



## NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

### Agenda

Wednesday, July 10, 3 – 5pm

Call in information:

Call in number: 605-475-4842

Access code: 120318

The May meeting of the North Lake Tahoe Marketing Coop Committee will be held on Wednesday, July 10 at 3pm. The meeting will be held in the Tahoe City Visitors Center, located at 100 North Lake Blvd, Tahoe City.

**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.

#### Estimated Time

<b>3:00pm</b>	A. Call to Order	Chair
<b>3:05pm</b>	B. Public Comment (Pursuant to NRS 241.020)	Chair
<b>3:10pm</b>	C. Roll Call	Chair
<b>3:15pm</b>	<b>D. Motion: Approval of Agenda</b>	Chair
<b>3:17pm</b>	<b>E. Motion: Approval of May 9, 2019 Coop Meeting Minutes</b>	<b>Page 1</b> Chair
<b>3:20pm</b>	F. Sales Presentation - 18/19 Highlights	<b>Page 2</b> Sarah
<b>3:35pm</b>	G. Marketing - 18/19 Highlights	Amber/Lindsay
<b>3:50pm</b>	H. PR - 18/19 Highlights	Amber

#### **Motion/Approvals**

<b>4:05pm</b>	<b>I. Approval of 19/20 Budget</b>	<b>Page 32</b> Bonnie
<b>4:10pm</b>	<b>J. Approval of German Contract</b>	<b>Page 35</b> Sarah
<b>4:15pm</b>	<b>K. Approval of 19/20 Agency Scope of Work</b>	<b>Page 37</b> Amber
<b>4:30pm</b>	<b>L. Election of Committee Chair/Vice Chair</b>	Andy/Amber
<b>4:40pm</b>	<b>M. Review and Approval of May 2019 Financials</b>	<b>Page 51</b> Bonnie

<b>4:45pm</b>	N. Coop Meeting Schedule for next year	Page 62	Amber
<b>4:50pm</b>	O. New Business		Chair
<b>4:55pm</b>	P. Old Business		Chair
<b>5:00pm</b>	Q. Adjournment		Chair

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8722

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



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An IVCBVB and NLTRA Partnership

### **NLT Marketing Cooperative Committee Meeting Minutes – Thursday May 9, 2019**

The North Lake Tahoe Marketing Cooperative Committee Meeting was held at Incline Village Crystal Bay Visitors Bureau, located at 969 Tahoe Blvd., Incline Village.

**Committee member in attendance:** Christine Horvath, Brett Williams, Heather Bacon, Andy Chapman, Bonnie Bavetta, Amber Burke.

**Committee member absent:** Bill Wood, Chris Skelding, Kelly Campbell

**Other in attendance:** Lindsay Moore, Cathy Nanadiego, Mike Mezzanotte, Mandy, Jessica Pauletto, Kressa Olguin, Greg Long, Sarah Winters, Anna Atwood

### Summary

Public Comment: Kressa Olguin with the Hyatt announced that Chris Skelding, Director of Sales, Marketing & Events has accepted another position with the corporate office in Chicago.

#### **Motions/Action Items:**

- MOTION to approve the agenda as presented M/S/C Chapman/Bacon (5-0-0)
- MOTION to approve the meeting minutes from March 7, 2017 M/S/C Williams/Chapman (5-0-1 Bavetta abstained)
- MOTION to approve the Summer Concept 1 "Summer's Official Playground" M/S/C Chapman/Williams (6-0-0)

#### **Direction to staff:**

- Follow up with Walt (Richter 7) to look at the market spread, and the dollar amount being spent within the markets, and the potential modification if we add the Houston market.
- Follow up with SMG on the Impact of Peak Visitation Research to figure out a process that would allow us to be in it or look at a different way to quantify this information.
- E-mail out the Meeting Schedule, proposed Scenario A and Scenario B to the committee members. These meetings would be bi-monthly.

#### **Suggestions/Comments:**


- Augustine Agency shared some thoughts on summer welcome kits for distribution at the Visitors Center. It was recommended to do a map concept, visiting the different pins on the maps.
- Abbi Agency had some of our North Lake Partners do a takeover of the Instagram account this past winter season. It was suggested to come up with a strategy behind this in advance.
- Kressa with the Hyatt suggested to the Abbi Agency developing more Story Highlights on Instagram.
- It was recommended considering bringing the "Learn to Ski" day back.
- Amber updated the committee that there have been discussions with SMARI in adding San Diego and Orange County to the agreement.



# North Lake Tahoe

## Marketing Cooperative Meeting

### Sales Update - *July 2019*

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# Conference Updates

# POLICY CHANGES

Effective July 1, 2019

- Hotels will no longer be paying NLT commission
  - Each hotel will be required to pay out any groups that have gone definite prior to June 30, 2019
- Removed the Conference Membership Dues
  - All North Lake Tahoe hotels will be part of our program now, regardless of size and ability to pay
  - Removed South Lake Tahoe product from our sales team

# COLLATERAL UPDATES

- New Meeting & Conventions Website
  - Almost ready to launch
  - <https://www.gotahoenorth.com/meet-in-tahoe/>
- New Conference Planner
  - Copies provided
- Next up:
  - Creating quarterly newsletters
  - Meeting specific destination video
  - Creating one page information sheets on: DMC recommendations, unique venue recommendations, team building activities and group restaurants

# Conference Sales Markets: Interim Plan







# **Year-end Conference Highlights**

# Sales Highlights

- **Top Five Conference Bookings**

- Google Search 2019 Tahoe Offsite - 1878 room nights
- Valent USA LLC 2019 National Sales Meeting - 1400 room nights
- National Ski Areas Association 2020 Western Conference - 1036 room nights
- Transportation Lawyers Association 2021 - 768 room nights
- WD-40 2019 America's National Sales Meeting - 740 room nights

- **Top Five Conference Programs, Actualized**

- Google Search 2018 Tahoe Offsite - 1290 room nights
- Deckers Outdoor UGG Sales Meeting - 1154 room nights
- Holland Parlette 44th Annual Society of Pediatric Dermatology - 1036 room nights
- Symposia Medicus - 558 room nights
- California Bus Association 45th Annual Convention - 519 room nights

# Sales Highlights

- **Sales Missions & Tradeshows**

- 21 trade shows attended
- In the following markets: Chicago, New York, Atlanta, Salt Lake City, Denver, Dallas, Houston, San Jose, Los Angeles, Phoenix, Oakland, and Sacramento

- **FAMs/Site Visits**

- December 2019 - hosted Connect Southwest pre-conference familiarization tour
  - Hosted 11 meeting planners/customers for (2) nights of activities and hotel site visits. Hotels visited: Resort at Squaw Creek, The Hyatt, The Ritz-Carlton, The Village at Squaw Valley and Granlibakken Tahoe. Additional properties visited: High Camp & Thunderbird Lodge
- 25 site visits conducted
  - 13 of these site visits have turned into definite group bookings

# Marketing Highlights - Social Media

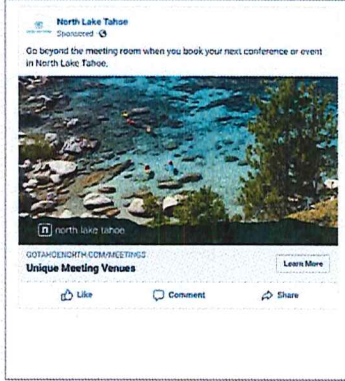
## Social Ad Examples



A Facebook ad for North Lake Tahoe. The ad features a scenic image of a lake with mountains in the background. The text reads: "Indulge in adventures outside the conference room when you book your next event in North Lake Tahoe." Below the image is a call to action: "Get Outside with Your Group". The ad includes a "Learn More" button and social interaction icons for Like, Comment, and Share.

**Facebook Prospecting**

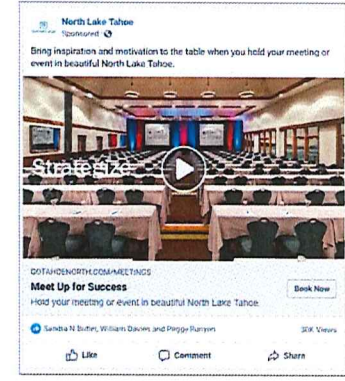
Impressions: 28K  
Link Clicks: 186  
CTR: 0.65%  
Engagement Rate: 0.26%



A Facebook ad for North Lake Tahoe. The ad features a scenic image of a lake with mountains in the background. The text reads: "Go beyond the meeting room when you book your next conference or event in North Lake Tahoe." Below the image is a call to action: "Unique Meeting Venues". The ad includes a "Learn More" button and social interaction icons for Like, Comment, and Share.

**Facebook Retargeting**

Impressions: 8K  
Link Clicks: 77  
CTR: 1.02%  
Engagement Rate: 0.57%



A Facebook ad for North Lake Tahoe. The ad features a video thumbnail showing a conference room with a play button overlay. The text reads: "Bring inspiration and motivation to the table when you held your meeting or event in beautiful North Lake Tahoe." Below the image is a call to action: "Meet Up for Success". The ad includes a "Book Now" button and social interaction icons for Like, Comment, and Share.

**Facebook Video Prospecting**

Impressions: 13K  
Link Clicks: 97  
Video Views: 1,509  
View Rate: 1.00%  
Engagement Rate: 0.07%



# Marketing Highlights - Advertising

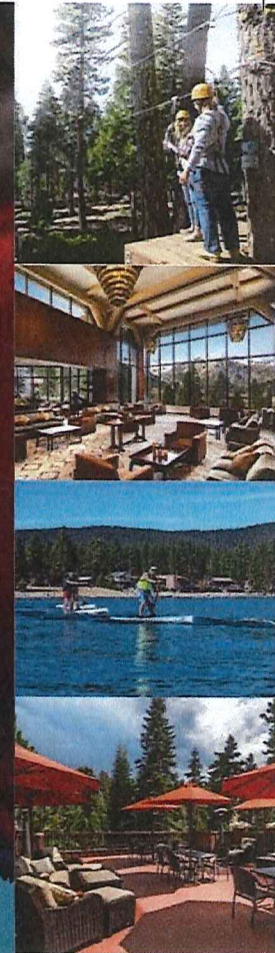
Enhance  
Strategize  
Engage  
it's human **n**ature

Enhance your next meeting by hosting it in North Lake Tahoe. Offering one-of-a-kind venues and amenities, and countless team-building activities, North Lake Tahoe offers everything you need. With 30 meeting facilities and 7,000 rooms, North Lake Tahoe features your ideal setting from intimate boardroom spaces to elegant ballrooms. Engage your team and bond over group activities like paddleboarding and hiking or add in wellness-centered activities like yoga.

To learn more call today: 800.462.5196.

[GoTahoeNorth.com/Meetings](http://GoTahoeNorth.com/Meetings)

**n** north lake tahoe



# Public Relations Highlights


- 11 placements with a total reach of 113,792

**OUTDOOR SPACES IN BEAUTIFUL PLACES**

From terraces, lawns and pavilions to decks, islands and ice bars, options are abundant and magnificent.

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BY BETH BUEHLER FROM THE SPRING/SUMMER 2019 ISSUE



## Mountain Meetings

- Reach: 57,800
- AVE: \$58.27

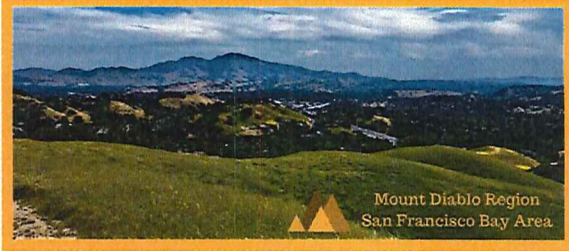
## Navigating Northern California

Destination Galleries | Hotels & Destinations

BY JT LONG ON AUGUST 01, 2018

Sponsored by [Visit Walnut Creek](#) and [Visit Concord](#)

**Welcome to the Mount Diablo Region**



Mount Diablo Region  
San Francisco Bay Area

Whether you want to explore the mountain trails, sip a craft brew, experience an outdoor concert or shop the finest retail stores, the scenic Mount Diablo region—home to Walnut Creek and Concord—has something for everyone! Walnut Creek is the Jewel of the East Bay—and a new frontier for meetings, conferences, and business travel. Concord offers a unique selection of meeting space and an array of events, activities, and entertainment—making it a true Northern California original.

## Explore meeting destinations by trolley, rail, bike and...pedal bar

## Smart Meetings, Navigating Northern California

- Reach: 20,021
- AVE: \$185.19

## Bling Out Your Wild West Outdoor Tour

BY ALLISON FAZIO ON AUGUST 10, 2018

Hyper-local experiences are a popular conference incentive for attendees. [So are outdoor activities](#). Luckily for them, the West—and we mean all of it (Southwest, Northwest, West Coast, et al.)—delivers on both ends. Luckily for you, we've curated a list of unique wilderness tours that are at once totally far out and very near to some of the most popular meetings destinations on this side of the states. Can you hear the RFPs?

## Explore the Wilds of Jackson Hole

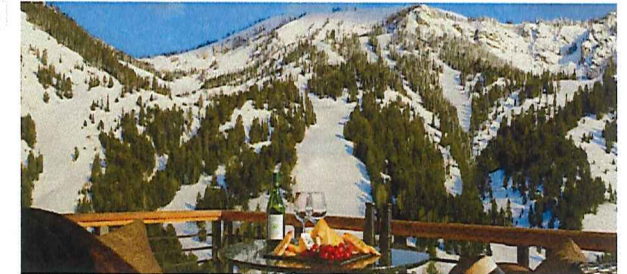


Photo credit: Hotel Terra Jackson Hole

Take a break from the feasting in the conference room with an off-site wildlife safari led by Wild Things of Wyoming's naturalist Kurt Johnson, brought to you by [Hotel Terra Jackson Hole](#) and [Teton Mountain Lodge & Spa](#). Get close and personal with bison, elk, bighorn, sheep, moose, coyotes, wolves and bald eagles in Grand Teton and Yellowstone national parks. Bring your camera for a photography workshop in the open, and leave your cares behind.

## Smart Meetings, Bling Out Your Wild West Outdoor Tour

- Reach: 18,142
- AVE: \$167.81



# **Year-end Leisure Sales Highlights**

## COLLATERAL UPDATES

- New Leisure Sales Map
  - See hand out
- New Leisure Sales Brochure
  - Languages: Chinese, Dutch, French, Hindi, Portuguese, Spanish, German & English
  - Examples provided
- Next up:
  - Creating quarterly newsletters



# Leisure Sales Highlights

- **Sales Missions & Tradeshows**

- 13 trade shows attended
- International Sales Missions took place in: Mexico & Canada
- Domestic trade shows included: Travel NV Global Tourism Summit, Expedia Conference, Las Vegas Receptive Tour Operator Sales Calls, Go West, IPW, SkiTops, MTS, Visit California Outlook Forum, NAJ East and the California Cup

- **Familiarization Tours (FAMS)**

- International Media: **24** Media FAMS to the region with journalists from Canada, UK, Ireland, Japan, South Korea, Mexico, Australia, India, France
  - Including (3) Gold Pass FAMS with Yosemite, Mammoth, SF, Sonoma and South Lake Tahoe
- Travel Trade - **14** FAMS with participants from China, Australia, South Korea, India, UK, Japan, Mexico, France, Canada, & Germany
  - We also were also the host of the UK SuperFAM as well as the post Visit California IPW Post FAM, featuring 16 travel agents and 14 journalists

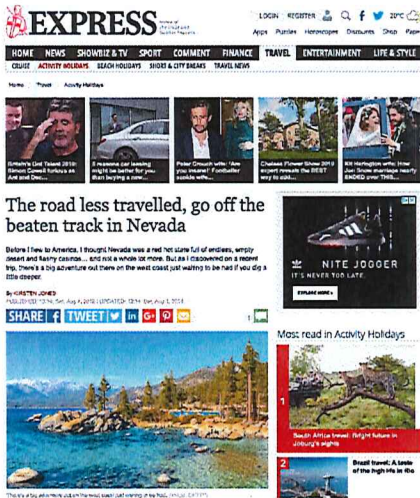
# Leisure Sales Highlights

- **Engaged in 27 International Marketing Campaigns**
  - Examples Include: Expedia, HotelBeds, InTheSnow.com, Escapism, Ski Brazil/Ski USA, Ski.com, Ski Solutions, AAA, Dreamscapes Canada, CanUSA Germany, Virgin Holidays, Best Day Mexico, Gold Medal, etc.
- **Launched our third International Office with DCI in Canada**
  - Highlights include: Canada product analysis and trainings with TrufflePig & Flight Centre
- **North Lake Tahoe hosted our 1st International Sales Event/Mission**
  - Location: Vancouver, Canada
  - Event featured:
    - Evening cocktail training event
      - 5 lodging partners presented to 60 tour operators and travel agents
    - Sales Calls to Air Canada and Travel Masters
      - These calls resulted in getting selected for the Air Canada FAM in October and the Travel Masters VIP Incentive Trip in May 2020



# International Media Highlights

## Express (UK)



[The road less travelled, go off the beaten track in Nevada](#)

Kristin Jones  
Reach: 23,651,874

## Quien (Mexico)



[El paraíso para los amantes del yoga celebra 10 años de existencia](#)

Pedro Aguilar  
Reach: 26,527,292

## Body and Soul (Australia)



Mindfulness in the Mountains (Print)

Jaymie Hooper  
Reach: 1,383,879

# International Media Highlights

Daily Star (UK)

**Six amazing things to do in Nevada – away from the Las Vegas tourist traps**

CITY of the beaten track by exploring the wilder side of Nevada.

By Simon Green | Published 17th August 2018

**DO YOU KNOW?**  
Nevada is one of the most beautiful states in the USA. It's a state of contrasts, with a mix of desert, mountains and lakes. It's a state that offers a unique experience for anyone who visits.

**STUNNING Lake Tahoe is one of the highlights of Nevada – but there is plenty more on offer**

Looking out over the crystal clear waters, snow-capped mountains and towering pine trees, it's hard to imagine Las Vegas is so close by.

When they think of Nevada, the city usually comes to mind, but there is so much more to the western US state than casinos and Las Vegas Strip.

Those looking for a more adventurous, outdoor life are better off heading out into the wilds of Nevada. By leaving a one-hour flight to Reno, you can experience a whole new side of the region.

While there still does offer amenities to Vegas – high-rise casinos are dotted throughout the city – it is surrounded by the same Nevada mountain range.

When the roads wind through these impressive peaks in the warmer months, a beautiful green blanket of pine trees emerges.

A short drive over the mountain range and you are ready to be awe-struck by the stunning views of Lake Tahoe.

**Check flights to Canada: Get return tickets from the UK for £250**

**Can you win a £100k on a Game of Thrones quiz?**

**How to get plane tickets to Madrid for Christmas League Final: Expedia reveals the best time**

**Flights to New York for £150: Norwegian Air (LAX) prices in huge sale**

**The hotel rooms in the WORLD are revealed and those of Disney in the UK**

Man Magazine (India)

**COURSE COUNTRY**

Lake Tahoe isn't just one of America's most photogenic spots, it's also an all-weather outdoor destination where everything from mountain biking to skiing is in the mix. Tahoe is a haven for golf addicts and boasts some of the finest golf courses in California.

Travel+Leisure (Mexico)

**Reasons to Travel Now**

**¿Por qué Lake Tahoe es la mejor opción para pasar las vacaciones de este verano?**

**¿Qué destinos hacer este verano que todos desearían?**

**¿Por qué Lake Tahoe es la mejor opción para pasar las vacaciones de este verano?**

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**¿Por qué Lake Tahoe es la mejor opción para pasar las vacaciones de este verano?**

**¿Qué destinos hacer este verano que todos desearían?**

Six amazing things to do in Nevada – away from the Las Vegas tourist traps

Simon Green  
Reach: 7,597,474

Course Country (Print)  
Ashwin Rajagopalan  
Reach: 60,000

Reasons to Travel Now (Print)  
Pedro Aguilar  
Reach: 42,270

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**2019/2020  
Looking Ahead**

# Looking towards 2019/2020

- **2019/2020 Joint Sales Schedule**
- **Partnership Opportunities - Conference**
- **Hosting MTS 2020**
  - March 29 - April 4th in Squaw Valley.
  - Hote hotel is the Resort at Squaw Creek with overflow lodging at the Village and Squaw Valley Lodge
  - Sponsorship asks out and planning committee has met.
  - MTS site visits in August
- **International Office Update:**
  - Renewing contracts with: Black Diamond in UK, Gate 7 in Australia, DCI in Canada
  - Looking at adding MSI in Germany
  - Attending sales missions in each of these markets

# German, Switzerland & Austrian Representation

## Why Germany?

- In Germany, traditional tour operator bookings outnumber online travel agency bookings four to one.
- Germany has a strong economy and wages are expected to rise around 3% annually through 2020
- On average, Germans have 25-30 vacation days annually
- Road Trips and outdoor experiences are primary motivators
- \$714 million in visitor spending to California in 2018
  - \$758 Million 2022 spending forecast
- Average growth is 1.8% annually
- 70 weekly non-stop flights into CA, two of the largest gateways being SFO & San Jose
- Both CA & NV are invested in this market



# German, Switzerland & Austrian Representation

## Why Germany?

In 2016 & 2017 - Germany ranked as our 4th largest international market and 6th in spend.

In 2018 - Germany ranked as our 4th largest international market and 6th in spend.  
German visitation increased an average of 9% over the course of the year.

- Visitation increased 30% January - March
- Visitation increased 7% during April - June
- Visitation increased 106% during July - September
- Visitation increased 4% during October - December

German visitors are coming during need periods, are comfortable traveling independently and exploring the outdoors.

A scenic landscape photograph of a lake at sunset. The sky is a mix of purple, orange, and blue. The lake is calm, reflecting the colors of the sky. In the foreground, there is a dense forest of evergreen trees. A semi-transparent white box with rounded corners is centered over the image, containing the text "THANK YOU" in a bold, dark blue font.

**THANK YOU**

**2019/2020**  
**North Lake Tahoe Partnership Opportunities**

**North Lake Tahoe Autumn Food & Wine FAM**

Dates: September 21-23, 2019

Description: Join North Lake Tahoe at the Autumn Food & Wine Event September 21-22, 2019. This event is designed to provide our local partners with the opportunity to network with key contacts/meeting planners that source meetings, conferences and incentives to North Tahoe. The goal of this relationship-building client event is to bring together 10 meeting/incentive planners with our North Lake Tahoe Partners.

Meeting planners participating will receive:

- A two-day North Lake Tahoe itinerary that includes tickets to the Wine & Brew Walk, Charbay Release Party, Grand Tasting & Culinary Competition as well as a lakeside activity.

Who should participate: North Lake Tahoe is looking for partners that are interested in maintaining and expanding their relationships meeting/incentive planners. Each participating partner will have the opportunity to invite (2) meeting planners on the FAM.

Location: Northstar California + a hotel partnership, location TBD

Minimum and Maximum Partner Participation- Minimum: 1 Maximum: 4

Partner fees/cost: in-kind

Contact Greg Howey at 530-581-8710 or [greg@gotahoenorth.com](mailto:greg@gotahoenorth.com)

Awaken  
Celebrate  
Relax  
Experience

### **Chicago Networking Event: Carrie Underwood Concert**

Date: October 29, 2019

Description: Join North Lake Tahoe's Chicago Sales Manager, Denise Cmiel at the United Center in Chicago for the Carry Underwood concert. North Lake Tahoe has purchased a luxury suite, accommodating up to 20 meeting planners in the area.

Minimum and Maximum Partner Participation - Minimum: 1 Maximum: 4

Partner fees/cost: \$750, additional hotel representatives is \$500

All accommodations, transportation and meals are the responsibility of the partner.

Contact Denise Cmiel at 630-534-6040 or [Denise@Spinnakerdme.com](mailto:Denise@Spinnakerdme.com)

Location: Chicago, IL

### **All Things Meetings – East Bay**

Dates: November 13, 2019

Description: Join North Lake Tahoe at All Things Meeting – East Bay. This event is designed to provide our partners with the opportunity to network with over 100 Bay Area contacts/meeting planners that bring meetings, conferences and incentive to Northern California and Nevada.

The event includes:

- Hotel partner receives registration to All Things Meeting – East Bay
- Hotel partner receives a shared table to display marketing materials
- Hotel partner will receive pre and post client contact lists

Location: East Bay

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Relax  
Experience

Minimum and Maximum Partner Participation - Minimum: 1 Maximum: 1

Partner fees/cost: \$625, plus a raffle prize

All airfare, accommodations, transportation and meals are the responsibility of the partner.

### **CalSAE Seasonal Spectacular**

Dates: December 16-17, 2019

**Description:** Seasonal Spectacular features the largest annual association industry tradeshow on the West Coast including EXCHANGE - The CalSAE Appointment Show as well as, education programs, luncheons, and networking opportunities.

Participation includes:

- Hotel partner participates in North Lake Tahoe booth, client dinner and client lunch
- Each partner receives the post show client contact list

Location: Hyatt Regency and Sheraton Grand Sacramento

Minimum and Maximum Partner Participation - Minimum: 2 Maximum: 5

Partner fees/cost: \$1200-\$1500

All accommodations, transportation and meals are the responsibility of the partner.

Contact Sarah Winters at 530-581-8751 or [sarah@gotahoenorth.com](mailto:sarah@gotahoenorth.com)

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Celebrate  
Relax  
**Experience**

it's human  ature

## Top Golf Roseville/Sacramento Networking Event

Dates: Spring 2020

Description: Join North Lake Tahoe at Top Golf Roseville for evening of good food, drink and team building. This event is designed to provide our partners with the opportunity to network with key contacts/meeting planners in the Sacramento area that source meetings, conferences and incentives to Northern California and Nevada. The goal of this relationship-building client event is to bring together 25-30 meeting/incentive planners with our North Lake Tahoe Partners.

The event includes:

- Hotel Partner receives participation in the event.
- Each Partner has the option to personally invite your own planners.
- Each partner receives a list of Post client contact list
- Location: Roseville, California

Minimum and Maximum Partner Participation - Minimum: 4 Maximum: 4

Partner fees/cost: \$500-750

All accommodations, transportation and meals are the responsibility of the partner.

Contact Greg Howey at 530-581-8710 or [greg@gotahoenorth.com](mailto:greg@gotahoenorth.com)

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Experience

## Bay Area Networking Event - San Francisco Giants Game

Dates: June 2020

Description: Join North Lake Tahoe at the San Francisco Giants Game for evening of good food, drink and networking. This event is designed to provide our partners with the opportunity to network with key contacts/meeting planners in the Bay Area that source meetings, conferences and incentives to Northern California and Nevada. The goal of this relationship-building client event is to bring together 15-20 meeting/incentive planners with our North Lake Tahoe Partners.

The event includes:

- Hotel partner receives participation in the event.
- Each partner has the option to personally invite planners
- Each partner receives a list of post client contact list

Location: San Francisco

Minimum and Maximum Partner Participation - Minimum: 1 Maximum: 3

Partner fees/cost: \$500-750

All accommodations, transportation and meals are the responsibility of the partner.

Contact Greg Howey at 530-581-8710 or [greg@gotahoenorth.com](mailto:greg@gotahoenorth.com)

## **Chicago Networking Event – Spring 2020**

*Details on this event to follow.*

*Relax  
Amuse*  
Celebrate  
Relax  
Experience

## 2019-2020 North Lake Tahoe Sales Schedule

Dates	Event	Sales Team Member	Location
<b>July</b>			
11	Sacramento River Cats Event	Jason Neary	Sacramento
14-20	UK Sales Mission	Sarah Winters	UK
24	All Things Meetings – Silicon Valley	Greg Howey	Silicon Valley
<b>August</b>			
19-21	MTS Planning Visit	Sarah Winters	North Lake
10-13	ASAE Annual Meeting & Expo	Denise Cmiel	Columbus, OH
24-26	Connect Marketplace	Greg Howey & Bart Peterson	Louisville, KY
<b>September</b>			
11	Conference Sales Meeting	Conference Team	North Lake
17-19	Active China, NAJ	Bart Peterson	Los Angeles, CA
20-22	AF&W Meetings FAM	Greg Howey	North Lake
23-27	Visit California Canada	Sarah Winters	Canada
<b>October</b>			
3-6	HPN Annual Partner Conference	Greg Howey	Seattle, WA
8	Leisure Sales Task Force Meeting	Sarah Winters	North Lake
13-15	Connect Tech & Medical	Greg Howey	Dallas, TX
14-17	Air Canada Travel Agent FAM	Sarah Winters	North Lake
29	Chicago Client Event	Denise Cmiel	Chicago, IL
<b>November</b>			
1-5	Southern CA Sales Mission RSCVA	Bart Peterson	Los Angeles, CA
7	Prestige Meetings	Greg Howey	San Francisco
11-12	Governor's Global Tourism Summit	Bart Peterson	Las Vegas, NV
13-14	Expedia Partner Conference	Sarah Winters	Las Vegas, NV
13	All Things Meetings – East Bay	Greg Howey	East Bay
18-19	Connect Georgia	Bart Peterson	Atlanta, CA
<b>December</b>			
8-9	Connect Southwest	Greg Howey	Scottsdale, AZ
11	Conference Sales Meeting	Conference Team	North Lake
16-17	Seasonal Spectacular	Sarah Winters	Sacramento, CA
<b>January</b>			
29-31	Outdoor Retailer Conference	Bart Peterson	Denver, CO



**February**

10-12	Visit California Outlook Forum	Sarah & Bart	San Diego, CA
TBD	Connect Chicago	Denise Cmiel	Chicago, IL
TBD	Connect Financial	Jason Neary	TBD

**March**

TBD	Connect Mountain Incentive	Greg Howey	TBD
TBD	Mexico Sales Mission	Bart Peterson	Mexico
11	Conference Sales Meeting	Conference Team	North Lake
26-29	CalSAE Elevate	Jason Neary	Sonoma, CA
26-28	MTS PRE FAM	Sarah Winters & Bart Peterson	North Lake
29-4	Mountain Travel Symposium	NLT TEAM	North Lake

**April**

5-7	MTS POST FAM	Sarah Winters & Bart Peterson	North Lake
19-23	California Cup	Bart Peterson	Sacramento, CA
TBD	Connect California	Greg Howey	TBD
TBD	Prestige Meetings	Greg Howey	San Francisco

**May**

5	Leisure Sales Task Force	Sarah Winters	North Lake
TBD	Travel Masters Canada VIP FAM	Sarah Winters	North Lake
TBD	Successful Meetings/Destination CA	Greg Howey	Northern, CA
TBD	ASAE XDP	Jason Neary	Washington, DC
TBD	HelmsBriscoe ABC	Jason Neary	TBD
TBD	TopGolf Client Event	Greg Howey	Roseville, CA

**June**

1-5	International Pow Wow (IPW)	Sarah Winters	Las Vegas, NV
10	Conference Sales Meeting	Conference Team	North Lake
TBD	Bay Area Client Event	Greg Howey	San Francisco
TBD	Connect New York	Jason Neary	New York, NY

**July 2020**

TBD

**August 2020**

TBD	Australia Sales Mission	Bart Peterson	Australia & NZ
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# North Lake Tahoe Marketing Cooperative

2019-

(Revised 6/3/19)

		Q1			Q2			Q3			Q4		
INCOME		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
4001	NLTRA	125,280	125,280	125,280	125,280	125,280	125,280	125,280	125,280	125,280	125,280	125,280	125,282
4001-01	NLTRA - Add On												
4000	IVCBVB	67,070	78,898	140,500	133,000	79,705	37,449	35,435	76,000	93,000	90,820	45,619	64,504
4004	IVCBVB Entertainment Account			2,000			2,000			2,000			2,000
4004-00	IVCBVB - Add On												
4005	Prior year net assets												
	<b>Total Operating Income</b>	<b>192,350</b>	<b>204,178</b>	<b>267,780</b>	<b>258,280</b>	<b>204,985</b>	<b>164,729</b>	<b>160,715</b>	<b>201,280</b>	<b>220,280</b>	<b>216,100</b>	<b>170,899</b>	<b>191,786</b>
EXPENSES		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Acct #	Operating Expenses												Bud
5000	CONSUMER MARKETING												
5001	Music	3,440	3,440	3,440									6,400
5002	Sunset Magazine												
5002-01	Native Display	5,250	5,250	5,250	5,250	6,000	7,000	7,000	7,000	5,250	4,250	5,250	5,250
5004	Trip Advisor	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,337
New	Retargeting Video	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250
New	High Impact Media (rich media, site skinz, etc)	3,750	2,750	3,750	2,750	4,000	5,000	5,000	5,000	3,750	2,750	2,750	3,750
5005-00	Paid Social	8,788	8,788	3,500	5,054	10,108	29,797	29,797	19,797	7,583	3,500	3,500	8,788
5005-01	Digital Display	6,750	6,750	5,750	5,750	8,000	9,000	9,000	9,000	6,750	5,750	5,750	6,750
5005-01	Digital Display Retargeting	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
5025	Expedia									20,000			
5007	Creative Production	13,250	13,250	13,250	13,250	13,250	13,250	13,250	13,250	13,250	13,250	13,250	12,469
5010	Account Strategy & Management	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000
5010-01	Digital Management & Reporting	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
5010-02	Website Strategy & Analysis	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200
5013	Outdoor							115,000					
5015	Video (Prospecting)	3,750	3,750			5,000	5,000	5,000	5,000			3,750	3,750
5017	Rich Media					12,500	12,500	12,500	12,500				
5018	Media Commission	7,399	4,638	3,911	3,104	6,867	9,093	29,391	10,291	7,929	3,254	5,383	12,347
5018-01	Digital Ad Serving	504	504	504	504	504	504	506	504	504	504	504	504
5018-03	Strategic Marketing Plan												
5020	Search Engine Marketing	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
5022	Email	3,500	3,500	3,500	3,500		3,500	7,000	3,500	3,500			3,500
	Fusion 7												
5023	Additional Opportunities												
	Persona Development: Research	750											
		<b>84,414</b>	<b>79,903</b>	<b>70,138</b>	<b>66,445</b>	<b>93,512</b>	<b>121,927</b>	<b>260,727</b>	<b>113,125</b>	<b>95,799</b>	<b>60,541</b>	<b>67,420</b>	<b>90,795</b>
5110	LEISURE SALES												
5107	Creative Production	1,000		1,000		1,000		1,000		1,000		1,000	
5111	FAMS - Domestic												
5112	Training / Sales Calls				500	2,000			3,000	1,000			
5113	Additional Opportunities			1,750			1,750			1,750			1,750
5115	Travel Agent Incentive Program											1,500	
5120	Domestic Trade Shows		250	1,000	2,000	1,200	500		1,500				
5131	FAMS - Intl - Travel Trade		500		1,500				1,000	5,000			2,500
5132	FAMS - Intl - Media												
5133	Ski-Tops				845								
5134	Intl Marketing - Additional Opportunities			2,750			2,750			2,750			2,750
5136	Tour Operator Brochure Support	2,000											
5137	Co-op Opportunities			5,000			5,000			5,000			
5141	Australian Sales Mission										4,750		1,800
5142	UK Sales Mission	3,000											
5143	Mtn Travel Symposium								1,500				

5144	IPW - Pow Wow							10,000	2,000			3,000	(4,000)	
5145	TIA Annual Dues							2,650						
5146	UK / Black Diamond	7,750			7,750			7,750			7,750			
5147	AUS / Gate 7	7,925			7,925			7,925			7,925			
5149	Mexico Program					6,500								
5150	China Program		3,500											
5151	RTO West													
5152	Go West													
5154	Canada/DCI	6,250		1,000	6,250			6,250			6,250			
5154-01	Canada Sales Mission	3,000	1,000		2,000									
5155	California Star Program			3,500										
	NEW - German Trade Representation	4,750		1,000	4,750		1,000	4,750		1,000	4,750		1,000	
		<b>35,675</b>	<b>5,250</b>	<b>17,000</b>	<b>33,520</b>	<b>10,700</b>	<b>11,000</b>	<b>40,325</b>	<b>7,500</b>	<b>19,000</b>	<b>31,425</b>	<b>5,500</b>	<b>5,800</b>	Sub
<b>5200</b>	<b>PUBLIC RELATIONS</b>													
5200-01	Strategy, Reporting, Management, Etc.	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	
5201	National, Regional, & Local Public Relations	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	
5202	PR Program / Content Development: Blogs	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	
5204	Media Mission(s)			5,300						5,300				
5206	Digital Buy / Social Media Boosting	500	500	500	500	500	500	500	500	500	500	500	500	
	Rich Content Development	5,500			5,500			5,500			5,500			
5207	Content Campaigns / Tools: MailChimp	300	300	300	300	300	300	300	300	300	300	300	300	
5208	International Travel Media Fams (agency time)		1,700	1,700	1,700	1,700		1,700		1,700	1,700	1,700	1,700	
	International Media - FAM Hard Cost (billed upon consumption)		1,500	1,500	1,500	1,500		1,500		1,500	1,500	1,500	1,500	
	International Media Retainer	300	300	300	300	300	300	300	300	300	300	300	300	
5209	Domestic Travel Media Fams	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	
5210	Content Development: Newsletters	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800
5211	Social Media Strategy & Management	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	
5212	Social Giveaways & Contests		1,100			3,500				1,100			3,500	
5213	Facebook Live		1,620			1,620				1,620			1,620	
5214	Social Media Group Influencer Fams					8,000					8,000			
5215	Content Campaign: Tahoe Secrets													
	Quarterly Photography													
		<b>25,100</b>	<b>25,520</b>	<b>28,100</b>	<b>28,300</b>	<b>35,920</b>	<b>19,600</b>	<b>28,300</b>	<b>27,620</b>	<b>22,800</b>	<b>33,100</b>	<b>27,920</b>	<b>19,300</b>	Sub
<b>6000</b>	<b>CONFERENCE SALES</b>													
6002	Destination Print			23,850										
6003	Geo-Fence Targeting			2,500										
6004	Email	850	850			850		850	850	850	850	850	850	
6004-01	Newsletter													
6005	Paid Social	833	833	833	833	833	833	833	833	833	833	833	837	
6006	CVENT	13,500												
6007	Creative Production	1,000	3,500	6,500	2,000	2,000	5,000	2,000	1,500	1,500	3,000	1,000	1,000	
6008	Conference PR / Social Outreach	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	
6018	MCC Media Commission	2,103	330	3,679	219	330	219	330	330	330	330	330	331	
6018-01	MCC Digital Ad Serving													
6019	Conference Direct Partnership	5,000												
6128	HelmsBriscoe Strategic Partnership	6,000												
6152	Client Events / Opportunities				3,000			6,000			6,000			
6153	Chicago Sales Rep Support		400	500	600					6,400	1,500		600	
		<b>30,286</b>	<b>6,913</b>	<b>38,862</b>	<b>7,652</b>	<b>5,013</b>	<b>7,052</b>	<b>11,013</b>	<b>4,513</b>	<b>10,913</b>	<b>13,513</b>	<b>4,013</b>	<b>4,618</b>	Sub
<b>6100</b>	<b>Trade Shows</b>													
3750	Connect Financial	3,750							1,500					
6111	Site Inspections	750	750	750	750	450	450	450	500	500	500	500	650	
6116	CalSAE Seasonal Spectacular			250	5,000		2,500		(3,500)					
6118	ASAE Annual	500	5,500											
6120	AFW Client Event			2,500										

6127	CalSAE Elevate/Annual					5,000				1,700				
6143	Connect Marketplace	7,500	3,500											
6144	ASAE XDP					2,500						1,500		
6146	Connect Mountain Incentive	3,750								1,500				
6151	Destination CA											1,500		
6154	HelmsBriscoe ABC							4,500				2,000		
6156	Connect California	3,750									1,500			
6157	HPN Partner Conference	1,695			1,500									
6160	All Things Meetings Silicon Valley	1,000												
6161	Connect Southwest	3,750						1,500						
6162	Connect Tech & Medical	3,750			1,500									
6165	Bay Area Client Appreciation										4,000		1,000	
6120-01	Sacramento River Cats Client Event	2,500												
6156-02	Connect Chicago	3,750							500					
6156-04	Connect Georgia	3,750				1,500								
6160-01	All Things East Bay			625		1,000								
	Sacramento/Roseville Client Event TopGolf	1,000		1,500										
	Prestige Meetings San Francisco	895				1,500								
	Outdoor Retailer							600						
	Prestige Meetings Seattle										1,500			
		42,090	9,750	5,625	8,750	11,950	4,450	2,145	3,500	3,700	7,500	5,500	1,650	Sub
7000	COMMITTED & ADMIN EXPENSES													
5008	VLT.com Cooperative Programs			12,500			12,500			12,500			12,500	
5009	Fulfillment / Mail	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	
5021	RASC-Reno Air Service Corp	25,000			25,000			25,000			25,000			
5123	HSVC - High Sierra Visitors Council			2,000										
7001	Miscellaneous													
7002	CRM Subscription	833	833	833	833	833	833	833	833	833	833	833	833	
7003	IVCBVB Entertainment Fund			2,000			2,000			2,000			2,000	
7004	Research										24,000			
7005	Film Festival		15,000											
7006	Special Events										30,000			
7007	Destimetrics / DMX	8,338			8,338			8,338			8,338			
7008	Opportunistic Funds				25,000				25,000					
7009	Tahoe Cam Usage	177	177	177	177	177	177	177	177	177	177	177	177	
8700	Automobile Expense	400	400	400	400	400	400	400	400	400	400	400	400	
	TrendKite PR Software	333	333	333	333	333	333	333	333	333	333	333	333	
	PhotoShelter (Libris)	592	592	592	592	592	592	592	592	592	592	592	592	
7000-00	COMMITTED & ADMIN EXPENSES													
		36,673	18,335	19,835	61,673	3,335	17,835	36,673	28,335	17,835	90,673	3,335	17,835	Sub
8000	WEBSITE CONTENT & MAINTENANCE													
8002	Content Manager Contractor	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	
8003	Hosting & Maintenance	4,166	4,166	4,166	4,166	4,166	4,166	4,166	4,166	4,166	4,166	4,166	4,166	
		8,416	8,416	8,416	8,416	8,416	8,416	8,416	8,416	8,416	8,416	8,416	8,416	Sub
														Total Budget
														##
														Vari
	<b>Total Expenses</b>	\$ 262,654	\$ 154,087	\$ 187,975	\$ 214,756	\$ 168,846	\$ 190,280	\$ 387,599	\$ 193,009	\$ 178,462	\$ 245,168	\$ 122,104	\$ 148,422	
	<b>Net Results</b>	\$ (70,304)	\$ 50,091	\$ 79,805	\$ 43,524	\$ 36,139	\$ (25,551)	\$ (226,884)	\$ 8,271	\$ 41,818	\$ (29,068)	\$ 48,795	\$ 43,364	
	Cummulative Net Results	\$ (70,304)	\$ (20,213)	\$ 59,592	\$ 103,116	\$ 139,255	\$ 113,704	\$ (113,180)	\$ (104,909)	\$ (63,091)	\$ (92,159)	\$ (43,364)	\$ 0	

## **MSi - Marketing Partnership Buy-in – North Lake Tahoe Marketing Cooperative**

### **Germany/Austria/Switzerland**

**\$19,000 per year, effective July 01, 2019**

#### **Staffing and Manpower**

I Dedicated staff member (Ramona Rutert) will work for the partner and realize all below mentioned activities as well as act as liaison staff with the Visit California staff in California and Germany. Support staff from MSi will also be provided to realize some of the activities under Ramona's guidance.

#### **Travel Trade Representation/Activities**

- I Provide partner-specific destination information and planning assistance to travel trade in response to telephone, fax, electronic communication or written inquiries.
- I Provide partner-specific destination brochure fulfillment to travel trade. Brochures must be provided by partner – printing and if needed translations can be done and realized in Germany at separate costs.

#### **Sales Calls/Training**

- I Provide partner-specific exposure during regularly scheduled phone and sales calls to tour operators and other trade organizations (these calls are separate and in addition to Visit California staff calls).
- I Individual and separate Partner exposure during selected travel trade educational seminars/workshops (again separate and additional to the general Visit California seminars and workshops).
- I Supplement fundamental sales calls to specialized tour operators and planners in niche categories, i.e. luxury, MICE, health and wellness.
- I Generate and forward specific leads from travel trade to partners for action.

#### **Event Exhibitions and Travel Trade Shows**

- I MSi staff will be available for ITB and IPW to help staffing and support the partner's stands (travel expenses and badges are covered; booth fees would need to be covered separately).

#### **Promotions**

- I Work with Visit California staff to suggest marketing programs and opportunities for partner buy-in. (Visit California will post these programs online on the MPP and update partners on a regular basis).
- I Work on additional and individual marketing programs and opportunities dedicated to the partner.



**Market Intelligence**

- | Information on significant trade industry developments once they happen in market (e.g. company closures, competitive action, new or expanded routes/ service frequency).
- | Accessibility to profile information on request on German tour operators.

**Reporting and Account Administration**

- | Monthly report with outbound travel market overview and partner specific activity report to include accomplishments, trade inquiries, trade exposure, etc..
- | Annual German wholesaler's brochure analysis evaluating partner specific exposure in Germany and annual growth.
- | Semi-annual invoices emailed directly to North Lake Tahoe.

**Other**

- | Assistance with sales calls when partner is in Germany (one time during fiscal year - more visits and/or calls would have to be calculated and billed separately).
- | Through the Visit California representation in Germany there will be many buy-in opportunities for travel trade marketing, e-marketing and PR/media projects. These will be posted on Visit California's industry website and you will receive information from your dedicated German staff.
- | The partners will be a member of VUSA committee Germany as of July 01, 2019 – thereby benefiting from all VUSA Germany activities and being able to book events and promotions. The annual costs of 100,- Euro will be charged as part of the expenses invoices.
- | The partner can store consumer information brochures and also distribute to consumers – this service will cost 50,- Euro per month and again be invoiced through the expense invoices.

For and on behalf of the company MSI:

  
 \_\_\_\_\_  
 Martin Walter  
 Managing Director

May 29, 2019

\_\_\_\_\_ Date

For and on behalf of North Lake Tahoe Resort Association

\_\_\_\_\_ Print Name/ Signature

\_\_\_\_\_ Date

For and on behalf of Incline Village Crystal Bay Visitors Bureau

\_\_\_\_\_ Print Name/ Signature

\_\_\_\_\_ Date



## Augustine

### **North Lake Tahoe: Advertising & Marketing Scope of Work FY 19/20**

This document details the advertising and marketing scope of work and budget associated with Augustine's contract with the North Lake Tahoe Marketing Cooperative for the 2019-2020 fiscal year.

#### **Account Strategy & Management: \$84,000 (\$7,000/month)**

Collaborative client, stakeholder and partner agency relationship management. Tasks include, but are not limited to, strategic account planning, brand management, project management, project estimates, budget tracking, reporting and analytics, client meetings/presentations/conference calls.

#### **Digital Management & Reporting: \$24,000 (\$2,000/month)**

Project management, detailed monthly analytics based on established KPIs and account objectives. Tasks include, but are not limited to, link building search engine optimization (SEO), monthly lodging reservation data, partner with Richter7 to analyze digital paid media performance and collaborate on strategy adjustments as needed, partner with S+J for website optimizations.

#### **Website Strategy & Analysis: \$14,400 (\$1,200/month)**

Serving as brand manager, website strategy and analysis will focus on reviewing functionality, content and the user journey required to navigate GoTahoeNorth.com and provide the NLT Co-Op with recommendations to optimize. Analysis and recommendations will be provided monthly, as well as a prioritized, on-going list of areas to adjust/address.

### **Creative Production – Consumer, MCC & Leisure: \$194,219**

Costs associated with time and materials to produce a variety of creative projects required to execute deliverables associated with the FY 19/20 media plan, as well as event sponsorships and other initiatives, supporting the Consumer, MCC and Leisure departments/audiences. The amount of \$194,219 is a “not to exceed” budget; not all funds may be used throughout the fiscal year. Any additional budget needed will be estimated separately and approved by the client prior to the start of any work.

### **Paid Media: \$982,930**

Hard costs associated with advertising throughout the fiscal year, targeting various markets and reaching both Consumer and MCC audiences.

### **Media Commission: \$127,709** (13% total – 12% Richter7, 1% Augustine)

Augustine will invoice for 1% media commission of all paid media billed by Richter7. Media plans have been built and approved for both consumer and MCC audiences.

*Please note: Projects tasked outside of the outlined scope will be estimated and billed separately up on client approval of costs.*

### **Adjustments from prior Fiscal Year:**

- Digital Management & Reporting: Decrease of \$1,000/month
- Website Strategy & Analysis: Decrease of \$800/month
- Creative Production (Consumer, MCC, Leisure): Decrease of \$14,379 total
- Paid Media: Increase spend of \$42,984
- Media Commission: Increase of \$5,516, directly related to increase in media spend



**North Lake Tahoe Marketing Cooperative + The Abbi Agency**  
**Fiscal Year 2019/20 Scope of Work (SOW)**

*The following Scope of Work (SOW) is supplemental to the North Lake Tahoe Marketing Cooperative + The Abbi Agency 2017 – 2020 Contract as an Addendum. Below, find details on the specifics of work that will be completed between these two entities.*

**Public Relations Overview**

Brand building public relations helps us shape a positive, intentional and thoughtful message for North Lake Tahoe, focusing on shoulder season visitation, key messages and pillars. In 2019-20, earned media has taken an even more important role from a digital perspective. Not only will The Abbi Agency earn stories within target publications, but it will aim to secure stories in publications with a higher domain rank authority than that of gotahoenorth.com (GTN). Using an SEO-impact-based PR strategy, we will secure valuable backlinks to GTN which will increase the website's ranking and overall appearance in organic searches. In simple terms, this PR strategy narrows its focus on the valuable publications that will truly move the needle in terms of searchability on Google. The Abbi Agency will implement this digital strategy in local, regional and national PR initiatives.

**Local & Regional PR Strategy**

The Abbi Agency will conduct ongoing media relations to target publications and journalists within Reno-Tahoe, Sacramento and greater Bay Area for **1) Event promotion; 2) Crisis Communications; 3) Shoulder season travel and midweek stays; and 4) News items, including transportation, capital improvements and business-related messages.**

Since the drive-market audience is already well aware of North Lake Tahoe's amenities, this market will not be an ongoing priority for FY19-20, but rather, used strategically for specific message points.

**National PR Strategy**

The Abbi Agency will provide ongoing media outreach to target flight markets, increasing brand awareness among its competitor set, encouraging extended stays and shoulder-season travel.

- **Primary: Southern California, New York (tri-state area), Portland / Seattle**
- **Secondary: Houston / Austin / Dallas, Chicago, Phoenix**

The Agency will showcase the unique brand of North Lake Tahoe, encouraging extended stays and increased travel spending surrounding our four pillars:

- **1) Outdoor recreation; 2) Family; 3) Wellness and 4) Workaholics**

The agency will work closely with partner agencies to incorporate quarterly campaigns:

- **Secret Season**
- **Winter WOW**
- **Double the Fun**
- **Summer's Official Playground**

**Local, Regional & National PR Tactics**

- Four (4) annual “what’s new” press releases (1 per season)
- Four (4) annual regional releases (hard news, B2B, etc)
- Management of all Incoming media inquiries
- Ongoing media outreach to target markets
- Crisis comms: message guidance
- Up to three (3) on-site meetings per quarter
- Libris Management
- Monthly Reporting

**Local, Regional, National PR Budget**

\$5,000 per month

**Total FY19-20 Budget: \$60,000**

**International Public Relations Strategy**

The Abbi Agency will work with the North Lake Tahoe Director of Leisure Sales and international partner agencies to provide hosted trips for incoming media from target international markets. The Abbi Agency will not conduct media outreach, but will assist in vetting potential, strategic opportunities given to the agency by North Lake Tahoe. Once journalists are secured and are mutually decided upon as a hosted FAM, The Abbi Agency will be the inmarket contact. The Agency will hold bi-weekly client calls (as needed) to sync on international efforts, and include international efforts in monthly NLT Coop Reports.

**International PR FAM Support Tactics and Deliverables**

- **Host eight (8) full FAMs per year**
    - Provide destination information and materials (i.e. photos) to the journalist or partner agency before and after the trip.
    - Build a custom itinerary, including lodging, 1-2 hosted activities per day and meal support.
    - Build a welcome bag for the journalist upon arrival.
    - Meet the journalist one (1) time during his or her stay.
    - Be “on call” throughout the journalist’s stay to answer any questions or issues via phone.
  - **Host eight (8) mini FAMs per year**
    - Provide destination information and materials (i.e. photos) to the journalist or partner agency before and after the trip.
    - Arrange 1-2 activities for the journalist during his or her stay
    - Be “on call” throughout the journalist’s stay to answer any questions or issues via phone.
- \*\*Mini fams exclude lodging and onsite attendance*

**International PR Budget**

- Monthly Retainer: \$300

- Agency time per *FULL* fam: \$1,000
- Agency time per *MINI* fam: \$700
- Hard costs per *FULL* fam (billed upon consumption): \$1,000
- Hard costs per *MINI* fam (billed upon consumption): \$500

**Total FY19-20 budget: \$29,200**

### **Desksides**

In an effort to forge ongoing relationships with key travel journalists, and to increase the chance of earned media coverage, The Abbi Agency will arrange “deskside meetings” twice a year in target media markets. Each deskside mission will consist of two (2) full days of in-person meetings, resulting in a target goal of 6-8 publications per trip.

Deskside markets are prioritized by target flight markets, as listed in the National PR Strategy. Deskside missions are extremely valuable for ongoing earned media success, as they develop trust and a personal connection with each journalist. They also provide an uninterrupted opportunity to share news about the region.

The Abbi Agency recommends conducting media desksides in timeframes that are best suited for spring and fall coverage. Lead time should be 4-6 months.

### **Deskside Tactics & Deliverables**

- Two (2) markets to be determined with client through strategic planning
- Media list development and outreach
- Meeting coordination
- Preparation of relevant press materials, interviews and tools before and/or after the meeting
- One (1) team member to be in market for two (2) full days conducting press meetings (goal: 6-8 publications in two days)

### **Deskside Budget:**

- \$5,300 per deskside mission, broken down as follows
  - Agency time: \$3,000
  - Hard costs: billed upon consumption at a maximum of \$2,300

**Total FY19-20 budget: \$10,600.00**

- Hard Costs: \$4,600 billed upon consumption
- Agency Management, Strategy & Implementation: \$6,000

### **FAMs**

The Abbi Agency believes the best way to “sell” North Lake Tahoe is to experience it first-hand. In order to secure authentic media coverage from a storytelling perspective, The Agency will host target journalists in-market to showcase all aspects of North Lake Tahoe. Each incoming journalist will experience complementary activities, tours, interviews, meals, etc. that align with a predetermined

story angle. The Abbi Agency will work with North Lake Tahoe lodging, dining and recreation partners to secure experiences that bring them from lakeside to mountaintop.

### **Tactics & Deliverables**

In order to push shoulder season visitation, The Agency will host (4) four journalists in spring and four (4) journalists in fall with three (3) “floating fams” to use for peak seasons, if necessary. Each journalist will be prioritized by Tier-1 travel media and/or niche publications specific to each target market (as listed in the National PR strategy). Journalists will be selected according to North Lake Tahoe’s key messages and themes. Each journalist will receive the following:

- One (1) custom itinerary with hosted lodging, experiences (and suggestions) and a stipend for meals
- One (1) onsite meeting from a member of The Abbi Agency
- One (1) North Lake Tahoe “welcome bag” with swag materials and educational pieces
- One (1) pre-trip phone call to walk through the itinerary and make sure all questions are asked
- Pre and post-trip support with press materials, photos, interviews, etc.

### **Domestic FAM Budget:**

- \$3,500 per fam, broken down as follows:
  - Agency Time: \$2,000
  - Hard costs: billed at a maximum of \$1,500

### **Total FY19-20 budget: \$38,500**

- Agency Management, Strategy & Implementation: \$22,000
- Hard Costs: \$16,500 billed upon consumption

### **Marketing Strategy for Meetings, Conventions & Conference Sales**

The Abbi Agency will oversee strategy, management and implementation of social media and public relations for meetings, conventions and conference sales. The team will develop content to highlight the unique offerings of North Lake Tahoe and showcase venues and team building ideas that differentiate North Tahoe from other destinations.

### **Meetings & Conventions Tactics & Deliverables**

- One (1) hosted FAM from an M&C publication
- Ongoing media outreach, leveraging content calendars
- Inclusion in social media, blog and newsletter content at least 1 time per quarter

### **Budget:**

\$1,000 monthly

**Total Fiscal Year Budget: \$12,000**

### **Content Creation**

## **Blog**

The North Lake Tahoe blog is an owned content source that highlights seasonal activities/events, “best kept secrets,” destination guides, partner spotlights and suggestions to best experiences the region.

## **Strategy**

The Abbi Agency will use a data-driven organic and paid SEO content strategy to build a strong online reputation for the North Lake Tahoe brand. The purpose of the blog is twofold:

- 1. Build A Dynamic Online Presence:** the blog will act as a vehicle to build relationships with potential visitors, create a desire to visit through inspirational storytelling, encourage engagement through social sharing, and to act as a platform that highlights the unique offerings of the destination.
- 2. Encourage More Visitation to GoTahoeNorth.com:** a blog is the foundational tactic for a strong SEO strategy as both search engines and people are looking for relevant, inspiring and popular (authoritative) content. The blog will target specific and relevant search terms, which will result in higher rankings and an increase in visitation to GoTahoeNorth.com by qualified visitors. Maintaining consistency with established keywords (as defined by partner agencies and The Abbi Agency) will strengthen SEO.

## **Blog Tactics & Deliverables**

- Development of 1-2 blog posts per month (these should be focused on evergreen content, while the newsletter is focused on time-specific content)
  - 600–900 words for regular content
  - 1200-2500 words for pillar content, like “52 Weeks in Tahoe”
  - Divide between “listicle” format and in-depth reportage
- Blog sharing across all channels: social media, newsletter and PR, where applicable
- Back-end post tagging and keyword management for proper SEO-friendliness on an ongoing basis
- Monthly scrubbing of blog content to update old posts to be timely and transition evergreen posts from the blog to the “Trip Ideas” section of the website

## **Budget:**

\$2,000 monthly

**Total FY19-20 Budget:** \$24,000

## **Newsletter**

The North Lake Tahoe consumer database encompasses over 30,000 subscribers with close to 55% viewing on a mobile platform. Leading subject lines include weather resources, flash deals and itinerary ideas. Content of the newsletter is highly visual, drives web traffic, includes calls-to-action, and targets an audience who has already shown interest in the destination. Our job is to continually educate subscribers with trip planning content so North Lake Tahoe comes to life in their email inbox and they are inspired to book a trip.

## **Strategy**

Lists will be segmented by geographic area into two regions: regional drive market and national fly market. A segmented distribution list based on zip code will allow North Lake Tahoe to target regional drive, regional fly, and national consumers with more intentional content, offers, and calls-to-action.

Examples include:

- Last-minute flight deals from Southern California
- Long lead planning tips for fly market travelers
- Free weekly music series and festival descriptions for regional drive markets

#### **Newsletter Tactics & Deliverables**

- One (1) newsletter will be created monthly and distributed through MailChimp to two segmented lists based on geographic area, one drive and one fly market
- Promotion of newsletter sign-up through all channels – namely blog and social media

#### **Budget**

\$1,800 monthly

**Total Fiscal Year Budget: \$21,600**

**MailChimp Monthly Cost: \$300**

**Total Fiscal Year Budget for MailChimp: \$3,600**

#### **Social Media Strategy**

The Abbi Agency will maintain an authentic, real-time connection with followers through a strong social media strategy. The Agency will implement visual brand consistency, as well as diversity of content. Social media allows us to speak directly with current and potential visitors, and bring the brand to life through a recognizable voice and tone. Through a mix of owned imagery, video, UGC, campaigns and giveaways, The Abbi Agency will offer a dynamic experience for north Lake Tahoe followers.

#### **Social Media Tactics & Deliverables**

**Social Media Platform Management** - Ongoing management of all North Lake Tahoe social assets, as follows:

- **Facebook and Instagram:**
  - 1-2 posts per day, following posting schedule
  - Ongoing management of interactions, messages, etc. to be responded to within 24 hours
  - Boosting budget management and execution, including monthly coordination with niche pages on Instagram
  - Engagement and management of User Generated Content (UGC) around #TahoeNorth
  - Real-time posting with Instagram stories, 1-2x per week
- **Twitter:**
  - 1-2 posts per day
  - Ongoing management of interactions, messages, etc. to be responded to within 24 hours

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- Pinterest:
  - 2-4 posting sessions per month, each with 3-6 pins
  - Original pin graphics and posts each time new blog is published
  - Promoted pin management, as able within social media advertising budget
- YouTube:
  - Publishing of new video content
  - Video advertisement management, as able within social media advertising budget

Photography – direction for social media photography prior to each photo shoot

Project Management – general project management, including reporting and presentations.

Social graphic development, as needed

**Budget**

\$4,000 monthly

**Total FY19-20 Budget: \$48,000**

**Boosting and Advertising Budget: \$500 per month**

**Total Fiscal Budget: \$6,000**

**Social Giveaways & Contests**

The Abbi Agency will manage and launch Social Media Giveaways and Contests to fortify engagement. These will include event promotion campaigns, contests, giveaways, influencer efforts or Facebook Lives.

**Frequency**

The Abbi Agency recommends execution of four (4) social media giveaways or contests per year, one executed per quarter. Two of the four will be smaller-scale contests, with a maximum budget of \$1,100 each, and the other two will be larger-scale contests, with a maximum budget of \$3,500 each.

*Note: This does not include hard costs for photography and videography within social media campaigns, as those production costs could exceed the \$3,500 for other campaign costs.*

**Total Fiscal Year Budget: \$9,200**

**Facebook and Instagram Lives**

Facebook and Instagram Live broadcast opportunities will be managed by The Abbi Agency on an ongoing basis. Facebook Live content is powerful, but should be used sparingly from a destination perspective. The Abbi Agency will build it into monthly plans when it makes sense using quality tools to execute.

**Facebook and Instagram Live Tactics & Deliverables**

- Four (4) Facebook or Instagram Live events will be hosted per fiscal year

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- Determine time frame, talent & location
- Pre-promotion (if needed) through social media channels
- Onsite execution, including travel, setup, 1 team member filming

**Budget: \$1,620 per Facebook Live**

- Hard costs are billed at a maximum of \$120 per live event
- Agency time is a flat fee of \$1,500 to plan, conduct outreach and travel to / from.

**Total Fiscal Year Budget: \$6,480**

- **Hard Costs:** \$480 billed upon consumption
- **Agency Management, Strategy & Implementation:** \$6,000

**Social Media Influencer FAMs**

The Abbi Agency leverages the power of influencer marketing as part of a greater social media strategy. We will work to execute four (4) individual *national* influencer FAMs per fiscal year, two in spring and two in fall. Each will represent a key message or theme (i.e. outdoor recreation, food & beverage, wellness). Ideally, these influencers would come from one of our priority flight markets.

**Social Influencer FAMs Tactics & Deliverables**

- Four (4) individual influencer FAMs per year, 2 in spring and 2 in fall.
- One (1) custom itinerary per influencer with hosted lodging, activities and a stipend toward meals.
- Vetting, selection and communication with influencers.
- Contract development and itinerary coordination with influencers and North Lake Tahoe partners.
- One (1) onsite meeting with an Abbi Agency team member per influencer.
  
- \$3,500 per fam, broken down as follows:
  - Agency Time: \$2,000

Hard costs: billed at a maximum of \$1,500

**Budget: \$4,000 per influencer fam (4 total fly-market influencers per year)**

- Hard costs are billed at a maximum of \$2,000 per influencer. This includes potential stipends for each influencer, plus flights, lodging, activities and meals. Agency time is a flat fee of \$2,000 to plan, coordinate and execute each individual influencer

**Total Fiscal Year Budget: \$16,000**

- **Hard Costs:** \$8,000 billed upon consumption
- **Agency Management, Strategy & Implementation:** \$8,000

**Rich Content Development**



It is important to connected owned, earned, paid and shared media to create synergy between communication channels and a more dynamic presence within target audience.

Over the years, The Abbi Agency and North Lake Tahoe have developed integrated multimedia campaigns that showcase a particular message, activity or season. This year, instead of creating new campaigns, we recommend enriching the current campaigns for a more robust and diverse engagement. This could include supplementary maps, guides, recipes, video storytelling, etc. that add to the current infrastructure of each campaign.

**The Ale Trail interactive map** connected various modes of “human-powered” sports with eateries and watering holes around the lake. It promotes land and water trails, while sending businesses to the region’s favorite locales. The Ale Trail map is an evergreen piece of content that has continued to show success, year-over-year. An example of campaign enrichment would be an “Ale Trail Influencer Campaign” that invited 4-5 regional influencers in early fall to participate in different parts of the Ale Trail while documenting their experiences with go-pros and social media. We could compile the go-pro video footage, and share each micro-video as an Ale Trail video series via social media and web. Simultaneously, the ‘real-time’ engagement on each of the influencers’ social channels would showcase the accessibility of the Ale Trail activities, and a first-person perspective from relatable people.

**The Lake Tahoe Luminaries campaign** defined a local “figure-head” to speak on behalf of each of our pillars—food & beverage, outdoor recreation, culture, etc. The goal was to connect visitors with the local vibe of North Lake Tahoe, bringing them closer to the personalities that have defined culture. A chef, a musician, a pair of mountaineers, a downhill skier, a historian and a female CEO showcased their stories through a documentary-style video, biography and dedicated landing page on [gotahoenorth.com](http://gotahoenorth.com). In order to greater connect the visitor audience, an enrichment campaign would provide interactive activities for guests to experience each personality. For example, Chef Douglass Dale could release a favorite fall recipe; while Lila Lapanja could release a “workout plan” for guests to follow. The call-to-action of this campaign could be: “live like a luminary.” It would be a series of actionable tools that would benefit visitors in some way.

**The Tahoe Treasures campaign** showcased lesser known experiences of North Lake Tahoe, focusing on shoulder season activities. Each “treasure” came with a corresponding 1-min video, a downloadable guide and a dedicated landing page. An example of an enrichment campaign would be to create an interactive “treasure map,” outlining each of the 11 treasures in a visual, comprehensive format. Secondly, we could launch a “Teeny Tahoe Treasures” sub campaign (like Luminary Shorts) where visitors can submit “secrets,” with a photo and a short explanation of what it is and where to find it. The Teeny Treasures would be a simpler format, and would entice social engagement.

Overall, the campaign enrichment strategy is to provide holistic, deeply-rooted evergreen content, leveraging the popularity that each campaign has already received. Humans respond to consistency and familiarity, which is why we recommend building upon the current movement.

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Each enrichment campaign would be decided upon in conjunction with the North Lake Tahoe marketing team after a thorough brainstorming strategy.

**Rich Content Development Budget: \$22,000**

*\*\*The Abbi Agency will create an individual proposal for each content enrichment project, which will track against the overall FY19-20 budget.*

**Strategy, Meetings, Presentations, Reporting & Project Management**

The Abbi Agency will support the North Lake Tahoe Marketing Cooperative with bi-weekly status calls, onsite meetings and presentations.

- We will attend eight (8) total meetings per fiscal year, i.e. coop meetings, strategy meetings and presentations (as needed). Any meetings in Reno are not deducted from this allotment.
- Two (2) one-hour status calls monthly with 1 team member in attendance.
- One (1) monthly recap of all efforts (pr, social, content) on behalf of the North Lake Tahoe Marketing Coop
- Metrics provided monthly for necessary Placer County reporting
- Cohesive fiscal year strategy planning across all TAA departments (social, pr, content, campaigns).
- Ongoing client and internal communication and strategy planning, as necessary.

**Strategy & Project Management Monthly Budget: \$2,200**

**Total FY19-20 Budget: \$26,400**

**Payment Schedule**

Invoices are sent on the 1<sup>st</sup> of each month or on the first Monday of each month, whichever is first. The Abbi Agency requests invoices are paid within 7 days of their receipt. Invoices are officially due 30 days from their receipt.

**Potential Additional Costs**

Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval.

**Fiscal Year 2019-20**  
**Budget Overview**

**Monthly Retainer Items**

- National Regional & Local PR: \$60,000; billed monthly \$5,000
- International PR retainer: \$3,600; billed monthly \$300
- Conference Outreach: \$12,000; billed monthly \$1,000
- Strategy and Project Management: \$26,400; billed monthly \$2,200

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- Content Development: Blogs: \$24,000; billed monthly \$2,000
- Content Development: Newsletters: \$21,600; billed monthly \$1,800
- Tools: MailChimp: \$3,600; billed monthly \$300
- Social Media Management: \$48,000; billed monthly \$4,000
- Social Media Boosting: \$6,000; billed monthly \$500

**Billed Upon Consumption Items**

- Domestic FAMs: \$38,500
- International PR FAMs: \$25,600
- Desksides: \$10,600
- Social Giveaway and Contest: \$9,200
- Facebook and Instagram Live: \$6,480
- Social Media Influencer FAMs: \$16,000
- Rich Content Development: \$22,000

**“Consultant”**

The Abbi Agency  
1385 Haskell Street  
Reno, NV 89509

**“Client”**

North Lake Tahoe Marketing Cooperative  
A partnership between:  
North Lake Tahoe Resort Association  
Sandy Evans Hall, President & CEO  
Crystal Bay Incline Village  
Andy Chapman, President/CEO

These addresses and facsimile numbers may be changed by written notice to the other party, provided that no notice of a change of address shall be effective unless given according to the terms of this Section.

IN WITNESS WHEREOF, the parties agree to be bound by the terms and conditions of this Agreement as set forth herein:

"CONSULTANT"

"CLIENT"

The Abbi Agency  
1385 Haskell Street  
Reno, Nevada 89509

North Lake Tahoe Marketing Cooperative  
PO Box 5459  
Tahoe City, California 96145

By: \_\_\_\_\_

By: \_\_\_\_\_

Ty Whitaker, COO

Andy Chapman, President/CEO

Date: \_\_\_\_\_

Date: \_\_\_\_\_

By: \_\_\_\_\_

Daphne Lange, Tourism Director

Date: \_\_\_\_\_



north lake tahoe

Chamber | CVB | Resort Association

## North Lake Tahoe Marketing Coop Committee Finance Report

Date: 06/24/19

To: North Lake Tahoe Marketing Coop Committee

From: Bonnie Bavetta, CFO

RE: Report for May 2019

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Summary of preliminary NLTMC financial results for May 31, 2019:

- Cash at month end of \$384,000 was \$103,000 less than prior year, primarily due to higher expenditures to day, offset partially by timing of NLTRA monthly funding
- Accounts payable and credit cards payable of \$146,000 were equivalent to prior year
- Unrestricted Net Asset balance of \$189,000 reflects the unspent funding balance from prior years
- Net income YTD of \$86,000 is \$268,000 less than the same date last year
  
- Net positive operating results for NLTMC YTD of \$86,000 were \$47,000 better than budget;
  - Consumer marketing expenditures of \$976,000 were \$3,000 below budget
  - Leisure sales expenditures of \$188,000 were \$28,000 under budget,
  - Public relations expenditures of \$238,000 were \$15,000 under budget,
  - Conference sales expenditures of \$116,000 were \$4,000 over budget
  - Trade show expenditures of \$93,000 were below budget \$17,000 due primarily to timing (Connect Marketplace in prepaid),
  - Committed and admin expenses of \$303,000 were over budget \$24,000, but included \$75,000 in unbudgeted expenditures for the Hidden Gems production which were being funded from prior years' excess funding balance. Other committed and admin expenses were under budget due to timing.

# **North Lake Tahoe Marketing Cooperative**

**Preliminary**

**Financial Statements for the Period Ending**

**May 31, 2019**

# North Lake Tahoe Marketing Cooperative

## Balance Sheet

As of May 31, 2019

Accrual Basis

	May 31, 19	May 31, 18	\$ Change	% Change	Jun 30, 18
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Checking/Savings</b>					
1000-00 · Cash	391,744	514,654	(122,910)	(24%)	479,914
<b>Total Checking/Savings</b>	391,744	514,654	(122,910)	(24%)	479,914
<b>Accounts Receivable</b>					
1200-00 · Accounts Receivable	12,086	64,835	(52,749)	(81%)	145,394
<b>Total Accounts Receivable</b>	12,086	64,835	(52,749)	(81%)	145,394
<b>Other Current Assets</b>					
1300 · Reimbursements Receivable	166	0	166	100%	0
1350-00 · Security Deposits	100	100	0	0%	100
<b>Total Other Current Assets</b>	266	100	166	166%	100
<b>Total Current Assets</b>	404,096	579,589	(175,493)	(30%)	625,408
<b>Other Assets</b>					
1400-00 · Prepaid Expenses	11,432	42,990	(31,558)	(73%)	6,289
<b>Total Other Assets</b>	11,432	42,990	(31,558)	(73%)	6,289
<b>TOTAL ASSETS</b>	415,528	622,579	(207,051)	(33%)	631,697
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
2000-00 · Accounts Payable	196,417	136,495	59,922	44%	442,239
<b>Total Accounts Payable</b>	196,417	136,495	59,922	44%	442,239
<b>Credit Cards</b>					
2080 · Bank of the West Credit Cards					
2080-02 · MC_4222 Jason	0	2,022	(2,022)	(100%)	0
2080-05 · MC_2107 Greg	0	5,414	(5,414)	(100%)	0
2080-09 · MC_3126 Sarah	0	12,169	(12,169)	(100%)	25
<b>Total 2080 · Bank of the West Credit Cards</b>	0	19,605	(19,605)	(100%)	25
<b>Total Credit Cards</b>	0	19,605	(19,605)	(100%)	25
<b>Other Current Liabilities</b>					
2400-00 · Suspense	0	14,789	(14,789)	(100%)	0
2700-00 · Due to NLTRA	97	0	97	100%	0
<b>Total Other Current Liabilities</b>	97	14,789	(14,692)	(99%)	0
<b>Total Current Liabilities</b>	196,514	170,889	25,625	15%	442,264
<b>Total Liabilities</b>	196,514	170,889	25,625	15%	442,264
<b>Equity</b>					
32000 · Unrestricted Net Assets	189,433	176,268	13,165	7%	176,268
Net Income	29,582	275,421	(245,839)	(89%)	13,164
<b>Total Equity</b>	219,015	451,689	(232,674)	(52%)	189,432
<b>TOTAL LIABILITIES &amp; EQUITY</b>	415,529	622,578	(207,049)	(33%)	631,696

**North Lake Tahoe Marketing Cooperative**

**A/R Aging Summary**

As of May 31, 2019

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Granlibakken Resort*	0.00	0.00	0.00	0.00	1,118.83	1,118.83
Hyatt Regency Lake Tahoe Resort*	0.00	0.00	2,750.00	0.00	93.65	2,843.65
IVCBVB	0.00	0.00	390.00	0.00	0.00	390.00
Resort at Squaw Creek*	0.00	0.00	0.00	0.00	4,557.59	4,557.59
The Landing Resort & Spa	0.00	0.00	0.00	0.00	1,279.91	1,279.91
The Village at Squaw Valley	0.00	0.00	0.00	250.00	1,646.48	1,896.48
<b>TOTAL</b>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>3,140.00</u></u>	<u><u>250.00</u></u>	<u><u>8,696.46</u></u>	<u><u>12,086.46</u></u>



**North Lake Tahoe Marketing Cooperative**  
**A/P Aging Summary**  
As of May 31, 2019

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Amber Burke	37.12	0.00	0.00	0.00	0.00	37.12
Anna Atwood	30.00	0.00	0.00	0.00	0.00	30.00
AugustineIdeas	55,817.24	0.00	0.00	0.00	0.00	55,817.24
Connect Association Marketplace	0.00	7,400.00	0.00	0.00	0.00	7,400.00
Development Counsellors International Ltd	133.97	0.00	0.00	0.00	0.00	133.97
FedEx	16.59	0.00	0.00	0.00	0.00	16.59
IVCB Visitors Bureau	4,527.78	0.00	0.00	0.00	0.00	4,527.78
NLTRA	13,481.02	0.00	0.00	0.00	0.00	13,481.02
Richter7	70,933.79	2,951.59	0.00	0.00	0.00	73,885.38
Sarah Winters	144.19	0.00	0.00	0.00	0.00	144.19
Sierra Web Design, Inc.	0.00	534.00	0.00	0.00	0.00	534.00
Smith & Jones, Inc.	2,899.22	11,551.57	0.00	0.00	0.00	14,450.79
The Abbi Agency, Inc	22,679.14	0.00	0.00	0.00	0.00	22,679.14
Visit Yosemite	280.00	0.00	0.00	0.00	0.00	280.00
Weidinger Public Relations	3,000.00	0.00	0.00	0.00	0.00	3,000.00
<b>TOTAL</b>	<b><u>173,980.06</u></b>	<b><u>22,437.16</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>196,417.22</u></b>

# North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

May 2019

	May 19	Budget	Jul '18 - May 19	YTD Budget	Annual Budget
<b>Income</b>					
4000-00 · LTIVCBVB Funding	45,619	45,619	875,496	875,496	942,000
4001-00 · NLTRA Funding	121,652	121,652	1,338,175	1,338,170	1,459,822
4004-00 · IVCBVB Entertainment	0	0	8,000	8,000	8,000
<b>Total Income</b>	<b>167,271</b>	<b>167,271</b>	<b>2,221,671</b>	<b>2,221,666</b>	<b>2,409,822</b>
<b>Gross Profit</b>	<b>167,271</b>	<b>167,271</b>	<b>2,221,671</b>	<b>2,221,666</b>	<b>2,409,822</b>
<b>Expense</b>					
<b>5000-00 · CONSUMER MARKETING</b>					
5001-00 · Broadcast / Radio - High Notes	6,013		19,484	20,000	20,000
5002-00 · Consumer Print	9,675	0	50,175	40,000	40,000
5002-01 · Native Display	0	4,000	13,713	42,000	50,000
5004-00 · Trip Advisor	9,814	11,458	97,909	83,541	95,000
5005-00 · Paid Social	13,220	3,150	124,401	110,250	135,000
5005-01 · Digital Display	11,693	4,700	133,558	99,066	115,004
5005-02 · Retargeting Video	0	490	0	8,500	10,000
5007-00 · Creative Production	31,564	10,000	182,419	111,000	121,000
5010-00 · Account Strategy & Management	7,000	7,000	77,000	77,000	84,000
5010-01 · Digital Management & Reporting	3,000	3,000	33,000	33,000	36,000
5010-02 · Website Strategy & Analysis	2,000	2,000	22,000	22,000	24,000
5013-00 · Outdoor	0	0	111,000	95,000	95,000
5015-00 · Video	0	0	13,993	22,000	25,000
5017-00 · Rich Media	3,183	12,500	48,183	37,500	50,000
5018-00 · Media Commission	6,710	4,913	83,779	86,295	98,796
5018-01 · Digital Ad Serving	546	625	1,155	6,875	7,500
5018-03 · Strategic Marketing Plan	0	0	0	3,500	3,500
5020-00 · Search Engine Marketing	1,583	1,500	41,929	42,000	50,000
5022-00 · Email	3,475	0	31,652	33,975	45,000
5023-00 · Additional Opportunities	0	0	0	40,479	40,479
5025-00 · Expedia	0	0	0	30,000	30,000
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>109,475</b>	<b>65,336</b>	<b>1,085,352</b>	<b>1,043,981</b>	<b>1,175,279</b>
<b>5110-00 · LEISURE SALES</b>					
5107-00 · Creative Production	0	500	12,536	2,000	2,500
5111-00 · FAMS - Domestic	0	0	947	1,000	1,250
5112-00 · Training / Sales Calls	47	0	1,622	3,500	3,500
5113-00 · Additional Opportunities	0	0	5,694	7,000	7,000
5115-00 · Travel Agent Incentive Program	1,000	0	1,000	1,000	1,000
5120-00 · Domestic - Trade Shows	0	0	2,843	4,750	4,750
5131-00 · FAMS -Intl - Travel Trade	1,879	750	2,218	6,500	6,500
5132-00 · FAMS -Intl - Media	1,175	1,000	7,365	11,000	12,000
5133-00 · Ski-Tops	689	0	1,226	3,250	3,250
5134-00 · Intl Marketing - Additional Opp	280	0	3,835	10,000	13,000
5136-00 · Tour Operator Brochure Support	0	0	5,500	6,000	6,000
5137-00 · Co-op Opportunities	0	2,500	6,139	13,000	13,000
5141-00 · Australian Sales Mission	0	5,500	2,456	5,500	5,500
5142-00 · UK Sales Mission	2,179	4,000	6,929	4,000	5,500
5143-00 · Mountain Travel Symposium	0	0	4,978	5,500	5,500
5144-00 · IPW - POW WOW	2,004	3,000	7,487	13,000	9,000
5145-00 · TIA Annual Dues	0	0	2,635	2,500	2,500
5146-00 · UK / Black Diamond	0	0	32,107	45,000	45,000
5147-00 · AUS / Gate 7	2,567	0	39,299	41,000	41,000
5149-00 · Mexico Program	0	0	4,860	5,000	5,000
5150-00 · China Program	0	0	5,238	8,500	8,500
5151-00 · RTO West	1,586	0	4,275	4,195	4,195
5152-00 · Go West	0	0	1,816	1,500	1,500
5154-00 · Canada					
5154-01 · Canada Sales Mission	30		7,263		
5154-00 · Canada - Other	0	0	27,456	25,000	25,000
<b>Total 5154-00 · Canada</b>	<b>30</b>	<b>0</b>	<b>34,719</b>	<b>25,000</b>	<b>25,000</b>
5155-00 · California Star Program	0		3,500	3,500	3,500
<b>Total 5110-00 · LEISURE SALES</b>	<b>13,434</b>	<b>17,250</b>	<b>201,225</b>	<b>233,195</b>	<b>235,445</b>
<b>5200-00 · PUBLIC RELATIONS</b>					
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,200	2,200	24,200	24,200	26,400
5201-00 · National, Regional, & Local PR	5,000	5,000	55,000	55,000	60,000
5202-00 · PR Program/ Content Dev - Blogs	1,800	1,800	19,800	19,800	21,600
5204-00 · Media Mission(s)	0	0	6,691	10,600	10,600
5206-00 · Digital Buy/ Social Media Boost	500	500	5,500	5,500	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	3,300	3,300	3,600
5208-00 · International Travel Media FAMS	0	0	9,053	9,000	12,000

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

May 2019

	May 19	Budget	Jul '18 - May 19	YTD Budget	Annual Budget
5209-00 · Domestic Travel Media FAMS	5,379	3,208	28,270	35,292	38,500
5210-00 · Content Dev - Newsletters	2,000	2,000	22,000	22,000	24,000
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	44,000	44,000	48,000
5212-00 · Social Giveaways & Contests	3,500	3,350	9,200	8,900	8,900
5213-00 · Facebook Live	0	0	1,500	4,860	6,480
5214-00 · Social Takeover	0	1,100	6,688	11,900	13,000
5215-00 · Content Campaign-Local Luminary	0	0	27,000	22,000	22,000
5200-00 · PUBLIC RELATIONS - Other	0		326		
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>24,679</b>	<b>23,458</b>	<b>262,529</b>	<b>276,352</b>	<b>301,080</b>
<b>6000-00 · CONFERENCE SALES</b>					
6002-00 · Destination Print	8,500	6,000	20,800	20,500	20,500
6003-00 · Geo-Fence Targeting	0		3,000	3,000	3,000
6004-00 · Email	2,700	850	12,800	9,350	10,200
6004-01 · Newsletter	0	0	0	4,300	5,950
6005-00 · Paid Media	1,581	1,234	8,686	11,364	12,154
6006-00 · CVENT	0		13,196	13,196	13,196
6007-00 · Creative Production	23,926	2,000	48,832	18,000	20,000
6008-00 · Conference PR / Social Outreach	1,000	1,000	11,000	11,000	12,000
6010-00 · Collateral Production	0	0	0	7,500	7,500
6018-00 · MCC Media Commission	1,534	1,051	9,041	8,022	8,450
6018-01 · MCC Digital Ad Serving	0		36	200	200
6019-00 · Conference Direct Partnership	0		0	5,000	5,000
6128-00 · HelmsBriscoe Strategic Partner	500	0	5,500	0	6,000
6152-00 · Client Events / Opportunities	220	0	15,524	10,500	18,000
6153-00 · Chicago Sales Rep Support	0	0	7,758	10,000	10,000
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>39,960</b>	<b>12,135</b>	<b>156,174</b>	<b>131,932</b>	<b>152,150</b>
<b>6100-00 · TRADE SHOWS</b>					
6111-00 · Site Inspections	424	1,000	5,751	6,000	7,000
6115-00 · Chicago Holiday Showcase	0	0	0	3,000	3,000
6116-00 · CalSAE Seasonal Spectacular	0	0	4,142	3,000	3,000
6118-00 · ASAE Annual	0		5,946	4,250	4,250
6120-00 · AFW Client Event	0		821	3,000	3,000
6120-01 · Sac River Cats Client Event	0		2,003	3,000	3,000
6127-00 · CalSAE Annual	1,240	0	6,870	6,700	6,700
6136-00 · Mountain Travel Symposium	0	0	674	4,895	4,895
6143-00 · Connect Marketplace	7,400	7,500	9,802	10,000	10,000
6144-00 · ASAE XDP	0	1,500	3,647	4,000	4,000
6150-01 · Luxury Meeting Summit Northwest	0	0	3,086	3,000	3,000
6150-02 · Luxury Summit Meeting Texas	0		5,769	4,500	4,500
6150-03 · Luxury Meeting Summit NorCal	0	0	1,650	2,800	2,800
6150-05 · Luxury Meeting Summit PHX/SD/OC	0		5,741	4,200	4,200
6151-00 · Destination CA	0	1,500	1,396	1,500	1,500
6154-00 · HelmsBriscoe ABC	418	1,500	5,205	5,500	5,500
6156-00 · Connect California	45	0	4,208	5,000	5,000
6156-02 · Connect Chicago	0	0	3,700	4,000	4,000
6156-03 · Connect New England	3,909	0	5,323	3,750	6,250
6156-04 · Connect Georgia	0		4,877	5,750	5,750
6157-00 · HPN Partner Conference	0		3,718	3,700	3,700
6157-01 · HPN Spring Training CE (RSCVA)	0	0	0	3,000	3,000
6160-00 · AllThingsMeetings Silicon Valley	0	1,000	1,038	1,500	1,500
6160-01 · AllThingsMeetings East Bay	0		1,756	2,000	2,000
6161-00 · Connect Southwest	0		3,700	4,450	4,450
6162-00 · Connect Tech & Medical	0		4,746	5,250	5,250
6163-00 · Connect Financial	0	0	4,697	5,250	5,250
6164-00 · Connect Mountain Incentive	0	0	5,299	5,250	5,250
6165-00 · Bay Area Client Appreciation	0	0	0	0	5,000
6166-00 · Sports Commission	0	0	795	2,900	2,900
6167-00 · Nor Cal DMO	0	0	429	3,500	4,500
6100-00 · TRADE SHOWS - Other	1,423		1,423		
<b>Total 6100-00 · TRADE SHOWS</b>	<b>14,859</b>	<b>14,000</b>	<b>108,210</b>	<b>124,645</b>	<b>134,145</b>
6106-00 · CalSAE Seasonal Spectacular	0		(2,537)		
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>					
5008-00 · Cooperative Programs	14,451	0	40,301	36,000	51,000
5009-00 · Fulfillment / Mail	154	0	10,513	13,000	13,000
5021-00 · RASC-Reno Air Service Corp	0	0	100,000	100,000	100,000
5123-00 · H SVC - High Sierra Visitors	0	0	2,000	2,250	2,250
7001-00 · Miscellaneous	288	250	599	2,750	3,000
7002-00 · CRM Subscription	833		9,167	10,000	10,000
7003-00 · IVCBVB Entertainment Fund	752	0	4,491	6,000	8,000
7004-00 · Research	422	0	7,282	21,000	45,000
7005-00 · Film Festival	0		15,000	15,000	15,000
7006-00 · Special Events	0	15,000	0	35,000	45,000

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

May 2019

	May 19	Budget	Jul '18 - May 19	YTD Budget	Annual Budget
7007-00 · Destimetrics / DMX	0	0	33,350	33,352	33,352
7008-00 · Opportunistic Funds	467	0	98,833	16,600	16,600
7009-00 · Tahoe Cam Usage	0	177	1,062	1,947	2,124
8700-00 · Automobile Expense*	181	200	4,295	2,200	2,400
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0		(5,779)		
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>17,547</b>	<b>15,627</b>	<b>321,114</b>	<b>295,099</b>	<b>346,726</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>					
8002-00 · Content Manager Contractor	3,583	3,750	39,417	41,250	45,000
8003-00 · Website Hosting Maintenance	534	0	20,605	20,000	20,000
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>4,117</b>	<b>3,750</b>	<b>60,021</b>	<b>61,250</b>	<b>65,000</b>
<b>Total Expense</b>	<b>224,071</b>	<b>151,556</b>	<b>2,192,089</b>	<b>2,166,454</b>	<b>2,409,825</b>
<b>Net Income</b>	<b>(56,800)</b>	<b>15,715</b>	<b>29,582</b>	<b>55,212</b>	<b>(3)</b>

# North Lake Tahoe Marketing Cooperative Profit & Loss

July 2018 through May 2019

Accrual Basis

	Jul '18 - May 19	Jul '17 - May 18	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding	875,496.00	856,322.00	19,174.00	2.2%
4001-00 · NLTRA Funding	1,338,175.00	1,267,606.00	70,569.00	5.6%
4004-00 · IVCBVB Entertainment	8,000.00	8,000.00	0.00	0.0%
<b>Total Income</b>	<b>2,221,671.00</b>	<b>2,131,928.00</b>	<b>89,743.00</b>	<b>4.2%</b>
<b>Gross Profit</b>	<b>2,221,671.00</b>	<b>2,131,928.00</b>	<b>89,743.00</b>	<b>4.2%</b>
<b>Expense</b>				
<b>5000-00 · CONSUMER MARKETING</b>				
5001-00 · Broadcast / Radio - High Notes	19,484.15	28,759.60	(9,275.45)	(32.3)%
5002-00 · Consumer Print	50,175.00	17,000.00	33,175.00	195.2%
5002-01 · Native Display	13,713.00	43,452.38	(29,739.38)	(68.4)%
5004-00 · Trip Advisor	97,909.24	58,899.42	39,009.82	66.2%
5005-00 · Paid Social	124,400.89	101,949.96	22,450.93	22.0%
5005-01 · Digital Display	133,558.48	125,919.32	7,639.16	6.1%
5007-00 · Creative Production	182,419.19	55,291.60	127,127.59	229.9%
5010-00 · Account Strategy & Management	77,000.00	77,000.00	0.00	0.0%
5010-01 · Digital Management & Reporting	33,000.00	33,000.00	0.00	0.0%
5010-02 · Website Strategy & Analysis	22,000.00	22,000.00	0.00	0.0%
5013-00 · Outdoor	111,000.00	116,350.00	(5,350.00)	(4.6)%
5015-00 · Video	13,993.42	27,591.66	(13,598.24)	(49.3)%
5017-00 · Rich Media	48,182.80	20,000.00	28,182.80	140.9%
5018-00 · Media Commission	83,778.97	83,685.36	93.61	0.1%
5018-01 · Digital Ad Serving	1,155.25	4,854.86	(3,699.61)	(76.2)%
5018-03 · Strategic Marketing Plan	0.00	3,500.00	(3,500.00)	(100.0)%
5019-00 · Experiential	0.00	58,910.21	(58,910.21)	(100.0)%
5020-00 · Search Engine Marketing	41,929.30	41,848.58	80.72	0.2%
5022-00 · Email	31,652.30	30,528.75	1,123.55	3.7%
5023-00 · Additional Opportunities	0.00	419.48	(419.48)	(100.0)%
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>1,085,351.99</b>	<b>950,961.18</b>	<b>134,390.81</b>	<b>14.1%</b>
<b>5110-00 · LEISURE SALES</b>				
5107-00 · Creative Production	12,536.35	3,016.25	9,520.10	315.6%
5111-00 · FAMS - Domestic	946.97	0.00	946.97	100.0%
5112-00 · Training / Sales Calls	1,621.80	4,019.21	(2,397.41)	(59.7)%
5113-00 · Additional Opportunities	5,694.31	8,755.78	(3,061.47)	(35.0)%
5115-00 · Travel Agent Incentive Program	1,000.00	1,000.00	0.00	0.0%
5116-00 · RSA Membership	0.00	695.00	(695.00)	(100.0)%
5120-00 · Domestic - Trade Shows	2,843.02	3,844.15	(1,001.13)	(26.0)%
5131-00 · FAMS -Intl - Travel Trade	2,217.78	3,098.99	(881.21)	(28.4)%
5132-00 · FAMS -Intl - Media	7,364.83	632.25	6,732.58	1,064.9%
5133-00 · Ski-Tops	1,226.34	3,036.29	(1,809.95)	(59.6)%
5134-00 · Intl Marketing - Additional Opp	3,835.00	8,381.50	(4,546.50)	(54.2)%
5135-00 · North American Journeys/Tour Op	0.00	1,950.00	(1,950.00)	(100.0)%
5136-00 · Tour Operator Brochure Support	5,500.00	4,500.00	1,000.00	22.2%
5137-00 · Co-op Opportunities	6,139.00	7,522.23	(1,383.23)	(18.4)%
5141-00 · Australian Sales Mission	2,455.55	0.00	2,455.55	100.0%
5142-00 · UK Sales Mission	6,928.67	2,867.39	4,061.28	141.6%
5143-00 · Mountain Travel Symposium	4,978.01	7,823.77	(2,845.76)	(36.4)%
5144-00 · IPW - POW WOW	7,487.25	10,133.37	(2,646.12)	(26.1)%
5145-00 · TIA Annual Dues	2,635.00	2,550.00	85.00	3.3%
5146-00 · UK / Black Diamond	32,107.07	30,292.90	1,814.17	6.0%
5147-00 · AUS / Gate 7	39,299.39	25,906.12	13,393.27	51.7%
5149-00 · Mexico Program	4,860.03	13,428.39	(8,568.36)	(63.8)%
5150-00 · China Program	5,238.35	287.57	4,950.78	1,721.6%
5151-00 · RTO West	4,275.46	3,006.22	1,269.24	42.2%
5152-00 · Go West	1,815.87	4,367.19	(2,551.32)	(58.4)%
5154-00 · Canada				
5154-01 · Canada Sales Mission	7,263.15	0.00	7,263.15	100.0%
5154-00 · Canada - Other	27,456.16	0.00	27,456.16	100.0%
<b>Total 5154-00 · Canada</b>	<b>34,719.31</b>	<b>0.00</b>	<b>34,719.31</b>	<b>100.0%</b>
5155-00 · California Star Program	3,500.00	0.00	3,500.00	100.0%
<b>Total 5110-00 · LEISURE SALES</b>	<b>201,225.36</b>	<b>151,114.57</b>	<b>50,110.79</b>	<b>33.2%</b>
<b>5200-00 · PUBLIC RELATIONS</b>				
5200-01 · Strategy, Reporting, Mgmt, Etc.	24,200.00	20,000.00	4,200.00	21.0%
5201-00 · National, Regional, & Local PR	55,000.00	50,000.00	5,000.00	10.0%
5202-00 · PR Program/ Content Dev - Blogs	19,800.00	18,000.00	1,800.00	10.0%
5203-00 · International Public Relations	0.00	15,000.00	(15,000.00)	(100.0)%
5204-00 · Media Mission(s)	6,691.30	11,537.07	(4,845.77)	(42.0)%
5206-00 · Digital Buy/ Social Media Boost	5,500.00	5,000.00	500.00	10.0%

# North Lake Tahoe Marketing Cooperative Profit & Loss

Accrual Basis

July 2018 through May 2019

	Jul '18 - May 19	Jul '17 - May 18	\$ Change	% Change
5207-00 · Content Campaigns/Tools-My Emma	3,300.00	3,081.00	219.00	7.1%
5208-00 · International Travel Media FAMS	9,052.60	7,983.47	1,069.13	13.4%
5209-00 · Domestic Travel Media FAMS	28,269.96	15,316.31	12,953.65	84.6%
5210-00 · Content Dev - Newsletters	22,000.00	20,000.00	2,000.00	10.0%
5211-00 · Social Media Strategy & Mgmt	44,000.00	41,100.00	2,900.00	7.1%
5212-00 · Social Giveaways & Contests	9,200.00	6,150.00	3,050.00	49.6%
5213-00 · Facebook Live	1,500.00	3,000.00	(1,500.00)	(50.0)%
5214-00 · Social Takeover	6,688.34	7,300.00	(611.66)	(8.4)%
5215-00 · Content Campaign-Local Luminary	27,000.00	17,400.00	9,600.00	55.2%
5200-00 · PUBLIC RELATIONS - Other	326.43	0.00	326.43	100.0%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>262,528.63</b>	<b>240,867.85</b>	<b>21,660.78</b>	<b>9.0%</b>
<b>6000-00 · CONFERENCE SALES</b>				
6002-00 · Destination Print	20,800.00	13,971.25	6,828.75	48.9%
6003-00 · Geo-Fence Targeting	3,000.00	1,250.40	1,749.60	139.9%
6004-00 · Email	12,800.00	15,200.00	(2,400.00)	(15.8)%
6005-00 · Paid Media	8,685.83	10,584.61	(1,898.78)	(17.9)%
6006-00 · CVENT	13,196.46	10,400.00	2,796.46	26.9%
6007-00 · Creative Production	48,832.38	18,577.50	30,254.88	162.9%
6008-00 · Conference PR / Social Outreach	11,000.00	10,000.00	1,000.00	10.0%
6010-00 · Collateral Production	0.00	7,350.52	(7,350.52)	(100.0)%
6018-00 · MCC Media Commission	9,041.48	6,651.11	2,390.37	35.9%
6018-01 · MCC Digital Ad Serving	35.95	0.00	35.95	100.0%
6128-00 · HelmsBriscoe Strategic Partner	5,500.00	5,000.00	500.00	10.0%
6152-00 · Client Events / Opportunities	15,524.09	1,979.13	13,544.96	684.4%
6153-00 · Chicago Sales Rep Support	7,758.03	3,425.00	4,333.03	126.5%
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>156,174.22</b>	<b>104,389.52</b>	<b>51,784.70</b>	<b>49.6%</b>
<b>6100-00 · TRADE SHOWS</b>				
6103-00 · MPI - Cascadia	0.00	1,500.00	(1,500.00)	(100.0)%
6111-00 · Site Inspections	5,751.00	4,608.88	1,142.12	24.8%
6115-00 · Chicago Holiday Showcase	0.00	3,565.73	(3,565.73)	(100.0)%
6116-00 · CalSAE Seasonal Spectacular	4,141.82	3,827.99	313.83	8.2%
6118-00 · ASAE Annual	5,945.97	0.00	5,945.97	100.0%
6120-00 · AFW Client Event	820.83	3,315.72	(2,494.89)	(75.2)%
6120-01 · Sac River Cats Client Event	2,002.97	1,001.48	1,001.49	100.0%
6120-02 · SF Giants Client Event	0.00	(101.87)	101.87	100.0%
6127-00 · CalSAE Annual	6,869.64	6,074.14	795.50	13.1%
6136-00 · Mountain Travel Symposium	673.50	2,754.68	(2,081.18)	(75.6)%
6143-00 · Connect Marketplace	9,802.34	9,909.86	(107.52)	(1.1)%
6144-00 · ASAE XDP	3,646.88	2,300.87	1,346.01	58.5%
6146-00 · UC Vendor Fair	0.00	390.60	(390.60)	(100.0)%
6150-00 · Luxury Meeting Summit MA/CT/NY	0.00	2,342.42	(2,342.42)	(100.0)%
6150-01 · Luxury Meeting Summit Northwest	3,086.06	2,065.32	1,020.74	49.4%
6150-02 · Luxury Meeting Meeting Texas	5,769.33	2,967.37	2,801.96	94.4%
6150-03 · Luxury Meeting Summit NorCal	1,650.00	0.00	1,650.00	100.0%
6150-05 · Luxury Meeting Summit PHX/SD/OC	5,741.10	1,458.12	4,282.98	293.7%
6151-00 · Destination CA	1,396.31	1,227.90	168.41	13.7%
6154-00 · HelmsBriscoe ABC	5,204.65	4,941.73	262.92	5.3%
6156-00 · Connect California	4,207.88	1,512.89	2,694.99	178.1%
6156-02 · Connect Chicago	3,700.00	0.00	3,700.00	100.0%
6156-03 · Connect New England	5,322.96	9,677.99	(4,355.03)	(45.0)%
6156-04 · Connect Georgia	4,876.75	5,128.84	(252.09)	(4.9)%
6157-00 · HPN Partner Conference	3,717.80	3,436.59	281.21	8.2%
6160-00 · AllThingsMeetings Silicon Valley	1,038.15	1,212.61	(174.46)	(14.4)%
6160-01 · AllThingsMeetings East Bay	1,756.44	1,069.10	687.34	64.3%
6160-02 · AllThingsMeetings - SF	0.00	784.30	(784.30)	(100.0)%
6161-00 · Connect Southwest	3,700.00	0.00	3,700.00	100.0%
6162-00 · Connect Tech & Medical	4,745.85	0.00	4,745.85	100.0%
6163-00 · Connect Financial	4,696.57	0.00	4,696.57	100.0%
6164-00 · Connect Mountain Incentive	5,298.63	0.00	5,298.63	100.0%
6166-00 · Sports Commission	795.00	0.00	795.00	100.0%
6167-00 · Nor Cal DMO	429.00	0.00	429.00	100.0%
6100-00 · TRADE SHOWS - Other	1,422.90	0.00	1,422.90	100.0%
<b>Total 6100-00 · TRADE SHOWS</b>	<b>108,210.33</b>	<b>76,973.26</b>	<b>31,237.07</b>	<b>40.6%</b>
6106-00 · CalSAE Seasonal Spectacular	(2,537.14)	0.00	(2,537.14)	(100.0)%
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5008-00 · Cooperative Programs	40,301.36	45,346.50	(5,045.14)	(11.1)%
5009-00 · Fulfillment / Mail	10,513.33	9,957.44	555.89	5.6%
5021-00 · RASC-Reno Air Service Corp	100,000.00	100,000.00	0.00	0.0%
5122-00 · SSMC Shipping - Sierra Ski Mkt	0.00	53,636.41	(53,636.41)	(100.0)%
5123-00 · HSVC - High Sierra Visitors	2,000.00	2,000.00	0.00	0.0%
7001-00 · Miscellaneous	599.13	2,571.19	(1,972.06)	(76.7)%
7002-00 · CRM Subscription	9,166.63	10,000.00	(833.37)	(8.3)%

**North Lake Tahoe Marketing Cooperative  
Profit & Loss**

Accrual Basis

July 2018 through May 2019

	Jul '18 - May 19	Jul '17 - May 18	\$ Change	% Change
7003-00 · IVCBVB Entertainment Fund	4,490.50	5,307.58	(817.08)	(15.4)%
7004-00 · Research	7,282.07	3,795.03	3,487.04	91.9%
7005-00 · Film Festival	15,000.00	15,000.00	0.00	0.0%
7007-00 · Destimetrics / DMX	33,350.00	31,204.00	2,146.00	6.9%
7008-00 · Opportunistic Funds	98,833.37	3,531.00	95,302.37	2,699.0%
7009-00 · Tahoe Cam Usage	1,062.00	0.00	1,062.00	100.0%
8700-00 · Automobile Expense*	4,294.51	4,126.55	167.96	4.1%
7000-00 · COMMITTED & ADMIN EXPENSES - Other	(5,779.00)	0.00	(5,779.00)	(100.0)%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>321,113.90</b>	<b>286,475.70</b>	<b>34,638.20</b>	<b>12.1%</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	39,416.63	39,416.63	0.00	0.0%
8003-00 · Website Hosting Maintenance	20,604.63	6,307.99	14,296.64	226.6%
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>60,021.26</b>	<b>45,724.62</b>	<b>14,296.64</b>	<b>31.3%</b>
<b>Total Expense</b>	<b>2,192,088.55</b>	<b>1,856,506.70</b>	<b>335,581.85</b>	<b>18.1%</b>
<b>Net Income</b>	<b>29,582.45</b>	<b>275,421.30</b>	<b>(245,838.85)</b>	<b>(89.3)%</b>



## MEMORANDUM

Date: July 3, 2019

TO: North Lake Tahoe Marketing Cooperative

FROM: Amber Burke, Director of Marketing, NLTRA

RE: North Lake Tahoe Marketing Cooperative – Meeting Schedule

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### **Action Requested:**

Establish the NLT Marketing Cooperative Meeting Schedule through July 2020.

### **Background:**

Staff would like to get future NLT Marketing Cooperative meeting on everyone's calendar and make sure they are aligning with the two organizational meetings to create efficiencies.

### **Dates:**

- July 10, 2019
- August 14, 2019
- October 9, 2019
- December 11, 2019
- February 12, 2020
- April 8, 2020
- June 10, 2020
- July 8, 2020

Staff recommends 3pm – 5pm for meeting times and the locations would alternate between Tahoe City and Incline Village.

### **Fiscal Impact:**

No fiscal impact.

### **Attachments:**

- NLTRA & IVCBVB Meeting Schedule



## NLTRA & IVCBVB Meeting Schedules

2019			2020		
IVCBVB - BOD	6/19		IVCBVB - BOD	DARK	
NLTRA -TD	6/25		NLTRA -TD	DARK	
NLTRA - BOD	DARK		NLTRA - BOD	1/8	
NLT Coop	7/10	Budget/SOW Approvals			
			IVCBVB - BOD	1/15	
IVCBVB - BOD	7/17		NLTRA - In-Mkt TD	1/28	
NLTRA - In-Mkt TD	DARK		NLTRA -TD	1/28	
NLTRA -TD	DARK		NLTRA - BOD	2/5	
NLTRA - BOD	8/7		NLT Coop	2/12	
NLT Coop	8/14				
			IVCBVB - BOD	2/19	
IVCBVB - BOD	DARK		NLTRA -TD	2/25	
NLTRA -TD	8/27		NLTRA - BOD	3/4	
NLTRA - BOD	9/4				
			IVCBVB - BOD	3/18	
IVCBVB - BOD	9/18		NLTRA - In-Mkt TD	3/24	
NLTRA - In-Mkt TD	9/24		NLTRA -TD	3/24	
NLTRA -TD	9/24		NLTRA - BOD	4/1	
NLTRA - BOD	10/2		NLT Coop	4/8	Summer Approvals
NLT Coop	10/9	Winter Approvals			
			IVCBVB - BOD	4/15	
IVCBVB - BOD	10/16		NLTRA -TD	4/28	
NLTRA -TD	10/29		NLTRA - BOD	5/6	
NLTRA - BOD	11/6				
			IVCBVB - BOD	5/20	
IVCBVB - BOD	11/20		NLTRA - In-Mkt TD	5/26	
NLTRA - In-Mkt TD	11/19		NLTRA -TD	5/26	
NLTRA -TD	11/19		NLTRA - BOD	6/3	
NLTRA - BOD	12/4		NLT Coop	6/10	
NLT Coop	12/11				
			IVCBVB - BOD	6/17	
			NLTRA - TD	6/23	
			NLTRA - BOD	7/1	
			NLT Coop	7/8	Budget/SOW Approvals
IVCBVB BOD - 3rd Wednesday of the month					
NLTRA In-Mkt TD - Bi-monthly, aligns with TD Meetings					
NLTRA TD - Typically 4th Tuesday of the month (aligns with NLTRA BOD meetings - week prior)					
NLTRA BOD - 1st Wednesday of the month					
NLT Coop - 2nd Wednesday of the month					