diego where he was able to meet with 42 call centers and travel agents. He also met with the account manager for CA Tourism Australia/NZ. He is researching if he will do the Ski.com show.
- 10.4 Special Projects-**Judy reported on the Special Event/Projects. Judy stated that the AFW figures will be in the next Marketing Packet. She is working closely with all of the Community Marketing Program Special Event Grant Funding Applicants. She has also been working with the Paddle Board initiative. The Committee asked if the Paddle Board sport is continuing to grow. She is working with Ernie to increase the spectators of the sport. Brett asked if Ernie would like to advertise in Stand up Paddleboard Magazine.
- 10.5 Web-**It has been a very busy summer. She has been busy working with the Restaurants to get their information updated and then the Ski resorts.
- 10.6 Public Relations-**Pettit reported on the PR report located in the Departmental Reports section of the Marketing packet.

## 11.0 STANDING REPORTS

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

- AUGUST MTRIP REPORT
- AUGUST RENO TAHOE AIRPORT REPORT
- AUGUST SEARCH ENGINE OPTIMIZATION REPORT
- AUGUST WEB/GEO TRACKING REPORT
- AUGUST LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

## 12.0 COMMITTEE COMMENTS

12.1 Barb is moving to Palm Springs to manage her Bed and Breakfast *Rendezvous* and will be resigning from the NLTRA Board and the Marketing Committee.

12.2 Julie stated that there was a merger with Squaw Valley USA and Alpine Meadows.

**13.0 ADJOURNMENT**

13.1 The Marketing Committee meeting adjourned at 2:41 pm.

Submitted By:

Emily Sullivan, Programs Assistant  
North Lake Tahoe Resort Association

**NLT Conference  
2011-12 Overview & New Media**

**Overview**

|  | 2011 Proposed | 2011 w/cuts | 2010      |
|--|---------------|-------------|-----------|
| Media                                      | \$78,330      | \$67,056    | \$79,912  |
| Bi-Annual Newsletter/Email                 | \$20,200      | \$20,200    | \$17,533  |
| Production/Maintenance/Client Service/Misc | \$44,300      | \$35,000    | \$50,534  |
| RT Coop                                    | \$25,000      | \$25,000    | \$25,000  |
| Total                                      | \$167,830     | \$147,256   | \$172,979 |

**Media Cuts:**

California Meetings - \$4,500  
HSMAI Newsletter - \$3,336  
Forum E-newsletter (1) - \$1,563  
Smart Meetings Featured Destination - \$1,875

Print: 50.45%  
Internet: 49.55%

Association: 32%  
Corporate: 34%  
Other or could not distinguish: 33%

California (this could be location of planner or sections featuring CA or Tahoe): 41.50%  
Northern CA specific: 9.49%  
Chicago specific: 14.29%  
National: 34.71% (this will reach into our target markets as well)

**New Media**

Note - We reached out to the sites to geo-target all emails to our key markets. Most sites did not offer this option and if they did it was cost prohibitive. Also, we really want people who live in those markets but also plan in California which is very hard to target.

**Coop Opportunities**

**Smart Meetings**

Database: 40,000  
Creative: html  
CPM: \$137.50  
Cost: \$5,500

**MeetingsFocus.com Email (Meetings West)**

Although this we have emailed to small portions of this list as added value we have never emailed to their entire list.

Database: 48,000  
Creative: html  
CPM: \$125  
Cost: \$6,000

**USAE Email Blast**

USAE is the only nationally circulated weekly trade newspaper covering associations, hotel companies and convention and visitor bureaus. USAE has been in continual weekly publication and distribution since 1982..

Database: 27,000  
Creative: html  
CPM: \$161.81  
Cost: \$4,369

Total Coop Options: \$15,869 (does not include partner production costs)  
Estimated Partner Contribution: \$7,935 (does not include partner production costs)

\*Note - We could make all listed email/e-newsletter options below also cooperative if we built a Featured Property landing page. If we do this it would allow us to build up more frequency with each list.

NLT Only - New Media

California Meetings Monthly E-newsletter Featured Vendor

Database: 8,000  
Creative: 50 words of copy, photo and url  
Location: Below fold of email  
# of advertisers: Up to 8  
CPM: \$31.25  
Cost: \$250

HSMAI (Hospitality Sales and Marketing Association International – formerly Affordable Meetings) Monthly E-newsletter

Database: 100,000 (6,000 HSMAI list, 94,000 entire MeetingsFocus.com list)  
Creative: 75 words of copy, photo, logo and url  
Location: tbd  
# of advertisers: Up to 5  
CPM: \$33.36  
Cost: \$3,336

Forum Weekly E-newsletter

Database: 5,000  
Creative: 30 words of copy, logo and url  
Location: above fold center of page  
# of advertisers: Up to 4  
CPM: \$312.60  
Cost: \$1,563

Northstar Travel Media

Database: 50,000 (part SM & part M&C)  
Creative: html  
CPM: \$100  
Cost: \$5,000

Note: If we book 2 print ads we will receive a discount, exact discount tbd

MeetingsMag.com Bi-weekly E-newsletter Featured Vendor

This is the parent site of California Meetings, Colorado Meetings, Arizona Meetings, etc.

Database: 35,000 (includes the 8,000 from CA)  
Creative: 300x250  
Location: Top right of email  
CPM: \$17.86  
Cost: \$625

Paid Search

Dates: October- June  
Keywords: tbd  
Cost: \$750 per month  
Total Cost: \$6,750



**Smart Meetings Featured Destination**

**Dates:** One Month – Recommend February as that is the month Lake Tahoe is featured

**Creative:** 120 characters with logo and link

**Cost:** \$1,875

See sample below

The image shows a screenshot of a travel website homepage with several callouts pointing to specific advertising areas:

- TOP BANNER AD:** 468 x 60 pixels. Maximum file size: 50k. [links to your website]
- FEATURED DESTINATION:** Your logo and link (120 characters) to your property profile featured prominently on our Home Page (only 4 available).
- SMART SHOWCASES:** Sponsorship link with company name and graphic.
- SMART DEALS:** Feature your Hot Dates/Hot Rates on our Home Page (30 words) with logo and a link to your website.
- SCRAPERS:** 120 x 600 pixels. Maximum file size: 50k. [links to your website]

The website layout includes a top navigation bar with links like 'Home', 'The Magazine', 'Site Solutions', 'Destinations', 'Smart Events', 'Smart Connections', 'News/Press', and 'My Properties'. The main content area is divided into sections: 'FEATURED DESTINATIONS' (highlighting Hyatt Regency Lake Tahoe Resort Spa & Casino), 'HEADLINES', 'VIDEO', 'SMART EVENTS', 'SMART SPOTLIGHT', 'SMART SHOWCASES' (listing Central Coast, Santa Barbara/Coxsack, Monterey/Carmel/Santa Cruz, and Seattle), and 'SMART DEALS'. A vertical 'PALMS' advertisement is on the right side.



North Shore Co-op 2011-2012 CONFERENCE ADVERTISING PLAN

10/20/2011

| July 2011-June 2012  | July     | August | September | October | November | December | January  | February | March | April   | May     | June    | Variance | BUDGET   |
|--|----------|--------|-----------|---------|----------|----------|----------|----------|-------|---------|---------|---------|----------|----------|
| <b>DATABASE BUILDING/RELATIONSHIP MANAGEMENT</b>                                     |          |        |           |         |          |          |          |          |       |         |         |         |          |          |
| <b>EXISTING DATABASE CORRESPONDENCE</b>  |          |        |           |         |          |          |          |          |       |         |         |         |          |          |
| Bi-annual DB Direct Mail Nwlr (\$12,600 w/partners)                                  | \$8,600  |        |           |         |          |          | \$8,600  |          |       |         |         |         |          | \$0      |
| Newsletter Email Blast to Database   | \$1,500  |        |           |         |          |          | \$1,500  |          |       |         |         |         |          | \$3,000  |
| <b>CONTESTING/DATABASE BUILDING</b>  |          |        |           |         |          |          |          |          |       |         |         |         |          |          |
| Northstar Travel Media (database 50,000)   |          |        |           |         |          | \$5,000  |          |          |       |         |         |         |          | \$5,000  |
| MeetingsMags.com National E-newsletter Banner (database 35,000)                      |          |        |           |         |          | \$625    |          |          |       |         |         |         |          | \$625    |
| <b>Hot Dates Email Blasts to database &amp; 3rd party lists (coop opportunities)</b> |          |        |           |         |          |          |          |          |       |         |         |         |          |          |
| Blast #1   |          |        |           |         |          |          |          |          |       |         |         |         |          |          |
| Smart Meetings Email (database 40,000)   |          |        |           |         | \$5,500  |          |          |          |       |         |         |         |          | \$5,500  |
| Blast #2   |          |        |           |         |          |          |          |          |       |         |         |         |          |          |
| Meetings Focus Email (database 45,000)   |          |        |           |         |          |          | \$6,000  |          |       |         |         |         |          | \$6,000  |
| Blast #3   |          |        |           |         |          |          |          |          |       |         |         |         |          |          |
| USAE Email Blast (database 27,000)   |          |        |           |         |          |          |          |          |       |         | \$4,369 |         |          | \$4,369  |
| Database Building/Relationship Mgt Subtotal  | \$10,100 | \$0    | \$0       | \$0     | \$5,500  | \$5,625  | \$10,100 | \$6,000  | \$0   | \$0     | \$4,369 | \$0     |          | \$41,694 |
| <b>INTERNET PROGRAMS</b>   |          |        |           |         |          |          |          |          |       |         |         |         |          |          |
| Smart Meetings Featured Destination  |          |        |           | \$250   | \$750    | \$750    | \$750    | \$1,875  |       |         |         |         |          | \$1,875  |
| Paid Search  |          |        |           | \$250   | \$750    | \$750    | \$750    | \$2,625  | \$750 | \$750   | \$750   | \$750   |          | \$6,250  |
| Internet Programs Subtotal   | \$0      | \$0    | \$0       | \$250   | \$750    | \$750    | \$750    | \$2,625  | \$750 | \$750   | \$750   | \$750   |          | \$8,125  |
| <b>PRODUCTION/MAINTENANCE</b>  |          |        |           |         |          |          |          |          |       |         |         |         |          |          |
| Website Maintenance  |          |        |           | \$1,000 |          |          | \$1,000  |          |       | \$1,000 |         | \$1,000 |          | \$4,000  |
| Design/Resizes/Special Services  | \$1,000  | \$500  | \$500     | \$1,000 | \$1,000  | \$1,000  | \$500    | \$500    | \$500 | \$1,000 | \$1,000 | \$500   |          | \$9,000  |
| Email Production for contesting & hot dates  |          |        |           |         | \$2,500  | \$2,500  | \$2,500  | \$2,500  |       | \$2,500 | \$2,500 | \$2,500 |          | \$10,000 |
| Internet Banners/Buttons/Email Copy  | \$0      | \$0    | \$300     | \$525   | \$300    | \$525    | \$300    | \$300    | \$300 | \$525   | \$300   | \$300   |          | \$3,575  |
| Production Subtotal  | \$1,000  | \$500  | \$800     | \$2,525 | \$3,800  | \$4,025  | \$1,800  | \$3,300  | \$800 | \$2,525 | \$3,800 | \$1,800 |          | \$26,675 |

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North Shore Co-op 2011-2012 CONFERENCE ADVERTISING PLAN

10/20/2011

| July 2011-June 2012                         | July     | August  | September | October | November | December | January  | February | March   | April    | May      | June    | Variance | BUDGET    |
|---|----------|---------|-----------|---------|----------|----------|----------|----------|---------|----------|----------|---------|----------|-----------|
| 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 |          |         |           |         |          |          |          |          |         |          |          |         |          |           |
|   |          |         |           |         |          |          |          |          |         |          |          |         |          |           |
|   |          |         |           |         |          |          |          |          |         |          |          |         |          |           |
|   |          |         |           |         |          |          |          |          |         |          |          |         |          |           |
|   |          |         |           |         |          |          |          |          |         |          |          |         |          |           |
|   |          |         |           |         |          |          |          |          |         |          |          |         |          |           |
|   |          |         |           |         |          |          |          |          |         |          |          |         |          |           |
| Grand Total Advertising                     | \$37,100 | \$4,500 | \$1,800   | \$7,473 | \$21,506 | \$18,050 | \$16,150 | \$17,234 | \$7,551 | \$17,929 | \$14,561 | \$9,386 | \$0      | \$162,205 |



smith & jones

Conference Sales  
12 Month Travel Schedule

| Date             | City         | Events                            | Exhibit Space | Booth decoration/Set-Up/Events | Trade Show/Registration | Historic Participation | Total Estimated Cost | Travel, Meals & Incidentals | Total NLTRA Cost |
|------------------|--------------|-----------------------------------|---------------|--------------------------------|-------------------------|------------------------|----------------------|-----------------------------|------------------|
| July 2011        |              |                                   |               |                                |                         |                        |                      |                             |                  |
| 28               | Denver       | Smart Mart / sales calls          | \$0.00        | \$0.00                         | \$2,100.00              | 1                      | 0                    | \$1,500.00                  | \$3,600.00       |
| August 2011      |              |                                   |               |                                |                         |                        |                      |                             |                  |
| 5-8              | St. Louis    | ASAE Annual Meeting & Expo        | \$4,900.00    | \$500.00                       | \$0.00                  | 2                      | \$2,700              | \$1,500.00                  | \$4,200.00       |
| 18               | Chicago      | Smart Mart / sales calls          | \$0.00        | \$0.00                         | \$2,100.00              | 1                      | \$0                  | \$1,500.00                  | \$3,600.00       |
| 24-25            | SF/San Ramon | Lake Tahoe Cooperative Trade show | \$5,000.00    | \$0.00                         | \$0.00                  | 1                      | \$5,000              |                             | \$5,000.00       |
| September 2011   |              |                                   |               |                                |                         |                        |                      |                             |                  |
| October 2011     |              |                                   |               |                                |                         |                        |                      |                             |                  |
| 11-13            | Las Vegas    | IMEX Worldwide Incentive Show     | \$11,000.00   | \$500.00                       | \$0.00                  | 2                      | \$5,750              | \$1,000.00                  | \$6,750.00       |
| November 2011    |              |                                   |               |                                |                         |                        |                      |                             |                  |
| 16               | Davis        | UC Davis Vendor Fair              | \$0.00        |                                | \$175.00                | 1                      | \$175                | \$350.00                    | \$525.00         |
| December 2011    |              |                                   |               |                                |                         |                        |                      |                             |                  |
| 7                | Sacramento   | CalSAE - Seasonal Spectacular     | \$2,550.00    | \$1,355.00                     | \$300.00                | 8                      | \$526                | \$1,000.00                  | \$1,525.63       |
| 14               | Chicago      | Holiday Showcase                  | \$2,895.00    | \$580.00                       | \$340.00                | 6                      | \$636                | \$1,000.00                  | \$1,635.83       |
| May 2012         |              |                                   |               |                                |                         |                        |                      |                             |                  |
| TBD              | Reno         | MILO                              | \$2,000.00    | \$2,000.00                     |                         | 1                      | \$4,000              | \$500.00                    | \$4,500.00       |
| June 2012        |              |                                   |               |                                |                         |                        |                      |                             |                  |
| TBD              | San Jose     | HSMAI - Affordable Meetings West  | \$2,650.00    | \$500.00                       |                         | 2                      | \$1,575              | \$1,000.00                  | \$1,000.00       |
| Site Inspections |              |                                   |               |                                |                         |                        |                      |                             | \$4,000.00       |
| Special Projects | TBD          |                                   |               |                                |                         |                        |                      |                             | \$20,275.00      |

\$53,011.46

NLI Marketing Coop Wedding Plan

July 2011 - June 2012

|  | July           | August         | September      | October        | November       | December       | January        | February       | March          | April          | May            | June           | Total           |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| July 1, 2011 - June 30, 2012   |                |                |                |                |                |                |                |                |                |                |                |                |                 |
| Budget:  |                |                |                |                |                |                |                |                |                |                |                |                |                 |
| <b>DRIVE MARKET WEDDING PUBLICATIONS</b>   |                |                |                |                |                |                |                |                |                |                |                |                |                 |
| SF Magazine: Full Page 4C Bi-Annual  | \$4,750        |                |                |                |                | \$4,500        |                |                |                |                |                |                | \$9,250         |
| Diablo Magazine Bridal Guide: 2/3 Page 4C Annual                                   |                |                |                |                |                |                |                | \$2,606        |                |                |                |                | \$2,606         |
| <b>Drive Market Print Subtotal</b>   | <b>\$4,750</b> | <b>\$0</b>     | <b>\$0</b>     | <b>\$0</b>     | <b>\$0</b>     | <b>\$4,500</b> | <b>\$0</b>     | <b>\$2,606</b> | <b>\$0</b>     | <b>\$0</b>     | <b>\$0</b>     | <b>\$0</b>     | <b>\$11,856</b> |
| <b>DESTINATION PRINT</b>   |                |                |                |                |                |                |                |                |                |                |                |                |                 |
| Exquisite Weddings: 1/2 page 4-color Bi-Annual (San Diego)                         |                |                | \$2,275        |                |                |                |                |                |                |                |                |                | \$2,275         |
| Bridal Guide Magazine: Full Page 4C Bi-Monthly (CA, NV, AK, AZ, HI, OR, WA)        |                |                |                |                |                |                | \$2,559        |                |                |                |                |                | \$2,559         |
| <b>Destination Print Total</b>   | <b>\$0</b>     | <b>\$0</b>     | <b>\$2,275</b> | <b>\$0</b>     | <b>\$0</b>     | <b>\$0</b>     | <b>\$2,559</b> | <b>\$0</b>     | <b>\$0</b>     | <b>\$0</b>     | <b>\$0</b>     | <b>\$0</b>     | <b>\$4,834</b>  |
| <b>INTERNET</b>  |                |                |                |                |                |                |                |                |                |                |                |                |                 |
| TheKnot.com profile on Las Vegas/Reno/Tahoe Weddings section (annual)              | \$200          | \$300          | \$300          | \$300          | \$300          | X              | X              |                |                |                |                |                | \$1,400         |
| Wedding Wire: Featured Listing Sacramento/Lake Tahoe Area & SF/Bay Area (annual)   | \$1,314        | X              | X              | X              | X              | X              | X              |                |                |                |                |                | \$1,314         |
| MyWedding.com/Lake Tahoe 540x150 center banner in reception & homepage (annual)    | \$2,250        | X              | X              | X              | X              | X              | X              |                |                |                |                |                | \$2,250         |
| SanDiegoWeddings.com: Featured Listing (annual); Receptions & Destination Weddings | X              | X              | X              | X              | X              | X              | X              |                |                |                |                |                | \$0             |
| Weddinglocation.com annual listing   | X              | X              | X              | X              | X              | X              | X              |                |                |                |                |                | \$0             |
| Gayweddings.com annual listing (part of WeddingWire.com buy)                       | X              | X              | X              | X              | X              | X              | X              |                |                |                |                |                | \$0             |
| Paid Search: Google and Yahoo  | \$1,000        | \$1,000        | \$1,000        | \$1,000        | \$1,000        | \$2,000        | \$2,000        | \$2,000        | \$1,700        | \$1,700        | \$1,700        | \$1,700        | \$17,800        |
| <b>Internet Subtotal</b>   | <b>\$4,764</b> | <b>\$1,300</b> | <b>\$1,300</b> | <b>\$1,300</b> | <b>\$1,300</b> | <b>\$2,500</b> | <b>\$2,500</b> | <b>\$2,500</b> | <b>\$1,700</b> | <b>\$1,700</b> | <b>\$1,700</b> | <b>\$1,700</b> | <b>\$24,264</b> |
| <b>TOTAL MEDIA</b>   | <b>\$9,514</b> | <b>\$1,300</b> | <b>\$3,575</b> | <b>\$1,300</b> | <b>\$1,300</b> | <b>\$7,000</b> | <b>\$5,059</b> | <b>\$5,106</b> | <b>\$1,700</b> | <b>\$1,700</b> | <b>\$1,700</b> | <b>\$1,700</b> | <b>\$40,954</b> |
| <b>PRODUCTION/WEBSITE</b>  |                |                |                |                |                |                |                |                |                |                |                |                |                 |
| New Photography  | \$0            | \$3,300        | \$700          | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            | \$4,000         |
| Ad/Internet Production   | \$0            | \$0            | \$500          | \$500          | \$500          | \$500          | \$500          | \$500          | \$500          | \$500          | \$500          | \$500          | \$5,000         |
| Website  |                |                |                |                |                |                |                |                |                |                |                |                |                 |
| <b>Production/Website Subtotal</b>   | <b>\$0</b>     | <b>\$3,300</b> | <b>\$1,200</b> | <b>\$500</b>   | <b>\$500</b>   | <b>\$500</b>   | <b>\$500</b>   | <b>\$500</b>   | <b>\$500</b>   | <b>\$500</b>   | <b>\$500</b>   | <b>\$500</b>   | <b>\$9,000</b>  |
| Contest  |                |                |                |                |                |                |                |                |                |                |                |                |                 |
| <b>GRAND TOTAL</b>   |                |                |                |                |                |                |                |                |                |                |                |                | <b>\$49,954</b> |



smith + jones INC

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MEDIA

North Lake Tahoe  
Wedding Detailed Plan  
December 2011-June 2012

**SAN FRANCISCO MAGAZINE - SF BRIDES**

San Francisco Magazine provides an elegant, sophisticated inspiration for modern San Francisco brides. The magazine is published by the Modern Luxury Media, in conjunction with SF Magazine.

Circulation: 50,000 (20% paid)  
 Distribution: 20% Newsstand  
 20% Targeted mail delivery  
 50% Luxury bridal retailers and service providers  
 10% Distribution at area bridal events

Frequency: Bi-Annual (Spring/Summer and Fall/Winter)  
 Format: Oversized Magazine  
 Issue (Drops): Spring/Summer (Drops: 12/15/11)  
 Ad size: Full Page (Bleed: 10.25" x 12.25"; Trim: 10" x 12", Live: 9.5" x 11.5")  
 Color: 4 Color  
 Rate: 1x: \$4,500  
 Added value: Coverage within calendar feature highlighting special event/promotion, collateral distribution and sweepstakes participation at SF Brides booth at bridal shows, inclusion in WedWorking – SF Brides quarterly series of networking events to meet top planners, catering managers and professionals, 1x mention on SF Brides Facebook, Twitter and Blog to highlight special event/promotion, online listing, included in digital edition and included in ipad and iphone editions available by searching "modern luxury" on itunes

Savings: 56% discount off open rate card

Deadlines: Spring/Summer 2011: Space: 10/13/11; Materials: 11/1/11

Total # of Insertions: 1x  
**Total Cost: \$4,500**

**BRIDAL GUIDE MAGAZINE**

Bridal Guide Magazine is a complete resource for engaged women. The magazine serves as the "How To for I Do," giving their readers the ideas and information they need to plan their wedding.

Circulation: 32,481 (paid)  
 Distribution: Alaska, Arizona, California, Hawaii, Nevada, Oregon & Washington – 64% CA & 6% NV

Frequency: Bi-Monthly  
 Format: Magazine  
 Issue (Drops): March/April (Drops: 1/17/12)  
 Ad size: Full Page (Bleed Ad Trim: 7-7/8" x 10-1/2", all bleeds MUST extend 1/8" past dimensions; Non-Bleed Ad Trim, live area: 7-3/8" x 10")

Color: 4 Color  
 Rate: 1x: \$2,559  
 Savings: 72% discount off open rate card

Deadlines: March/April 2012: Space: 11/16/11; Materials: 11/18/11

Total # of Insertions: 1x  
**Total Cost: \$2,559**



Tel: 775-832-0202



Fax: 775-832-0237



Web: www.exlmedia.com



803 Tahoe Boulevard., Suite 7, Incline Village, Nevada 8945



MEDIA

North Lake Tahoe  
Wedding Detailed Plan  
December 2011-June 2012

**DIABLO MAGAZINE – BRIDAL GUIDE**

This is the go-to issue for anyone planning the perfect wedding. Editorial that speaks to bridal news and trends is woven throughout a special formatted advertising section. Published in conjunction with Diablo Magazine, Bridal Guide advertisers will benefit from targeted circulation to high profile Bay Area bridal fairs.

Circulation: 43,500  
Distribution: Mailed to affluent households in the Bay.  
Distributed at East Bay newsstands including Whole Foods, Draeger's, Lunardi's, Safeway and Barnes and Noble  
Presented to people moving into targeted East Bay locations  
Placed in more than 2,000 local medical waiting rooms, professional lobbies, gyms and spas  
Distributed at top-tier events and fundraisers  
Placed in Black Tie Transportation vehicles and at Oakland airport newsstands  
1,000 copies at Bay Area bridal fairs

Frequency: Annual  
Demographics: Household income (mean): \$273,800  
Format: Magazine – Guide is formatted advertising section in February issue  
Issue (Drops): 2012 Guide (Drops: 2/1/12)  
Ad size: 2/3 page formatted ad (4-1/4" x 6-1/2" + 90 words)  
Ad note: Please be aware that image runs slightly more vertical  
Color: 4 Color  
Rate: 1x: \$2,606  
Added value: Digital edition of Diablo Magazine will be featured on diablomag.com with online version of print ad  
Savings: Upgraded from 1/2 page to 2/3 page

Deadlines: 2012 Guide: Space: 12/1/11; Materials: 12/16/11

Total # of Insertions: 1x  
**Total Cost: \$2,606**







September 29, 2011

To: Board of Directors

From: Sandy Evans Hall, Executive Director  
Andy Chapman, Director of Tourism  
Kym Fabel, Chamber Manger  
Judy Laverty, Special Events Manager

Re: Special Events Grant Allocation

**BACKGROUND**

Per the approved Special Events Grant process, the Special Event Task Force, with staff support, conducted a grant review on September 14<sup>th</sup> for the FY 2011/12 Special Event Grant Program. Applicants were each provided a 20 minute time slot to present their special event grant to the taskforce and to answer any questions that any member of the taskforce may have. 21 total grant applications were received. As a reminder to the Board, the Special Event Taskforce members are listed below.

**Chamber of Commerce Committee Appointment**

1. Kay Williams, Granlibakken
2. Caroline Ross, Village Neighborhood, Company

**Marketing Committee Appointment**

1. Kevin Hickey, Tahoe Adventure
2. Heather Allison, Ritz Carlton

**Lodging Committee Appointment**

1. Debi Milani, Coldwell Banker Rentals

**NLTRA Board of Director Appointment**

1. Kali Kopley, Uncorked

**RECOMMENDATION FROM SPECIAL EVENTS TASKFORCE**

Attached to this staff report is the spreadsheet recommended for approval by the Special Event Taskforce for grant funding for FY 2011/12.

**REQUESTED BOARD ACTION**

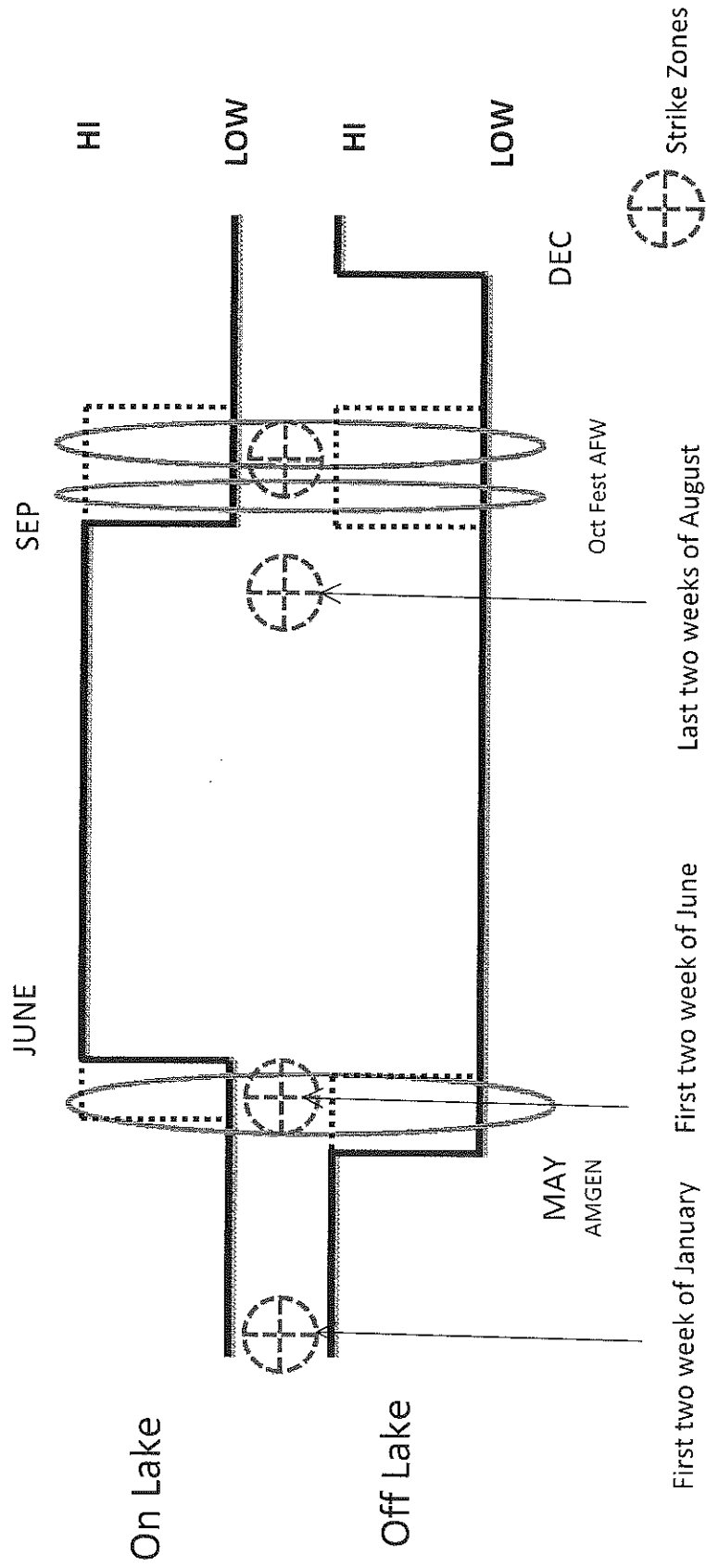
Board member Kopley will review the recommendation with the Board and upon review and discuss, request approval of the FY 2011/12 Special Event Grant applications as presented.

**NLTRA FY 2011/12 Special Event Grant Program**

| Organization Name         | Event Name                 | Event Date         | \$ Request      | Recommended Funding | Stipulation   |
|---------------------------|----------------------------|--------------------|-----------------|---------------------|---|
| 1 Squaw Valley Institute  | Luminaries on the Lake     | Year long          | \$5,000         | \$ 5,000            | Shoulder nt to match w/events                                   |
| 2 Big Blue Adventure      | Adventure Sports Week      | 15-Jun             | \$10,000        | \$ -                | Sponsorship level to marketing                                  |
| 3 Big Blue Adventure      | Tahoe Trail Running        | summer to fall     | \$3,000         | \$ 1,500            |   |
| 4 Big Blue Adventure      | Lake Tahoe Triathlon       | 18-Aug             | \$3,000         | \$ 3,000            |   |
| 5 Tahoe Youth Ballet      | ChoreoLab 2012             | August             | \$2,505         | \$ 2,500            | tracking lodging, pkging in Placer Co.                          |
| 6 Tahoe Forest Hosp       | Gene Upshaw Golf Classic   | 15-Jul             | \$5,000         | \$ 5,000            | media exposure  |
| 7 Squaw Valley USA        | Squaw Valley Criterium     | TBD                | \$2,500         | \$ 2,500            |   |
| 8 American Endurance Ride | Royal Gorge Round-up Ride  | 15-Sep             | \$1,075         | \$ 850              | website   |
| 9 Northstar               | ProGRT Mountain Bike Race  | 3-Aug              | \$5,000         | \$ 4,000            | 100% match up to \$4000 cash mkt contribution, b-roll for NLTRA |
| 10 Northstar              | Lake Tahoe Trail 100K      | 24-Jul             | \$5,000         | \$ -                | Marquis, marketing comm   |
| 11 Granite Chief Comm.    | Sideways Slalom            | March 3 or 10      | \$2,500         | \$ 500              |   |
| 12 Tahoe City Wine Walk   | Tahoe City Wine Walk       | 16-Jun             | \$2,500         | \$ -                | NLTRA in kind   |
| 13 Tahoe Sierra Century   | Tahoe Sierra Century       | 22-Sep             | \$3,500         | \$ 2,000            | tracking TOT, fund balance going forward, post event survey     |
| 14 Ca State Parks         | Snow Heritage              | January - March    | \$1,500         | \$ 1,500            |   |
| 15 Ca State Parks         | Living History Day         | 28-Jul             | \$2,500         | \$ 2,500            |   |
| 16 Auburn Ski Club        | Squaw Valley Mountain Run  | 4-Aug              | \$2,400         | \$ 1,500            | tracking TOT, fund balance going forward, post event survey     |
| 17 Rahives Bonzai Tour    | Rahives Bonzai Tour        | Feb & March        | \$4,500         | \$ 4,500            | tie in w/snowfest w/sv wknd                                     |
| 18 Tahoe Maritime Museum  | Tahoe Boats of the 1920's  | May - August       | \$4,897         | \$ 4,900            |   |
| 19 Sustainable Tahoe      | Tahoe Expo                 | June and September | \$6,000         | \$ -                | include Placer Co before further funding                        |
| 20 Tahoe Mountain Sports  | Disc Golf                  | 13-Oct             | \$1,500         | \$ 1,500            |   |
| 21 Flow Artistry          | Lake Tahoe Flow Arts Festi | 6-Sep              | \$3,000         | \$ 3,000            | understand TOT  |
| <b>TOTAL</b>              |                            |                    | <b>\$76,877</b> | <b>46250</b>        |   |

all events get access to media, photography for NLTRA  
 Lodging promotion on all websites  
 mou after nltra mtg

# Event Impact on Lodging Demand



## NLTRA Event Policy Discussion

### **Introduction:**

There has been regular discussion at the Marketing Committee, Chamber Committee and the NLTRA Board level regarding the importance of Events to achieving our marketing goals. The lack of clarity regarding the role the NLTRA should play, the types of events the organization should support and the amount and type of support that should be provided have been debated without a clear understanding being reached. There has been broad acceptance that attracting and retaining events to our area can significantly impact the organizations ability to put heads in beds and the need for a policy to support the organization's efforts in this area. The NLTRA Marketing and Chamber roles should be clarified and made applicable to all events that receive investment. This discussion document provides a framework for further discussion and a draft policy for consideration by the Marketing Committee and NLTRA Board of Directors.

Significant successes have been made in the area of Events, in fact spurring the on-going debate. There is a well developed Community Marketing Program in place to determine the allocation of NLTRA Marketing resources. This year will be a record year for applications to this program putting more pressure to effectively utilize a limited set of resources. Autumn Food and Wine has been a successfully produced NLTRA Event for a number of years helping build the reputation of quality events in the area but consuming NLTRA marketing resources for the production of an event. Business development for regional/basin-wide events recently succeeded in winning the Start host for the California AMGEN Tour. Collectively, the organization has proven the value of supporting events. What is needed is a strategy to address future needs how we will move forward. The organization policy will define the NLTRA role in executing that strategy.

### **Event Strategy:**

The following diagram presents a framework that may help clarify roles and assist the organization to better manage the investment of scarce marketing resources across event types. It intends to define funding allocation, resource type and the allocation that resource across event types. The organization will actively manage the event relationship to achieve the desired outcomes achieve heads in beds (either new incremental, extended stay, or return) and capture the lessons learned by tracking results.

**Proposed Framework:**

**NLTRA EVENT STRATEGY FRAMEWORK**

| NLTRA EVENT MARKETING RESOURCES (SPECIFIC EVENT BUDGET) | Annual Planning                  |                 |                                    |                          |                         |                         |
|---|----------------------------------|-----------------|------------------------------------|--------------------------|-------------------------|-------------------------|
|   | Performance Measurement          | Marquee Support | Marquee BD                         | Sponsorship              | Marketing Funds         | In-Kind Services        |
| Marquee or Premier Events<br>75% of Budget              | Assessment Feeds Annual Planning | Specific Budget | Committed Investment to Next AMGEN | When Exposure Beneficial | As needed to support BD | As needed to support BD |
| Community Fabric Events<br>25% of Budget                | Assessment Feeds Annual Planning | N/A             | N/A                                | N/A                      | Determined by CMGP      | Determined by CMGP      |

**Possible Policy Regarding Events currently being proposed:**

It will be the policy of the NLTRA to expend its marketing resources as event promoters and supporters, not producers. Marketing resources will be provided by Event Type as described below.

Event Type – Premier or Marquee Events - these are regional or basin-wide events. Those that fall into this category include - Snowfest - Autumn Food and Wine - Big Blue - Amgen –These are events that should be included in the marketing budget as either a Sponsor or receiving Marquee Support.

These events provide a significant amount of visitors stays during off peak periods and/or a 100-1 ROI or greater with regard to media coverage.

NLTRA Role - to include these events in our media plans by doing the following:

- 1- Developing advertising, marketing and PR plans and using our resources to implement these plans in coordination with organizers.
- 2- Developing room packages and promoting these packages using a coordinated marketing plan.

3- Payment of site fees or coordination of site needs and expenses related to site needs as in the case of Amgen.

4- Provide funding as a "Sponsor" in order to gain brand exposure and promote demand fulfillment.

Event Type – Community Fabric or Start up - these are events that are reviewed and funded by the Chamber Advisory committee via the Community Marketing Grant program and have the ability to grow into stand alone or self supporting events in the future.

Grant Program Selection criteria are solid and should remain the same, with all events being enhanced with the assistance of our staff expertise and small grants of funds for marketing or regional promotion.

NLTRA Role – provide marketing funds and in-kind services to event organizers we believe will achieve the marketing goal of heads on beds. To receive funds or in-kind services, applicant will

- 1- Work with NLTRA Event Manager to agree on performance measures, track and assess results. NLTRA Event staff should play an active role in measurement and analysis of results.
- 2- Provide event pricing for lodging packages
- 3- Agree to NLTRA Logo placement

Funding for any particular Community Fabric event will be limited of 5 years unless an exception is agreed to by the Board of Directors.