



north lake tahoe

Chamber | CVB | Resort Association

TOURISM DEVELOPMENT MEETING

Date: Tuesday, November 27, 2018

Time: 2 pm – 4 pm

Location: Tahoe City PUD

221 Fairway Dr., Tahoe City, CA

NLTRA Mission

To promote tourism and business through efforts that enhance the economic environmental, recreational and cultural climate of the area.

Committee Members: **Chair:** Brett Williams, Agate Bay Realty | **Vice Chair:** Christine Horvath, Squaw Alpine
Eric Brandt, Destination Media Solutions | Terra Calegari, Resort at Squaw Creek
Kelly Campbell, Vail Resorts | Todd Jackson, Big Blue Adventure | Judith Kline, Tahoe Luxury Properties
Becky Moore, Squaw Valley Lodge | Melissa Panico, MAP Events | Nicole Reitter, Tahoe Mountain Resort Lodging
Advisory Committee: Erin Casey, Placer County

AGENDA

TO CALL IN: (605) 475-4842 Access code: 120318

1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board 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 Board on items addressed under Public Forum.
3. **Agenda Amendments and Approval**
4. **Approval of Tourism Development Meeting Minutes from October 23, 2018** Page 1
5. Winter Creative Preview - Augustine Agency
6. Tahoe Treasures Campaign – Daphne
7. Board Update – Cindy
8. **Action Items:**
 1. **2019 Lake Tahoe Summit Classic Sponsorship - Amber** Page 6
9. Departmental Verbal Reports
 - CEO Update – C. Gustafson
 - Conference Sales – J. Neary
 - Leisure Sales – S. Winters
 - Events & Marketing – A. Burke
 - Website Content – S. Fallon
 - Public Relations – The Abbi Agency
 - Advertising – Augustine Agency
10. Standing Reports
 - Destimetrics Report
 - Conference Activity Report

- Lodging Referral Report
- [Click Here for Link to Smari Presentation](#)

11. Committee Member Comments

12. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



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TOURISM DEVELOPMENT COMMITTEE MEETING MINUTES

Tahoe City PUD

Tuesday, October 23, 2018– 2 pm

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Christine Horvath, Becky Moore, Judith Kline, Todd Jackson, Nicole Reitter (called-in), Eric Brandt (called-in)

RESORT ASSOCIATION STAFF: Amber Burke, Jason Neary, Daphne Lange, Cindy Gustafson, Anna Atwood

OTHERS IN ATTENDANCE: Andy Chapman, Alexis Kahn, Allegra Demerjian

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

The Tourism Development Committee meeting was called to order at 2:25pm and a quorum was established.

2.0 PUBLIC FORUM

No public forum

3.0 AGENDA AMENDMENTS AND APPROVAL

M/S/C (Moore/Jackson) (6/0) to accept the agenda with the following two amendments: 1) Correction on meeting minutes date (September not June) and 2) adding Broken Arrow Skyrace under action items for more discussion as there are some changes.

4.0 APPROVAL OF TOURISM DEVELOPMENT MEETING MINUTES FROM SEPTEMBER 25, 2018

M/S/C (Jackson/Moore) (5/0-1 Horvath abstained) to approve the meeting minutes from September 25, 2018.

5.0 WINTER TOURISM DEVELOPMENT EFFORTS PREVIEW – PRESENTATION FROM ABBI AGENCY, AUGUSTINE AND STAFF

Leisure Sales:

- Busy FAM schedule ahead. Virgin Holidays in November. NLT Winter FAM in January. UK Winter FAM in March. Australia FAM & Canada FAM, dates TBD. RSCVA Winter FAM in March.
- Travel Nevada Global Tourism Summit in November. Las Vegas Sales Calls with Bonotel & Allied T Pro in December. Expedia Conference in December are some of the events on the travel schedule.
- Two new partner events: Las Vegas Sales Calls in December and Mountain Travel Symposium hosted in Whistler in March of 2019. The Canada office, DCI will be putting together a partner networking event in Vancouver as well as partner sales calls.

- Some of the Marketing Programs the organization is involved with includes: Domestic Expedia Direct to Consumer Fall/Winter Program. German CANUSA campaign launched in October and running through January. Chinese Tourism Development Program ending in December.

Conference Sales:

- Jason shared the upcoming travel schedule: HPN Annual Conference, All Things Meeting, NorCAL DMO and Connect Georgia in November. Connect Southwest, Seasonal Spectacular and Holiday Showcase in December. Connect Chicago in February and Luxury Meetings, Connect Mountain Incentive and Connect Financial in March.
- FAM with Connect Southwest December 1-4, 2018. About 10-15 people.
- Industry Opportunities include: CalSAE Elevate 2022, Ski Tops (Domestic Tour Operator) 2021 and Connect California/Mountain Incentive 2020 or 2021.
- Jason shared there is also a few creative projects in the works such as: Conference Planning Guide reprint, Table Top tradeshow pull ups, Destination Infographic and a new meetings microsite on GoTahoeNorth.com.

Events:

- Amber shared there are 3 sponsored events taking this winter and they include: 1) 2018 Tahoe Film Fest (December 6-9, 2018) \$15,000 sponsorship, 2) 2019 WinterWonderGrass Squaw (March 29-31, 2019) \$15,000 sponsorship (pending BOD approval in Nov.) and 3) 2019 Mountain Travel Symposium (March 31 – April 6, 2019) in Whistler with a \$5,000 sponsorship.
- 18/19 Partnership Funding Cycle, application is due on November 2. Amber is looking for volunteers to sit on the selection panel and the presentations will take place on November 20th.

Augustine:

- Consumer Journey – Winter: Target when North Lake Tahoe can be more influential during destination decision timing. Allocate budgets according to timing in journey. Time appropriate media channels and messaging. Target appropriate platforms during journey.
- Target audiences and media: Target Persona 1) Workaholics, age 25-49, higher education, dual income, no kids 2) Experiential Families, age 35-54, higher education, seeking new experiences with the whole family 3) Outdoor Enthusiasts, age 18-34, focus on health, risk takers looking for new adventure.
- Media Mix: Year-round media spend will continue this winter, including SEM, retargeting display and video, and social media retargeting. The Winter campaign will also include a mix of: native advertising, programmatic display, video, rich media and social media conquering.

Geographic Target Market Discussion:

Daphne shared in light of the cancellation of the Austin flight out of Reno, does it make sense to still have a presence there?

- Alexis shared Walt feedback. He has concerns with markets such as Chicago, DC and Boston are that they are large markets and hard to saturate.
- Christine stated there is an opportunity to target Epic and IKON pass holders. Christine suggested targeting the LA and New York markets as there is a concentration of buyers in those markets. She also reminded the committee the Southern California markets and the new IKON pass could be a new experience instead of going to Mammoth.
- San Diego does come up as number 5 on our visa-view data and there is a new flight into Carlsbad starting in November. This should be taken into consideration.
- Christine shared there is a call next week with the California Snow Committee and they just added another agenda item, targeting a specific market so this may inform how we will proceed.
- Christine shared Colorado has such stronghold on Texas but is there anything we can do to change that behavior? Squaw sees more out of Dallas than Austin.
- Daphne will contact Walt have him put a couple of different scenarios for San Diego and Dallas on cost, and what it will look like and bring back to the committee after the snow committee call next week.

Abbi Agency:

- Allegra shared the fall highlights: Significant earned media impact (Travel + Leisure, VIA, Brides, TravelPulse, USA Today), Hosted Secret Season Journalist, Launched Treasures of Tahoe

Campaign, Executed Fall Influencer (this hasn't happened yet, Nov 1-4) FAM and wrapped up Room with a view Social Campaign.

- Winter Themes: Shopping, High Altitude Holidays, Family and Multi-Generational, Learn to Ski and Ride, Romance in Tahoe, Winter Wellness + Health, Luxury Experiences
- Winter Goal: Increase conversation, travel, ease of access and visibility of North Lake Tahoe during Winter 2018-19; while emphasizing luxury elements, leisure activities and midweek travel.
- Winter Tactics: Post Winter Press Release on PRWeb – for increased visibility in target markets. Develop an Ambassador Program with lodging, resort and coop partners, who can send real-time photos and videos when it snows and host media last minute in crisis situations. Develop a crisis communication plan to prepare for all situations regarding weather, traffic, etc. Increase media relations outreach to direct fly markets (i.e. Austin, Portland, Seattle, Denver, NYC, So-Cal)
- Social + Content – Winter Preview. Winter goal is to provide real-time look into conditions and experiences in North Lake Tahoe; highlight all resorts partners effectively; create a robust view of winter activities to promote North Lake Tahoe no matter the conditions.

Comments:

- Andy asked on the content side of things, as the organization is pushing for other activities beyond the traditional ski shot, to keep this in mind.

6.0 18/19 MARKETING BUDGET UPDATE – DAPHNE

Daphne shared this will be on the agenda tomorrow at the Marketing Cooperative meeting. Some of the ideas for the carry-over funds of \$169,432 (probably likely the amount will be around \$180,000) are:

- Peter Greenberg (confirmed and already happened) \$56,000
- IMAX movie participation \$20,000
- Travel Nevada Canadian Mission \$5,000 (May 2019 with our new Canadian office)
- Expanded booth presence at IPW \$6,000 (if partner properties show interest)
- Hosted media and trade event in Vancouver \$6,000 (After MTS, partner participation)
- Rich Media Cost (confirmed) \$20,000
- Weather Trigger Winter Media \$30,000 (for the whole season)
- Extending Expedia Fall Campaign in Fly Markets to Dec.15 \$7,000 (Winter focused campaign)
- Additional or increased media spend in fly markets (Dallas, San Diego, Austin)

Comments:

- Christine recommended looking at Learn to Ski month in January with getting all the ski resorts and cross-country ski areas on board. Daphne stated that we could work on some specific creative to push out (January 2019) as most ski resorts already have programs in place.

Action to Daphne: Follow up with downhill ski resorts and cross-country ski areas for learn to ski programs already in place. (Collect special on packages offered)

7.0 ACTION ITEMS

1. REVIEW AND APPROVAL OF A RESTRUCTURE OF AN AGREEMENT TO SPONSOR THE 2019 WINTERWONDERGRASS SQUAW EVENT

WinterWonderGrass Squaw has taken place in Squaw for 4 years, beginning in 2015. This is a 3-day event that incorporates live music, craft beer tastings, a mountain top dinner and family activities. The NLTRA has sponsored this event since its arrival to the North Tahoe region. This sponsorship aligns with the NLTRA goal in the 2-year Tourism Development Plan and the event sold 4,900 tickets in 2018. This year they added a new location in Stratton. The cash sponsorship is \$15,000. Amber reviewed some of event recap for 2018.

Comments:

- Todd questioned what percentage took the survey? Amber will follow up for that information. Christine will bring this up as they have bi-weekly calls with them.

M/S/C (Jackson/Kline) (4/0/1 – Horvath abstained) to approve the sponsorship to WinterWanderGrass for \$15,000

2. REVIEW AND APPROVAL OF AN AMENDMENT TO THE 18.19 EVENT SCOPE OF WORK AGREEMENT WITH THE ABBI AGENCY TO CONTRACT SERVICES TO COVER THE 2019 WINTERWONDERGRASS SQUAW EVENT.

Amber stated this is review and approval of an amendment to the 18.19 event scope of work agreement with the Abbi Agency, to contract services to cover the 2019 WinterWonderGrass Squaw event. The cost is \$4,000 and it will assist with marketing and PR services for this event.

M/S/C (Moore/Kline) (5/0) to approve the amendment to the 18.19 scope of work agreement with the Abbi Agency for WinterWonderGrass.

3. REVIEW AND APPROVAL OF AN AGREEMENT TO SPONSOR THE 2019 SPARTAN WORLD CHAMPIONSHIPS AT SQUAW VALLEY

In the 2018 Spartan World Championships sponsorship contract, North Lake Tahoe was guaranteed exclusive right of first refusal regarding sponsorship for the 2019 event. The NLTRA has sponsored this event for two years, 2017 and 2018. Squaw Valley is currently in a multi-year agreement with Spartan through 2019 which is contingent on the NLTRA sponsorship. To comply with contractual timelines, the Tourism Development Committee would need to approve a 2019 sponsorship no later than the October 2018 meeting to allow time for it to be approved by the Board of Directors at the November meeting.

Amber stated some of the event recap is still coming in as the event just happened but here are some of the results so far: Attendance: 13,995, Participants: 10,265, Out of Town Participants: 7,085. Average night stay: 2.3 nights, Average economic impact: \$2,197,596, ROI: 9:1.

The Marketing and PR Results show on event weekend a 66 million social media reach, 733,000 interactions, 4,791 mentions. 12.7 million Live Stream viewers within a week of the event. This event will also air on ESPN in December. (Amber will confirm the dates.)

In 2019 there will a new trail running component and Spartan is in discussion with the Olympic Committee in making this an Olympic event.

Comments:

- Christine requested a breakdown of where people stayed and likelihood to return. Amber is waiting for this information.
- Amber stated "after parties" are very popular and one idea or initiative she can work on next year is communicating this with our partners as this is very enticing to the Spartan participants.
- Christine also suggested now that Squaw/NLTRA is more aware of camera angles, more branding can be put out there. Do more creative branding on race course.
- Cindy shared there was a lot of value and doing the walking tour with Cherie and she likes the ideas Cherie has with getting more involvement with local kids and our community.
- Todd questioned if there is a local non-profit tied to this event? Amber shared there is but it's not local. That is something that can be discussed for next year and Amber also stated that there is also a donation program in place for non-profit volunteer organization.
- Christine recommended when both draft contracts are done that NLTRA and Squaw sit together to review them.
- Anything more Spartan can, do with "tagging"? More photo opportunities and back drop that we can create.
- Would there be any PR value in having a local team involved? Christine suggested there is a lot of great athletes here and it doesn't have to be well known names.
- Judith shared she is a little concerned as there are very few committee members here today and it's a large sponsorship. Amber stated it does go to the Board of Directors after this committee for more discussion.

M/S/C (Moore/Kline) (3/0/2 –Horvath & Jackson abstained) to recommend for board approval the sponsorship agreement for Spartan Race World Championships.

4. BROKEN ARROW SKY RACE

Amber stated she received a phone call from Brendan yesterday and shared that Broken Arrow Sky Race will not be part of the World Tour. The reason for this was the 52k run could not be two loops , it had to be a single loop and that is not possible in Squaw Valley. Amber shared the original amount was

\$20,000 and the \$10,000 was added due to the additional increased cost with being a stop on the world tour.

M/S/C (Kline/Moore) (4/0/1 – Horvath abstained) to amend the contract to \$20,000 sponsorship for Broken Arrow Sky Race.

Comments:

- Committee members recommended as this is no longer part of the world tour to out the \$10,000 back in the pot and lowering the sponsorship to \$20,000.

5. REVIEW AND DISCUSSION OF NEW MEETING TIME

Daphne stated last meeting from 1-3pm was well attended and is there a time that works better for everyone? Amber brought up every other month there will be an in-market discussion afterwards. It was recommended that those meetings be moved up to 1pm but due to a lot of members being out, more discussion to continue this conversation at next meeting.

No action taken on this item – more discussion at next meeting.

8.0 DEPARTMENTAL REPORTS –(All Standing Reports and Departmental reports can be found at: http://www.nltra.org/meetings/meeting_minutes.php?committeeID=1)

- CEO Updaet
- Conference Sales
- Leisure Sales
- Events & Marketing
- Website Content
- Public Relations
- Advertising

9.0 STANDING REPORTS

- Destimetrics August Report
- Conference Activity Report
- Lodging Referral Report

10.0 COMMITTEE MEMBER COMMENTS

No comments.

11.0 ADJOURNMENT

Meeting adjourned at 4:30 pm.

Submitted By:

Anna Atwood
Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association



MEMORANDUM

Date: November 19, 2018
TO: NLTRA Tourism Development Committee
FROM: Amber Burke, Marketing & Events Manager
RE: 2019 Lake Tahoe Summit Classic Sponsorship

Action Requested:

Review and possible approval of an agreement with ADVNC Lacrosse and Summit Lacrosse Ventures to sponsor the 2019 Lake Tahoe Summit Classic Lacrosse Tournament taking place in North Lake Tahoe and Truckee, June 21 – 23, 2019 with a \$5,000 sponsorship.

Background:

The NLTRA has sponsored the Lake Tahoe Summit Lacrosse Tournament since it's inception in 2014. The event has consistently drawn large numbers of out of town guests to the North Lake Tahoe region and is becoming a staple in the North Lake Tahoe event calendar. The event has seen teams consistently returning year over year to attend the event. Teams attend from all over CA, including San Francisco Bay Area, Napa Valley, Sacramento and Los Angeles, and also OR, ID, TX and CO.

Fiscal Impact:

\$5,000 - \$6,000

Staff allocated a \$5,000 cash sponsorship in the 18.19 Special Event Budget (Attachment A). The contract also includes a \$5 rebate on all rooms booked to the event which has come in between \$670 and \$1,050 the last two years.

Staff recommends sponsoring the event and continuing to support this successful, family event.

Lake Tahoe Summit Classic Lacrosse Tournament

Contract Summary

Duration & Timing

- 1-Year Contract (June 2019 Event)
- Event Date: June 21 – 23, 2019
- Location: North Lake Tahoe & Truckee

Cash Sponsorship

- \$5,000 (Payment – 100% March)
 - Also includes a \$5 rebate per room booked

Key Sponsorship Terms

- NLTRA to receive
 - Custom branding on the LTSC lodging page, linked to GTN.com
 - Logo/link on North Lake Tahoe Summit Classic website and emails
 - On-site signage during event
 - Ability to provide collateral to participants upon arrival
 - NLT crafted message sent to all team and individuals after registration. Provide activity and region information to encourage additional room nights.
- NLTRA to provide
 - Manage NLT lodging blocks
 - \$5/room rebate for nights booked via NLTRA blocks
 - Complementary rooms if acquired via lodging blocks
 - Assistance on a “Passport Program” in which information/discounts/special rates from local businesses are provided to participants

2018 Event Recap

North Lake Tahoe/Truckee, June 15 – 17, 2018

Funded: \$5,000 + \$670 (not including Northstar) = \$5,670

| | |
|---------------------------|-----------------------------|
| Attendance: | 4,858 (1,659 players) |
| Out of Town Participants: | 87% (CA, OR, ID, TX and CO) |
| Average Night Stay: | 2.5 |
| Average Economic Impact: | \$850,575 |
| ROI: | 150:1 |

Tracked Lodging: 134 rooms

- The Resort at Squaw Creek: 70
- Northstar California: No Results Yet (requested multiple times – estimate 70 not included)
- The Village at Squaw Valley: 17
- Granlibakken Tahoe: 12
- Squaw Valley Lodge: 35

Results:

The event was deemed a success by the producers, ADVNC Lacrosse. 2018 was the fifth year of the tournament. They had 88 teams, 12 of which were local (Tahoe/Reno), making 76 teams from out of town. They had many returning teams and operationally the flow of getting teams around the region, to multiple venues, went very smoothly. A major obstacle was conflicting with both North Tahoe and Truckee graduations which limited field use and ultimately impacted overall team capacity. The event will be the following weekend in 2019 and will not conflict with graduations which the producers believe will make it so they can accommodate additional teams.

2017 Event Recap

North Lake Tahoe/Truckee, June 16 – 18, 2017

Funded: \$5,000 + \$1,050 = \$6,050

| | |
|---------------------------|------------------------------|
| Attendance: | 4,747 (1,549 players) |
| Out of Town Participants: | 100% (CA, OR, ID, TX and CO) |
| Average Night Stay: | 2.5 |
| Average Economic Impact: | \$955,344 |
| ROI: | 158:1 |

Results:

The event was deemed a success by the producers, ADVNC Lacrosse. 2017 was the fourth year of the tournament. They experienced a decline in teams, from 116 to 86, however after 3 years of rapid growth (2014 – 57 teams, 2016 – 116 teams) this gave the producers an opportunity to focus on experience and value. A different producer, the Tenacity Project, started a girl's summer tournament in South Lake Tahoe this year which pulled approximate 16 teams. They ran into a few field issues but were able to utilize 13 fields, across 6 venues, operating on all available, suitable fields in the North Lake Tahoe region.



October 24, 2018,

North Lake Tahoe Resort Association and the Lake Tahoe Summit Classic, owned and operated by ADVNC Lacrosse and Summit Lacrosse Ventures, agree to the following partnership for the 2019 Lake Tahoe Summit Classic:

I. 2019 Logistics:

Date: Friday June 21-23, 2019

Primary Locations: North Tahoe High School / Riverview Sports Park / Truckee High School

Website: www.laketahoelacrosse.com

II. Demographic:

- Boys & Girls, U9-U18 and their families
- Estimated # of teams: 90
- Estimated # of players: 1,620
- Total Estimated participants: 4,968
- Estimated direct spending in 2019 will be 1.4 MM

III. LTSC 5-Year History:

- In 2014, 57 boys and girls teams participated in the inaugural event, which was at full capacity
- In 2015, 90+ boys and girls teams participated in the event (60% growth) and we were near capacity with an additional 4 playing fields vs. 2014
- In 2016, we added high school boys divisions for the first time and grew to a max capacity of 116 teams. We used a total of 14 fields across 6 venues, using all available, suitable fields in the Lake Tahoe region
- In 2017, after three years of heavy growth, we experienced a decline in total teams. We were able to focus on experience and value and in our eyes “had our best event yet”. We used a total of 13 fields across 6 venues, using all available, suitable fields in the North Lake Tahoe region.
- In 2018, we grew to 88 boys and girls teams and we followed up with another strong execution, solidifying the value and potential of the event. We used a total of 14 fields across 6 venues, using all fields necessary and available to create the best possible tournament experience.
- Teams attend the LTSC from all over California, to include the San Francisco Bay Area, Napa Valley, Sacramento and Los Angeles, and from Oregon, Idaho, Texas and Colorado.
- Looking ahead to 2019, based on how the calendar rotates, our event is now June 21-23, 2019. This deconflicts us with local high school graduations, allowing us to maximize usage of the high school facilities, which will allow for additional team



capacity. We also deconflict with two other 'regional' lacrosse tournaments in SoCal and Denver, and already have interest from teams that no longer have conflict.

IV. **NLTRA Exposure:**

- **Brand Alignment:**
 - Association with an event which is on track to become one of the most highly regarded boys and girls lacrosse tournament opportunities nationally
 - Drive Awareness about all that North Lake Tahoe offers, in all seasons
 - The relationships built by the LTSC will create North Lake Tahoe loyalists and destination ambassadors who will return to the area, season after season, for many years to come
- **Online Presence:**
 - Custom branding on the LTSC Lodging page linked to NLTRA page
 - Link to unique event url
 - Prominent Logo/Link Inclusion in email outreach to participants
 - Inclusion on LTSC Sponsor Page
 - Logo included in event banner graphic
- **Onsite Presence:**
 - Signage: provided by NLTRA, prominently displayed at all venues
 - Onsite 10x10 setup at all event venues (provided by NLTRA)
 - Opportunity to distribute North Lake Tahoe material to participants
- **Other:**
 - LTSC will provide all teams NLTRA crafted information following registration to promote additional regional activities and extended stays.

V. **NLTRA Investment:**

- **\$5,000 Event Marketing Sponsorship**
- Support the development and promotion of the Lake Tahoe Summit Classic through NLTRA marketing and development resources
- Negotiate, prepare and actively manage LTSC Hotel Blocks/Rates
 - Ensure suitable housing options at group rate for LTSC participants
 - Ensure \$5 rebate per room night booked to LTSC payable by 9/1/2018
 - Make every effort to ensure that all relevant hotels are included in the block, and accompanying parameters
 - Based on room night pick-up, any complimentary rooms or suites earned will be transferred to LTSC for LTSC Staff usage



- Assistance with 'best-rate' blocks for our officials (staff)
- Provide monthly (and by request) updates on room numbers as well as a post-event report of total numbers per property
- Work to develop a 'passport' program in which information/discounts/special rates from local businesses are provided to our participants in order to attract them to great-off field activities, sights, etc. while in the area for our event

Acceptance of Partnership

I accept the partnership between the Lake Tahoe Summit Classic and the North Lake Tahoe Resort Associate for the 2019 LTSC based on the aforementioned parameters:

Signed: _____

Date: _____

NLTRA

Signed: _____

Date: _____

LTSC