

trends throughout the year. Data is available for peak and non-peak periods, as well as visitor spending once they are in the region. This data helped to inform us that Canada was our largest international market. As a result we launched in-market representation in Canada during 2018/19. Germany was in the top five international markets with increased visitation in all quarters, including our region's need periods. As a result of this data, we are launching representation in Germany for 2019/20.

#### **Reporting Documents and Other Items**

- Delivery of semi-annual and annual report showcasing plan implementation and results  
The semi-annual report outlining results at that time was submitted, and the annual report is presented here.
- Seasonal campaign re-caps will be provided noting any new or changed items based on ongoing performance evaluation by agencies and staff or opportunities approved by the Board of Directors, Tourism Development Committee and Marketing Coop Committee.  
Regular seasonal campaign recaps have been provided to the Board of Directors, Tourism Development Committee and Marketing Coop Committee, and are included in documentation uploaded to the County.
- Complete an evaluation of the Conference department in Q1 to better understand shifts in technologies relating to reduced commissions and direct leads to best serve our lodging businesses  
The conference sales team completed a DMO comparison study that was provided to leadership internally and to the Board of Directors. The study included DMO information from Monterey, Sonoma, Napa, Park City, Santa Cruz, Mammoth Lakes and South Lake Tahoe. Out of this research came three large shifts in the conference sales department:
  - Ending hotel commissions
  - Ending conference membership dues program
  - Removing South Lake Tahoe hotels from our sales channelsChanges in Conference business will continue to be evaluated to align our efforts to best serve our region's lodging partners.

Annual Performance indicators can be amended with Placer County approval based on:

- Travel/Tourism industry best practices
- Prior year research results
- Consumer Marketing best practices
- Shifts when metrics are not achieved or as warranted based on market and/or product changes

#### **Task #4. VISITOR INFORMATION SERVICES**

GOAL: Provide comprehensive information to visitors to eastern Placer County, as part of the North Lake Tahoe region, to enhance the visitor experience, reduce visitor impacts, encourage longer stays, return visitation, and increased economic activity.

Tasks:

1. Provide 364 days of operation at the Tahoe City Visitors Center.
2. Resume operations of the summer-season Visitor Center at Kings Beach State Recreation Area.
3. Assist in development, content and distribution of the bi-annual North Lake Tahoe Official Visitor Guide.
4. Educate eastern Placer County lodging properties about the services and benefits provided by Placer County through the contract with NLTRA.
5. Regularly distribute information concerning events, training and business opportunities to lodging operators and local businesses.
6. Survey guests of the Visitor Center to better understand visitor demographics and travel patterns.
7. Increase net revenue for Visitor Center.
8. Ensure proper signage and décor is in place to entice visitation at the Visitors Center

Performance Indicators:

1. Provide 364 days of operation (closed Christmas Day) at the Tahoe City Visitors Center.
  - a. Develop three programs to increase visitors served in visitor information centers over FY 2017-2018  
The Chamber was open 363 days during 2018/19. It was necessary to close one unplanned day due to excessive snow. Visitors served in 2018/19 of 62,496 decreased 1% from 2017/18. Although, visitors requesting information via email increased 6.9% over 2017/18 and all emails are responded to within 24-hours.  
Three programs utilized in an effort to increase visitors served included a Squaw Dogs event at the center during Snowfest, an Artist Collaborative event at the center, and the addition of outdoor signage and flags.
2. Resume operations of the summer-season (June 21 – September 10) Visitor Center at Kings Beach State Recreation Area.
  - a. Increase days of operations at Kings Beach State Recreation Area summer season (June 21 – September 10) to seven days per week  
Visitor services at Kings Beach were provided seven days per week
3. Assist in development, content and distribution of the bi-annual North Lake Tahoe Official Visitor Guide.
  - a. Increase distribution of Visitors Guide by including in various gift bags and at events; kiosks within regional airports  
NLTRA assisted in the development of content for the Visitors Guide. Guides were distributed in gift bags throughout the year, including at Hot



August Nights, and distributed at the Placer County booth in the California State Fair. Additionally, guides were made available in an outside display rack at the Visitors Center. Guides were available in the Reno-Tahoe airport.

- b. Maintain information kiosk in the RSCVA (downtown Reno) and determine costs for adding a kiosk in the Reno-Tahoe International Airport and Sacramento International Airport.

Visitors Guides are available at the RSCVA kiosk in downtown Reno. After a cost evaluation, it was determined guides should be made available in the Reno-Tahoe airport, but not in the Sacramento airport.

- 4. Educate eastern Placer County lodging properties about the services and benefits provided by Placer County through the contract with NLTRA.

- a. Develop bi-annual training programs in the Visitors Center.

The Visitor Center welcomed front-line and concierge staff for a free 1-hour training to learn about the range of resources offered through the Visitor Center; marketing tools to promote the North Tahoe destination, and What's New information in the form of talking points and seasonal press releases. The interactive training included guest presenter, Jaime Wright, who serves as Executive Director for the Truckee North Tahoe Transportation Management Association. Jaime provided updates and resources to encourage public transit during peak season months. Educational videos were also shown from the online video series housed on GoTahoeNorth.com and funded by Placer County in 2017/18.

- b. Update, change, publish and distribute Neighborhood Maps in eastern Placer County, as part of the North Lake Tahoe region  
Neighborhood maps continue to be distributed throughout the region.  
Maps will be updated when the current supply is reduced.

- 5. Regularly distribute information concerning events, training and business opportunities to lodging operators and local businesses.

Communications about events, trainings and business news are sent to over 1,500 local business contacts via email. The Visitor Center staff also utilizes real-time information to assist with local requests and visitor inquiries.

Event calendars on GoTahoeNorth.com and NLTRA.org are regularly referenced by Visitor Center staff to help direct locals and visitors alike. A community bulletin board within the center is also utilized by local businesses to promote events.

Seasonally, the Visitor Center produces informational one-sheets on itinerary recommendations for guests. These are themed by activity and reflect the branding of the new NLTRA.org website.

The Visitor Center also integrated the Tahoe Treasures campaign by downloading and printing the guide as a resource for guests.

- a. Develop updated training videos for front line hospitality staff  
Training videos have not been completed and are scheduled for completion in 2019/20
  - b. Provide a final report on hospitality training which includes number of staff who have completed the training and their feedback on content.  
The training was offered 13 times in 2018/19 (nine training dates/times in winter; four training dates/times in spring). In total, 23 people attended the series, and each received a certificate of completion.  
Staff also requested participant feedback on training content immediately following each session. All comments were positive.
6. Survey guests of the Visitor Center to better understand visitor demographics and travel patterns.
- a. Develop a customer service survey for guests of the Visitor Centers to evaluate service quality, offerings, and methods for information distribution.  
A formal visitor survey was implemented in August 2018 to capture additional visitor data and better understand visitor demographics. A total of 267 surveys were conducted in 2018/19.
  - b. Complete report on customer survey results; prepare recommendations.  
A total of 267 surveys were conducted in 2018/19. Findings include:

Geography: Where are you visiting from?

- 43% of respondents were residents of Northern California
- 14% Southern California
- 12% Nevada
- 3% Arizona
- 2% or less: PA, MI, IL, CO, OR, NY, FL, TX, VA, MD, GA, MT, RI, NC, SC, TN, OH, WI, KS, LA, UT, WA

Trip Planning: How did you hear about North Lake Tahoe?

Friends and Family (35%), prior visits (35%), Social Media (3%), Internet (2%) and the rest through traditional sources: Brochures, TV, Travel Agents (> 2% each)

Transportation: How are you getting around North Lake Tahoe?

Most traveled to North Lake Tahoe by car (81%), by air (9%), by rental car (8%), other (2%)

Size Demographics: Who are you traveling with?



The travel party was generally comprised of family/children (42%), spouse/partner (33%), friends (15%), lone travelers (6%) and other, which consisted of traveling with grandparents, pets, tours and business. (4%). The average travel party was 3.8 people.

Lodging Type: What type of accommodations are you staying in?  
Most overnight visitors were staying in paid lodging (46%) with 28% in traditional hotels, condos, resorts, inns and 18% in VRBO/AirbNb. Additionally, two important segments of overnight visitors are those staying with family and friends (6%) and vacation homes or timeshares (14%). Survey data shows that locals come into the visitor center (13%) and many were day visitors (13%). The average stay was 4.7 nights.

Reason for Visit: What brought you to North Lake Tahoe?  
The primary motivation for visiting Lake Tahoe was for leisure and sightseeing (40%) and outdoor recreation (36%), followed distantly by visiting friends (7%). State parks, events, dining and shopping came in at less than 2% each. 5% of survey takers were residents

What social sites do visitors use to share their experiences  
39% use Facebook  
29% use Instagram  
21% other  
6% use Review Websites  
3% use Snapchat  
2% use Pinterest

How Are We Doing: How satisfied were you with the Visitor Center?

- 96% of visitors were extremely satisfied with the overall guest service at the Visitor Center
- 94% of visitors were extremely satisfied that the information met their needs
- 93% of visitors were extremely satisfied with the overall experience at the visitor center

7. Increase net revenue for Visitor Center.
  - a. Evaluate sales from Mobile VIC Units (Kings Beach; Booth)  
It was determined it would not be cost effective to sell merchandise at the King Beach venue. Control of merchandise and funds were also a consideration
  - b. Evaluate and modify inventory and expand sales strategies to increase revenue  
The Visitor Center achieved an 18.84% increase in revenue over 2017/18.

- c. Identify retail training opportunities.  
Retail training opportunities are being evaluated and will be undertaken in 2019/20
- 8. Ensure proper signage and décor is in place to entice visitation at the Visitors Center
  - a. Amplify experiential offerings, signage, swag and beautification of the mobile booth; add POS component to increase off-site sales  
A new booth and more prominent location have improved the Kings Beach presence and increased visitors served. After evaluation, it was determined we would not offer retail merchandise at the Kings Beach location. Other off-site sales opportunities have been minimal. An iPad and Square device have been acquired to enable sales as opportunities present themselves.
  - b. Enhance Visitors Center with larger conference/meeting/event space, appropriately designed retail space and film features to entice customers to stay longer and engage with visitor information.  
Remodeling of the Center was deferred for further study, and to redirect the budgeted funds to outreach and education for a potential TBID



**Attachment A**

**North Lake Tahoe Resort Association  
CONFERENCE EQUITY ANALYSIS 2018/19  
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## CONFERENCE EQUITY ANALYSIS SUMMARY SHEET

### Analysis of Conferences Expenses As a Percent of Revenue By County (1)

Conference Expense to Room Revenue by County	2015-2016	2016-2017	2017-2018	2018-2019	4YR Average
Total Net Placer County Conference Expense (2)	\$392,442	\$402,824	\$403,327	\$455,221	\$413,454
Total Net Placer County Room Revenue (4)	\$2,101,795	\$3,205,061	\$1,354,725	\$1,838,627	\$2,125,052
Placer Conference Expense to Room Revenue %	19%	13%	30%	25%	21%
Total Washoe County Conference Expense (3)	\$171,656	\$219,382	\$208,075	\$238,985	\$209,524
Total Washoe County Room Revenue (4)	\$139,002	\$664,654	\$704,266	\$314,610	\$455,633
Washoe Conference Expense to Room Revenue %	123%	33%	30%	76%	47%

### Analysis of Conference Expenses relative to the percentage of Revenue Realized by County

Conference Expense to Conference Revenue Percentage by County	2015-2016	2016-2017	2017-2018	2018-2019	4YR Average
Total Placer County Conference Expense %	70%	65%	66%	66%	66%
Total Placer County Room Revenue % (4)	91%	83%	64%	85%	81%
Total Washoe County Conference Expense %	30%	35%	34%	34%	34%
Total Washoe County Room Revenue % (4)	6%	17%	33%	15%	18%

(1) Attachment 1 supports the summary information presented in these charts and is cross referenced to the financial statements in Attachments 2 and 2.1

(2) Expense data source: audited financial statements (Attachment 2 Co-Op Statement of Activities,

Attachment 2.1 NLTRA Statement of Activities)

(3) Washoe County Conference expense is comprised of two elements, the prorata share based on the funding split and an administrative burden (Attachment 3)

(4) Room revenue and groups arrived source data: monthly NLTRA 'ACT' Reports (Attachment 4)



# ATTACHMENT 1

<b>NLTRA/IVCBVB Funding Split</b> <i>(funding and expense data supported by NLTRA financial statements)</i>	Ref to Attach 2 and 2.1	2015/2016 Actual	2016/2017 Actual	2017/2018 Actual	2018/2019 Preliminary	4 Year Average
Funding Split (See Attachment 2)						
NLTRA	a	63%	59%	60%	61%	61%
IVCBVCB	b	37%	41%	40%	39%	39%
Total Conference Expense (See Attachment 2.1)	c	\$391,426	\$403,422	\$396,820	\$407,285	\$399,738
Less:						
Marketing Co-op (See Attachment 2.1)	d	\$119,505	\$110,000	\$110,000	\$123,219	\$115,681
Programs/Conf PUD (See Attachment 2.1)	e	\$0	\$0	\$0	\$0	\$0
Total Placer Conference Operating Expense	c-d-e=f	\$271,921	\$293,422	\$286,820	\$284,066	\$284,057
Conference Expense from Co-op	g	\$102,550	\$126,538	\$122,964	\$171,241	\$130,823
Conference Expense from Co-op (See Attachment 2)	h	\$96,002	\$104,787	\$80,213	\$114,904	\$98,976
Conference Trade Shows (See Attachment 2)	g+h=i	\$198,552	\$231,325	\$203,176	\$286,145	\$229,800
Co-op Conf Expense to be Alloc Between Placer and Washoe						
Allocated Conference Expense by County						
Washoe	i*b=j	\$73,065	\$94,566	\$80,687	\$111,597	\$89,979
Placer	i*a=k	\$125,487	\$136,759	\$122,489	\$174,548	\$139,821
Gross Total Placer County Conference Expense	f+k=l	\$397,407	\$430,181	\$409,309	\$458,614	\$423,878
Less Non-Placer County Commissions (Washoe only)	m	\$4,965	\$27,357	\$5,982	\$3,393	\$10,424
Total Net Placer County Conference Expense	l-m=n	\$392,442	\$402,824	\$403,327	\$455,221	\$413,454
Total Washoe Conference Marketing Expense	j	\$73,065	\$94,566	\$80,687	\$111,597	\$89,979
Total Washoe Conference Operations Expense (see Attachment 3)	o	\$98,591	\$124,816	\$127,388	\$127,388	\$119,546
Total Washoe County Conference	j+o=p	\$171,656	\$219,382	\$208,075	\$238,985	\$209,524
Total Conference Expenses	n+p=q	\$564,099	\$622,206	\$611,402	\$694,206	\$622,978
Total Placer Conference Expense %	n/q	70%	65%	66%	66%	66%
Total Washoe Conference Expense %	p/q	30%	35%	34%	34%	34%

<b>Conference Sales by Category (See Attachment 4)</b>	2015/2016	2016/2017	2017/2018	2018/19	4YR Average
Groups					
Placer	80%	78%	73%	75%	77%
Washoe	12%	18%	23%	25%	19%
Room Nights					
Placer	96%	76%	64%	86%	81%
Washoe	1%	23%	33%	14%	18%
Room Revenue					
Placer	91%	83%	64%	85%	81%
Washoe	6%	17%	33%	15%	18%

<b>Conference Expense to Conference Revenue Percentage by County</b>	2015/2016	2016/2017	2017/2018	2018/19	4YR Average
Total Placer County Conference Expense %	70%	65%	66%	66%	66%
Total Placer County Room Revenue %	91%	83%	64%	85%	81%
Total Washoe County Conference Expense %	30%	35%	34%	34%	34%
Total Washoe County Room Revenue %	6%	17%	33%	15%	18%

<b>Conference Expense to Room Revenue by County</b>	2015/2016	2016/2017	2017/2018	2018/19	4YR Average
Total Net Placer County Conference Expense	\$392,442	\$402,824	\$403,327	\$455,221	\$413,454
Total Net Placer County Room Revenue	\$2,101,795	\$3,205,061	\$1,354,725	\$1,838,627	\$2,181,827
Placer Conference Expense to Room Revenue %	19%	13%	30%	25%	19%
Total Washoe County Conference Expense	\$171,656	\$219,382	\$208,075	\$238,985	\$209,524
Total Washoe County Room Revenue	\$139,002	\$664,654	\$704,266	\$314,610	\$448,712
Washoe Conference Expense to Room Revenue %	123%	33%	30%	76%	47%

<b>Conference Expense to Groups Arrived Percentage by County</b>	2015/2016	2016/2017	2017/2018	2018/19	4YR Average
Total Placer County Conference Expense %	70%	65%	66%	66%	66%
Total Placer County Groups Arrived %	80%	78%	73%	75%	77%
Total Washoe County Conference Expense %	30%	35%	34%	34%	34%
Total Washoe County Groups Arrived %	12%	18%	23%	25%	19%

**ATTACHMENT 2****North Lake Tahoe Marketing Cooperative****Statement of Activities****For the Twelve Months Ending June 30**

	Attach 1 Ref	2015/2016 Actual	2016/2017 Actual	2017/2018 Actual
<b>Revenues</b>				
IVCBVCB Funding		\$ 630,000	\$ 877,000	\$ 922,000
IVCBVCB Entertainment Funding			\$ 8,000	\$ 8,000
NLTRA Funding		\$ 1,082,000	\$ 1,279,871	\$ 1,411,821
Partner Contributions				
<b>Total Revenues</b>		<b>\$ 1,712,000</b>	<b>\$ 2,164,871</b>	<b>\$ 2,341,821</b>
NLTRA Funding Percentage	a	63%	59%	60%
IVCBVCB Funding Percentage	b	37%	41%	40%
<b>Expenses</b>				
Marketing		\$ 805,750	\$ 1,048,866	\$ 1,163,359
Leisure Sales/Tour & Travel		\$ 135,105	\$ 174,278	\$ 209,898
Public Relations		\$ 130,653	\$ 213,983	\$ 298,974
Conference	g	\$ 102,550	\$ 126,538	\$ 122,964
Conference Trade Shows		\$ 96,002	\$ 104,787	\$ 80,213
Web Manager		\$ 79,783	\$ 57,194	\$ 60,261
Committed and Administration		\$ 299,009	\$ 322,344	\$ 392,988
<b>Total Expenses</b>		<b>\$ 1,648,852</b>	<b>\$ 2,047,991</b>	<b>\$ 2,328,656</b>
<b>Net Income/Loss</b>		<b>\$ 63,148</b>	<b>\$ 116,880</b>	<b>\$ 13,165</b>



## ATTACHMENT 2.1

### North Lake Tahoe Resort Association Conference Department Statement of Activities For the Twelve Months Ending June 30

	Attach 1 Ref	2014/2015 Actual Conference	2015/2016 Actual Conference	2016/2017 Actual Conference	2017/18 Actual Conference	2017/18 Preliminary Conference
<b>Revenue and Other Support</b>						
Member Dues		\$ 4,675	\$ 8,412	\$ 7,700	\$ 11,000	\$ 6,829
Special Events & Functions						
Miscellaneous						
Commissions & Booking Fees		118,287	188,358	109,912	65,176	74,858
Retail Sales & Other						
Interest & Investment Income						
Placer County Funding		320,580	312,083	269,435	320,644	358,243
<b>Total Revenue and Other Support</b>		<b>\$ 443,542</b>	<b>\$ 508,853</b>	<b>\$ 387,047</b>	<b>\$ 396,820</b>	<b>\$ 439,930</b>
<b>Expenses</b>						
Salaries and Benefits		\$ 248,388	\$ 196,324	\$ 222,553	\$ 199,294	\$ 205,198
Rent & Utilities		11,265	12,070	13,816	13,741	15,520
Telephone Services		2,467	2,816	2,876	2,407	2,923
Internet Services						
Mail & Courier		483	654	329	260	213
Insurance & Bonding		3,856	1,367	1,310	1,310	213
Supplies		1,768	577	393	728	1,009
Equipment Sup. & Maint.		1,029	649	761	1,101	240
Taxes, Licenses & Fees		243	136	53	13	
Equip. Rental / Leasing		1,992	1,608	1,500	1,709	1,595
Training & Seminars						38
Commission Refund				(4,610)	765	
Professional Fees Legal/Accounting						
Special Events			256			
Autumn Food & Wine Costs						
Membership Events/Newsletter						
Cost of Goods Sold						
Promotional/ Giveaways			2,681			
Marketing Cooperative/Media	d	110,000	119,505	110,000	110,000	123,219
Marketing Other - PUD		8,000				
Programs	e					
Associate Relations		351	142		720	46
Board Functions						
Credit Card Fees			90		90	
Automobile Expenses		2,156	116	148		
Local Meals & Entertainment		275		110		20
Dues & Subscriptions		855	435	815	475	
Travel						
Allocated		46,069	51,198	53,211	56,738	57,051
<b>Total Expense Before Depreciation/Reserves</b>		<b>\$ 439,197</b>	<b>\$ 390,624</b>	<b>\$ 403,265</b>	<b>\$ 389,351</b>	<b>\$ 407,285</b>
Depreciation		\$ 932	\$ 801	\$ 156	\$ 89	\$ -
Bad Debt					\$ 7,380	\$ 733
<b>Total Expense</b>	c	<b>\$ 440,129</b>	<b>\$ 391,426</b>	<b>\$ 403,422</b>	<b>\$ 396,820</b>	<b>\$ 407,285</b>
<b>Changes in Unrestricted Net Assets</b>		<b>\$ 3,413</b>	<b>\$ 117,427</b>	<b>\$ (16,374)</b>	<b>\$ (0)</b>	<b>\$ 32,645</b>

### ATTACHMENT 3

#### *IVCBVB Conference Sales Statement of Expenses*

	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
Operations Staff Expense (1)	58,380	54,811	46,119	49,141
Remote Office (2)	24,468	24,000	42,000	42,000
Operations Expense (3)	8,974	9,780	9,956	9,506
Sales Staff Expense			26,741	26,741
Meeting Expense (4)		10,000		
Totals	91,822	98,591	124,816	127,388

(1) Operations Staff expense = 15% of total payroll cost

(2) Remote office = total Spinaker expense

(3) Operations expense = 10% of of total operation cost as related to Conference sales

(4) Meeting Expense = additional meeting effort such as Thunderbird Lodge/Hyatt meeting

(5) Sales Staff Expense = 1/3 of Bart Peterson salary++



# ATTACHMENT 4

## NLTRA/IVCBVB Conference Sales Equity

June 30, 2019

FY 2018/18 Arrived		# Groups		Room Nights		Room Revenue
Placer County	75%	36	86%	10,521	85%	\$ 1,838,627
Washoe County	25%	12	14%	1,645	15%	\$ 314,610
Nevada County	0%	0	0%	-	0%	\$ -

FY 2017/18 Arrived		# Groups		Room Nights		Room Revenue
Placer County	73%	32	64%	6,660	64%	\$ 1,354,725
Washoe County	23%	10	33%	3,459	33%	\$ 704,266
Nevada County	5%	2	3%	291	2%	\$ 50,288

FY 2016/17 Arrived		# Groups		Room Nights		Room Revenue
Placer County	78%	39	76%	13,784	83%	\$ 3,205,061
Washoe County	18%	9	23%	4,152	17%	\$ 664,654
Nevada County	4%	2	0%	90	0%	\$ 12,118

FY 2015/16 Arrived		# Groups		Room Nights		Room Revenue
Placer County	80%	41	96%	10,666	91%	\$ 2,101,795
Washoe County	12%	6	1%	77	6%	\$ 139,002
Nevada County	8%	4	4%	396	3%	\$ 69,825

4 Year Totals Arrived		# Groups		Room Nights		Room Revenue
Placer County	80%	148	82%	41631	82%	\$ 8,500,208
Washoe County	20%	37	18%	9333	18%	\$ 1,822,532
Nevada County	18%	8	8%	777	7%	\$ 132,231

4 Year Averages Arrived		# Groups		Room Nights		Room Revenue
Placer County	80%	37	82%	10,407.75	82%	\$ 2,125,052
Washoe County	20%	9	18%	2,333.25	18%	\$ 455,633
Nevada County	18%	2	8%	194.25	7%	\$ 33,058

## Attachment B

**Performance Measurement Document  
FY 18/19**
**Leisure Advertising (Consumer Campaign)**
**Advertising/Promotions/Media**
**Leisure Coop Budget Amount**

Direct Paid Media Dollars  
Added Value Media  
Gross Media Impressions

Yearly Results 18/19	Yearly Results 17/18
\$840,650.00	\$884,500.51
-	-
213,623,123	188,208,088

**Response/Inquiries**
**Total paid clicks**

Average cost per click  
Average click thru rate

235,226	217,278
\$2.72	\$3.18
0.20%	0.21%

**Total Leads**

Number of brochure / planner requests  
Total email database  
Database email open rate  
Database email click thru rate  
Ad recall/awareness\*\*

664	669
32,063	31,039
8.50%	10%
0.6%	4%
32%	38%

**GTN Online Activity**

Total Visitors  
Total Unique Visitors  
Percent of Direct/Bookmarked Visitors  
Time Spent on Consumer Website  
Number of Repeat Visitors  
Percent of Repeat Visitors  
Number Deals Posted  
"Deals" Pageviews  
Number of Lodging Referrals  
Lodging Referrals % of Total Click Thrus  
Number of Total Events Posted  
Organic Search Engine Results

681,550	649,978
665,235	649,408
12.98%	10.85%
1:31	1:43
91,604	90,395
11.90%	12.30%
-	-
44,825	43,911
44,658	50,177
6.55%	7.72%
-	-
362,593	414,767

Avg. Amount of #1 Positions

573	227
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Avg. Amount of 1st Page Positions

4,121	430
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Avg. Amount of 2nd Page Positions

307	344
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RFP Submission

17	26
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**GoTahoeNorth.com Geographic Breakdown**
**Top five DMA's and percent of total visitors**

San Francisco/Oakland/San Jose: CA  
Sacramento/Stockton/Modesto: CA  
Los Angeles: CA  
Reno: NV  
Philadelphia: DE-NJ-PA  
New York: CT-NJ-NY-PA  
Dallas-Ft. Worth: TX  
Seattle - Tacoma: WA  
Total California visits  
Percent of total visitors  
Northern CA visitors  
Northern CA percent of total visitors  
Southern CA visitors  
Southern CA percent of total visitors  
Outside CA visitors  
Percent of total visitors

(DMA Numbers)	
156,950 / 24.14%	143,881 / 22.52%
116,324 / 17.89%	111,149 / 17.39%
56,890 / 8.75%	66,083 / 10.34%
57,221 / 8.80%	58,737 / 9.19%
13,957 / 2.17%	13,233 / 2.04%
40,390 / 6.29%	52,180 / 8.03%
8,792 / 1.35%	8,838 / 1.38%
8,231 / 1.21%	5,719 / 0.90%
372,094	353,801
57.94%	56.05%
284,611	262,113
44.32%	40.33%
78,834	79,714
12.28%	12.26%
270,101	274,569
42.05%	42.24%

**Total Public Relations Spend (18/19 without social media)**

\$203,100	\$312,012
-----------	-----------

**Media Missions**

Number of media missions  
Number of coop partners  
Number of media contacts

1	3
0	2
7	30

**Media Familiarization Tours (FAMs)**

Number of FAMs  
Number of media participating  
Number of publications represented  
Number of placements from FAMs  
Number of impressions from FAM placements

36	43
59	71
85	60
99	33
174,932,061	64,371,424

**Press Releases**

Number of press releases issued  
Number of Press releases downloaded from website

6	15
-	235

**Placements**

Total number of placements  
Regional vs. National  
Domestic vs. International  
Percent of Southern California  
Percent of Northern CA

1,048	353
65% / 32%	62%/38%
90% / 10 %	95% / 5%
5%	2%
18%	30%

**Number of Impressions**
**Advertising Equivalency**
**% of Positive Media Placement**
**% of Media Coverage Reaching Target Audience**

754,883,287	760,485,900
\$5,606,552	\$6,780,390
100%	98%
100%	98%

% of Media Coverage Including Website Address (backlinks)	34%	30%			
<b>Social Media</b>					
<b>Facebook - Overall</b>					
Number of Total Fans (at end of period)	217,405	124,222			
% Increase Fans During Time Period	8.10%	8.20%			
People Talking About Us (Shares)	11,980	26,726			
Total Reach/Impressions***	54,774,848	37.3M			
% Increase in Post Views During Time Period	0.40%	40.00%			
<b>Facebook Posting</b>					
Number of Photos Posted During Time Period	163	122			
Number of Videos Posted During Time Period	58	93			
Number of Links Posted During Time Period	181	222			
<b>Facebook Sweepstakes</b>					
Number of Sweepstakes / Giveaways	10	11			
Total Sweepstakes Entries	413	1,071			
Paid Facebook Media for Sweepstakes	\$157	\$314			
Average cost per click	\$0.06	\$0.62			
Total Impressions	72,124	201,468			
<b>Top 10 Facebook Fan Geographic Breakdown</b>					
1 Los Angeles	15,461	13,875			
2 Sacramento	5,072	5,139			
3 Reno	4,001	3,490			
4 San Diego	3,373	3,170			
5 San Francisco	3,069	3,259			
6 New York	1,907	1,542			
7 Long Beach	1,699	1,649			
8 Oakland	1,415	1,231			
9 San Jose	1,393	964			
10 Stockton	1,147	1,052			
<b>Facebook Advertising* (18/19 includes Abbi Agency)</b>					
Number of Facebook Ad Campaigns	85	4			
Number of Facebook Ad Creatives	99	48			
Paid Impressions	8,073,658	8,085,036			
Paid Engagements	303,221	19,165			
Average Cost Per Click (CPC)	\$ 5.89	\$2.10			
Average Click Thru Rate (CTR)	0.60%	0.41%			
Paid Facebook Media Investment	\$ 103,476.00	\$129,730.27			
<b>Twitter</b>					
Total Followers (at end of period)	21,661	20,744			
% Increase Followers During Time Period	4.40%	12.70%			
<b>Instagram</b>					
Total Followers (at end of period)	67,794	56,058			
% Increase Fans During Time Period	20.90%	16.70%			
Total Photos	947	604			
Total Engagements	814,016	759,516			
% Increase in Engagements	7.20%	-3.00%			
Average Engagements per Media	859.57	1,257.47			
Average Engagement per Follower	12	13.5			
<b>Top 5 Instagram Followers Geographic Breakdown</b>					
1 Reno	6,346	5,503			
2 San Francisco	2,427	2,147			
3 Sacramento	2,002	1,649			
4 Los Angeles	1,457	1,117			
5 Truckee	1,412	1,170			
6 San Diego	1,030	861			
7 South Lake Tahoe	994	854			
8 San Jose	976	694			
9 New York	737	584			
10 Las Vegas	714	640			
<b>Instagram Advertising*</b>					
Paid Impressions	10,485,840	2,652,396			
Average Cost Per Click (CPC)	\$3.33	\$5.10			
<b>You Tube</b>					
Video Upload Views (during period)	204	1,089,206			
Overall Video Views (creation through end of period)	846,139,398	2,010,566			
Subscribers	360	343			
Paid Impressions*	1,356,167	2,110,372			
<b>GTN Blog</b>					
Number of Stories Posted	46	40			
Number of Social Shares	2,800	9,265			
Incoming Referrals via Facebook	17,571	16,263			
Blog Page Views	25,728	21,951			
<b>Event Marketing</b>					
Total Number of events supported	23	18			
Total Attendance by Event Supported	53,431	41,923			
Grant Tahoe Cup Paddle Series	TBD - final event in September	178 participants, 1:1 ROI			
Grant Hot August Nights Show-n-Shine at Squaw	Did not sponsor	750 attendees, 2:1 ROI			
Grant Kid's Adventure Games	564 participants, 22:1 ROI	650 participants, 6:1 ROI			

Grant	BIG BLUEgrass at Sugar Pine Point	Did not sponsor	279			
Grant	Lake Tahoe Music Festival	TBD - event takes place in August	1,030 attendees, 5:1 ROI			
Grant	Northstar Free-Ride Festival	Did not sponsor	670 participants, 2:1 ROI			
Grant	Tahoe Adventure Van Expo	TBD - event takes place in September	700 attendees, 5:1 ROI			
Grant	Tahoe City Oktoberfest	Did not sponsor	3,000+ attendees, 59:1 ROI			
Grant	Alpenglow Mountain Festival	2,300 attendees, 5:1 ROI	Did not sponsor			
Grant	Snowfest!	6,500 attendees, 67:1 ROI	Did not sponsor			
Grant	Restorative Arts & Yoga Festival	71 attendees, 4:1 ROI	Did not sponsor			
Sponsorship	No Barriers Summit	700 attendees, 29:1 ROI	Did not sponsor			
Sponsorship	2018 Spartan World Championships	13,995 racers & spectators, 9:1 ROI	10,656 racers, 9:1 ROI			
Sponsorship	2019 Tough Mudder	Did not sponsor	6,993 participants & spectators, 22:1 ROI			
Sponsorship	2019 WinterWonderGrass	4,500 ticket purchasers, 53:1 ROI	6,000 (ticket purchasers, musicians, staff, comps)			
Sponsorship	2018 Autumn Food & Wine Festival	1,523 ticketed, 12:1 ROI	2,000+ ticketed & unticketed, 11:1 ROI			
Sponsorship	2019 Broken Arrow Skyrace	1,605 participants, 10:1 ROI	1,106 participants, 9:1 ROI			
Sponsorship	2019 Tahoe Lacrosse Tournament	6,000 attendees	4,858 attendees, 170:1 ROI			
Sponsorship	2019 Forth of July Fireworks (TC & KB)	Attendance not tracked	Attendance not tracked			
Sponsorship	2019 Wanderlust	TBD - Have not received post event report	9,131 attendance			
Sponsorship	2018 NASTAR National Championships	349 participants, 39:1 ROI	900 ticketed attendees, 149:1 ROI			
<b>Conference/Group Sales</b>						
<b>Conference Coop Budget Amount</b>						
	Direct Paid Media Dollars	\$64,931	\$45,310			
	Added Value Media Dollars	\$15,500	\$7,000			
	Partner Leveraged Dollars					
<b>Leads</b>						
	Number of leads	338	308			
	Lead room nights	112,627	100,977			
	Web page visits †	11,930	7,896			
<b>Booked Business (17/18 updated)</b>						
	Number of bookings	76	92			
	Booked room nights	19,009	17,571			
	Booked attendance	9,284	22,101			
	Booked Room Revenue	\$4,020,845	\$2,970,363			
<b>Lost Business</b>						
	Number of lost opportunities	142	97			
	Lost room nights	49,119	30,368			
	Lost attendance	18,746	14,175			
<b>Arrived Business</b>						
	Number of bookings	72	75			
	Number of booked room nights	14,165	13,498			
	Number of booked attendees	17,042	16,628			
	Booked attendees spending	\$2,890,991	\$2,587,254			
<b>Group sales productivity metrics - All Staff</b>						
	Number of leads	338	302			
	Number of bookings	76	92			
	Number of booked room nights	19,009	17,571			
<b>Travel Trade/Leisure Sales</b>						
<b>Total Travel Trade Spend</b>		235,445	230,500			
<b>Leisure Trade Shows</b>						
	Number of trade shows attended	0	0			
	Number of Coop shows	9	6			
	Total number of appointments	156	130			
	Total number of leads generated & distributed	156	130			
	Total number of new contacts	505	243			
<b>Number of Sales Missions (call center trainings)</b>						
	Domestic	1	2			
	International	3	2			
<b>Leisure Familiarization Tours (FAMS)</b>		14	13			
<b>Number of Site Inspections</b>		14	13			
<b>Wholesale Product Placements</b>						
	Number of NLT Hotel Product listed with Domestic Suppliers*****	20	10			



[illegible]

Cell: C64

Comment: La/SD/OC - March 8  
-Jessica Pauletto

Cell: C66

Comment: 7 total meetings, but reached out to over 50 contacts  
-Jessica Pauletto

Cell: D66

Comment: We need to define what "contacts" mean. We did not have 30 individual meetings, but we certainly reached out to this amount, plus more. These two numbers from FY17-18 and FY18-19 are not consistent.  
-Jessica Pauletto

Cell: C69

Comment: This includes domestic, international, social fams and VCA fams. This also includes Angela Liguori (which is one of our international fams in Oct. 2019, but we included her in FY18-18)  
-Jessica Pauletto

Cell: C76

Comment: +greg@gotahoe.com and +fallon@tahoeguide.com - do you have access to this info?  
-Jessica Pauletto  
Not sure where this information would be?  
-shelley fallon  
+fallon@tahoeguide.com is there a way to track views on our press releases page? Maybe this is an antiquated metric  
-Jessica Pauletto  
Smith and Jones should have this info. I will reach out.  
-Greg Long  
Thanks GL.  
-shelley fallon  
I filled in the planner request number for last year.  
-Greg Long

Cell: C78

Comment: This includes wire releases, which are high in number, but usually have low reaches  
-Jessica Pauletto

Cell: D81

Comment: last year's data was incorrect at 14%. We had incorrect math. Instead adding the percentages of 12 months and dividing by 12 for the annual average, we accidentally divided by only 2. The correct number is 2% for FY17-18.  
-Jessica Pauletto

Cell: C82

Comment: This number is drastically lower because it includes international. In FY17-18 we did not include in'l, so it was only a percentage of domestic placements.  
-Jessica Pauletto

Cell: D82

Comment: the previous number was incorrect at 15%. This should have been 30 percent. Wrong math.  
-Jessica Pauletto

Cell: C86

Comment: we need to define what "target audiences" mean - is it target demo, geo, persona, etc?  
-Jessica Pauletto

Cell: B102

Comment: what's the difference between a sweepstake and a giveaway  
-Jessica Pauletto

Cell: C106

Comment: we may have run more on IG this year than FB since IG is where our audience is  
-Jessica Pauletto

Cell: A120

Comment: +cnaandiego@augustineagency.com and +lmoore@augustineagency.com - we put our numbers here, but this FB ad section is actually you guys  
-Jessica Pauletto

Cell: B158

Comment: these two numbers are drastically different, possibly because the 17/18 videos include local luminaries. Since Tahoe Treasures is a separate budget, we did not include in numbers  
-Jessica Pauletto

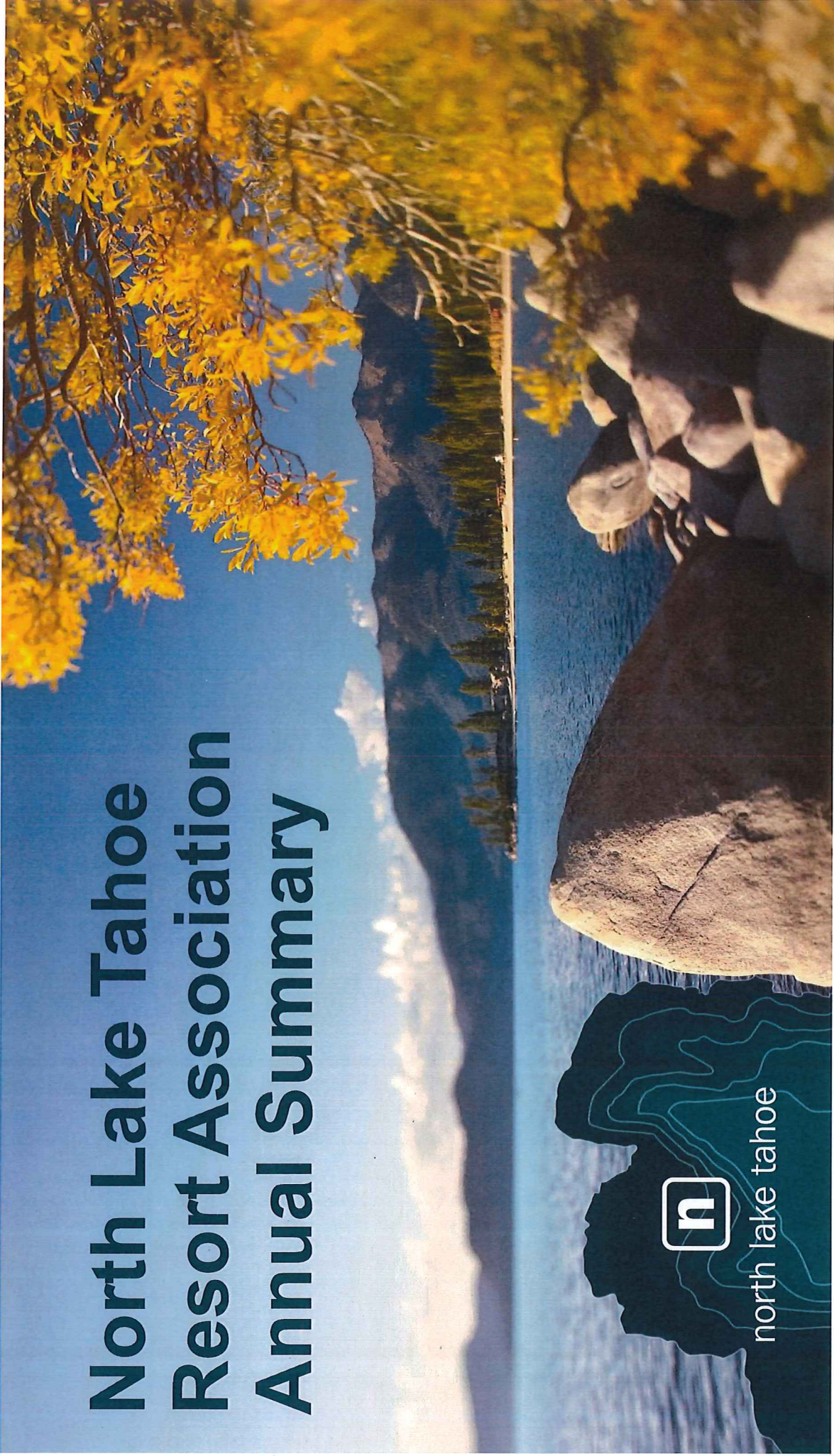
Cell: B164

Comment: hey +evynn@theabblagency.com do you have any idea why the social shares are lower than last year, but referrals are higher?  
-Jessica Pauletto

# North Lake Tahoe Resort Association Annual Summary



north lake tahoe

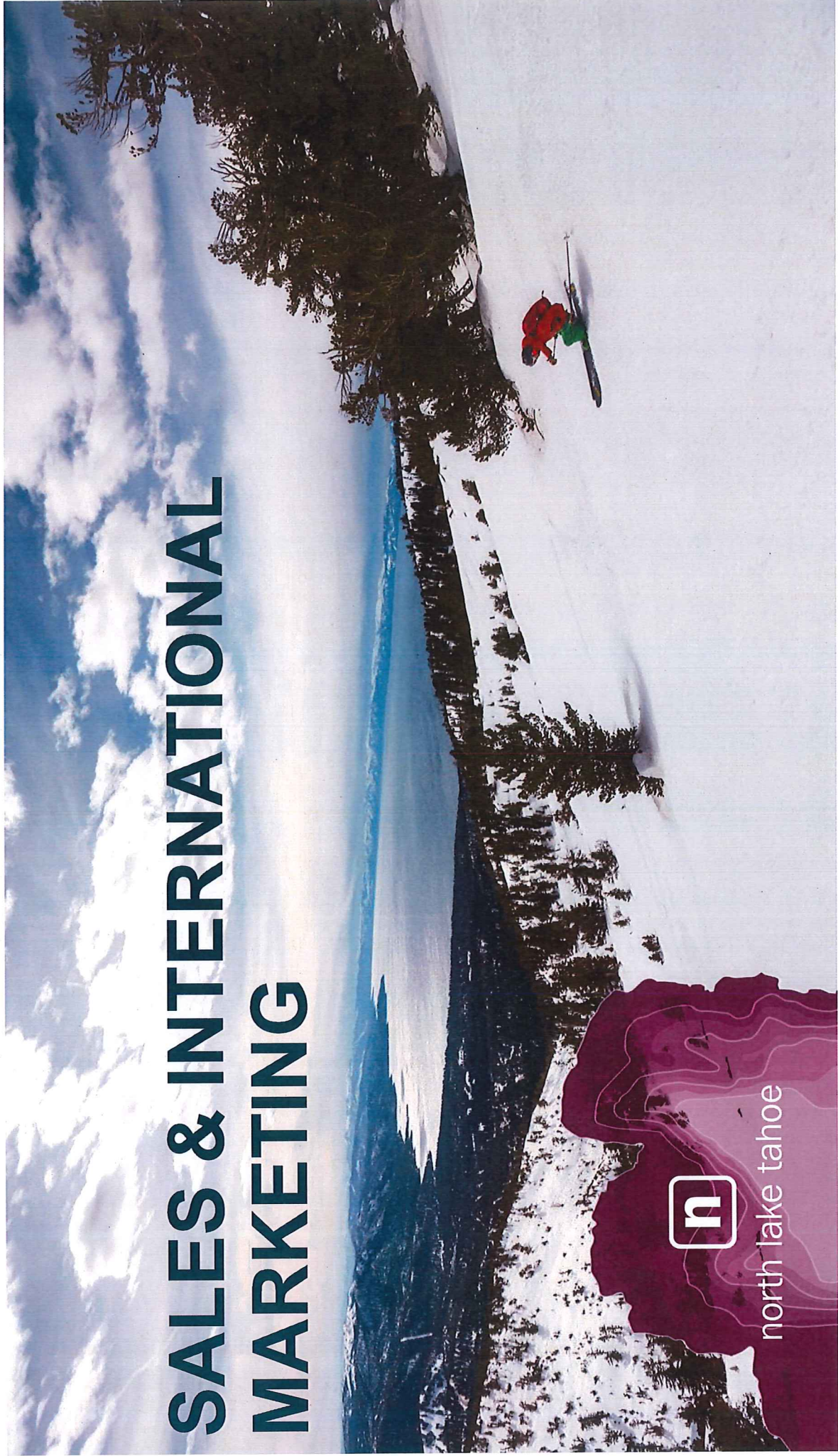




# SALES & INTERNATIONAL MARKETING



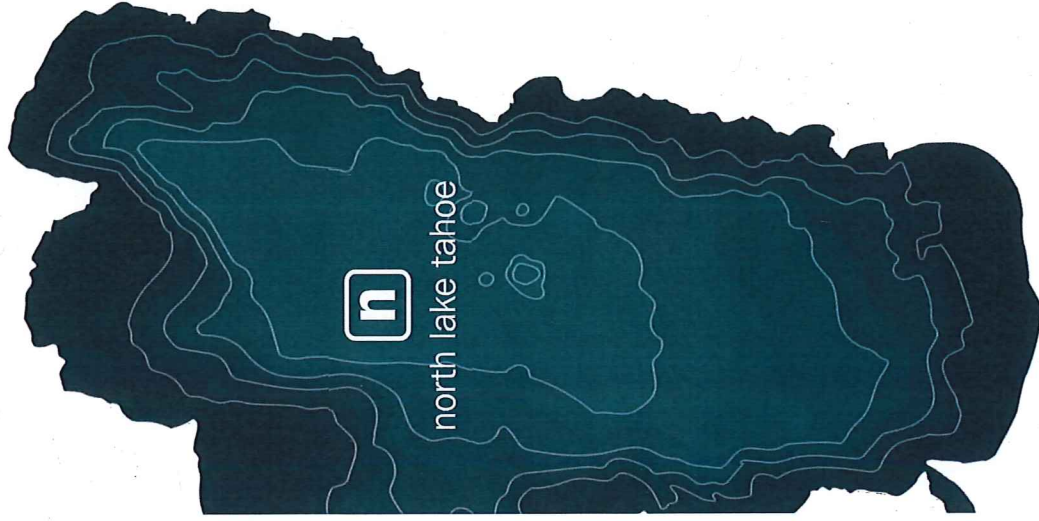
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## 2018/19 Conference Sales - Highlights

- Ended hotel commission program & the membership dues program
- Room revenue from bookings increased by 35% y/y
- Increased leads from “emerging markets” by 29% y/y and attended new tradeshow in these markets; including Texas, Chicago & D.C.
- Booked one new major industry event into the destination - MTS 2020
- 25 site visits conducted, which resulted in 13 group bookings
- Created (5) opportunities for local hotel partners to participate in
  - Bay Area Event, Sacramento Event, Chicago Event, and local FAMs



## 2018/19 Leisure Sales - Highlights

- **Launched our 3rd International Office with DCI in Canada**
  - In conjunction, North Lake Tahoe hosted our 1st International Sales Event/Mission in Canada
- **Engaged in 27 International & Domestic trade focused marketing campaigns**
- **Sales kit created in 7 different languages**
- **Increased product across the US and International by over 5% y/y**
  - Australia: 26% increase in hotel product
  - UK/Ireland: 28% increase in hotel product
- **As tracked by Visa Vue, our international spend has grown 11%**
- **Hosted (24) International Media FAMs and 14 Travel Trade FAMs, from over 20 countries**





## 2018/19 International Media - Highlights

# Express (UK)

# Quien (Mexico)

## Body and Soul (Australia)

[illegible]

The road less travelled, go off the beaten track in Nevada

Kristin Jones

Reach: 23,651,874

QUÉ IMPORTA... ¿QUÉ HAY QUE VER, LEER, ESCUCHAR Oír?

19 de septiembre de 2012

## Nuestra Misión

¿Qué de verdad?

¿Vida y realidad que definen a una persona?

¿Qué pasa cuando en la vida como una sociedad tenemos

Los sistemas de Henry Potter a los que hemos dicho sí

## El paraíso para los amantes del yoga celebra 10 años de existencia

Desde su primer instituto, con una red de más de 100 centros de yoga en España, el paraíso para los amantes del yoga celebra 10 años de existencia. ¿Qué es el paraíso para los amantes del yoga?

Yoga en el paraíso para los amantes del yoga (10 años de existencia)

10 años de existencia

Desde su primer instituto, con una red de más de 100 centros de yoga en España, el paraíso para los amantes del yoga celebra 10 años de existencia. ¿Qué es el paraíso para los amantes del yoga? Desde su primer instituto, con una red de más de 100 centros de yoga en España, el paraíso para los amantes del yoga celebra 10 años de existencia. ¿Qué es el paraíso para los amantes del yoga? Desde su primer instituto, con una red de más de 100 centros de yoga en España, el paraíso para los amantes del yoga celebra 10 años de existencia. ¿Qué es el paraíso para los amantes del yoga?

El paraíso para los amantes del yoga

## El paraíso para los amantes del yoga celebra 10 años de existencia

Pedro Aguilar

Reach: 26,527,292

[illegible]

Mindfulness in the Mountains (Print)

Jaymie Hooper

**Reach: 1,383,879**

# Expedia Marketing Campaigns

## Successful Trade Campaigns, Expedia:

*We ran (2) Expedia campaigns during fiscal year 18/19.*

### **Fall Campaign, September 15, 2018 - December 15, 2018**

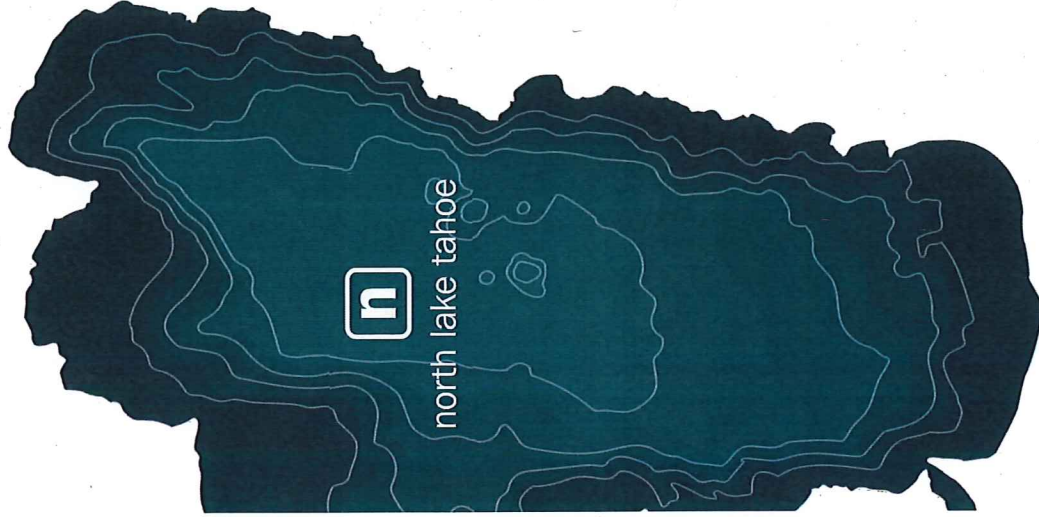
*This campaign featured (6) hotel partners and resulted in the following:*

- *Return on Investment for participating hotels: \$35:\$1*
- *1000 room nights booked at the participating hotels*
- *Visitation grew by 3.5%*

### **Spring Campaign: March 15, 2019 - June 1, 2019**

*This campaign featured (6) hotel partners and resulted in the following:*

- *Return on Investment for participating hotels: \$22:\$1*
- *915 room nights booked for the participating hotels*
- *Canada sales increased on select platforms (hotels.com) by up to 72.3%*
- *Visitation during this same time frame up 5%*





# MARKETING



north lake tahoe





# 2018/2019 Campaign Creative - Highlights

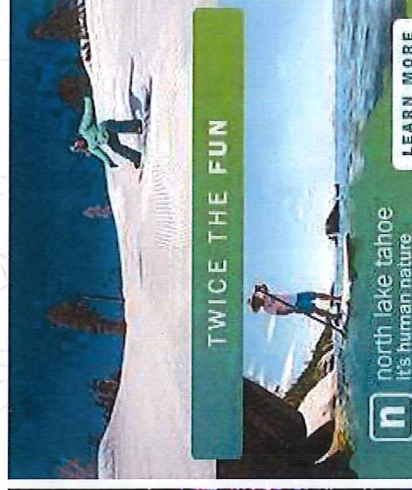
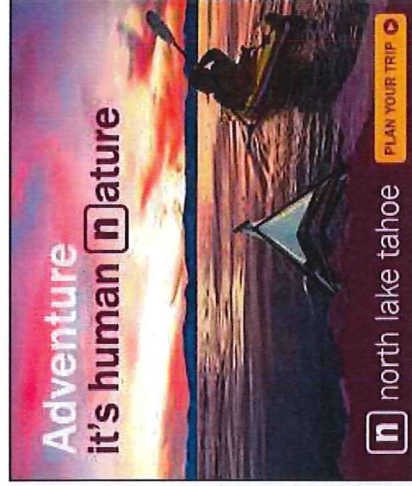
- Established Seasonal Creative & Messaging Positioning
  - *Fall:* Secret Season
  - *Winter:* Winter Wow
  - *Spring:* Twice the Fun/Dual Days
  - *Summer:* Summer's Official Playground
- Incorporated SMARI Research into Creative Asset Imagery
- Created Season Specific Landing Pages
- Designed "Topography" Creative Campaign for a 2019 Summer Launch

Summer 2018

Fall 2018

Winter 2018/19

Spring 2019



## 2018/19 Media & Content - Highlights

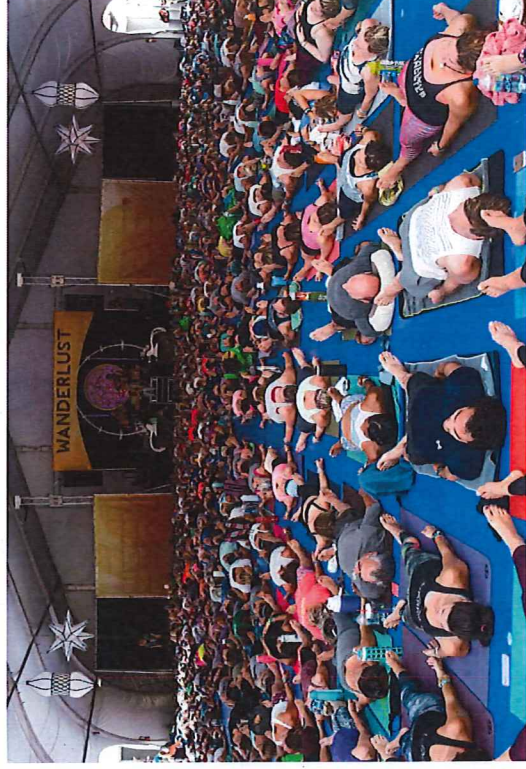
- Generated 213M+ Media Impressions, Increased 13.5% YOY
- Time On Site Conversions (115 Seconds+) Increased 15% YOY
- Conducted 18/19 SMARI Research
  - NLTCM Spent \$0.16 to reach a household - Industry Norm is \$0.54
- Eliminated Sac from Shoulder Season Messaging, Reallocated to SoCal
- Tahoe Treasures Content Campaign
  - 14 Treasures Created - 4 Fall, 4 Spring, 3 Winter, 3 Summer
  - Contributed to 25,728 Blog Views - 17% Increase YOY
- Transitioned Past “Newsworthy, Time-Sensitive” Blogs to Evergreen Content
- Optimized Blog Posts to Align with SEO Trends
  - Top Performing Blog Post: 52 Weeks in North Lake Tahoe
    - Users spent 620% more time engaging/reading this page than all others on site





# 2018/19 Event Sponsorships - Highlights

- **Sponsored 23 Events**
  - 18 Events Attracted 53,000+ Participants to the Region
- **Leveraged Sponsorships to Extend Reach of Destination Marketing**
  - 2018 Spartan World Championship
  - 2018 Wanderlust Yoga Festival
- **Creation & Implementation of Event Producer Toolkit**

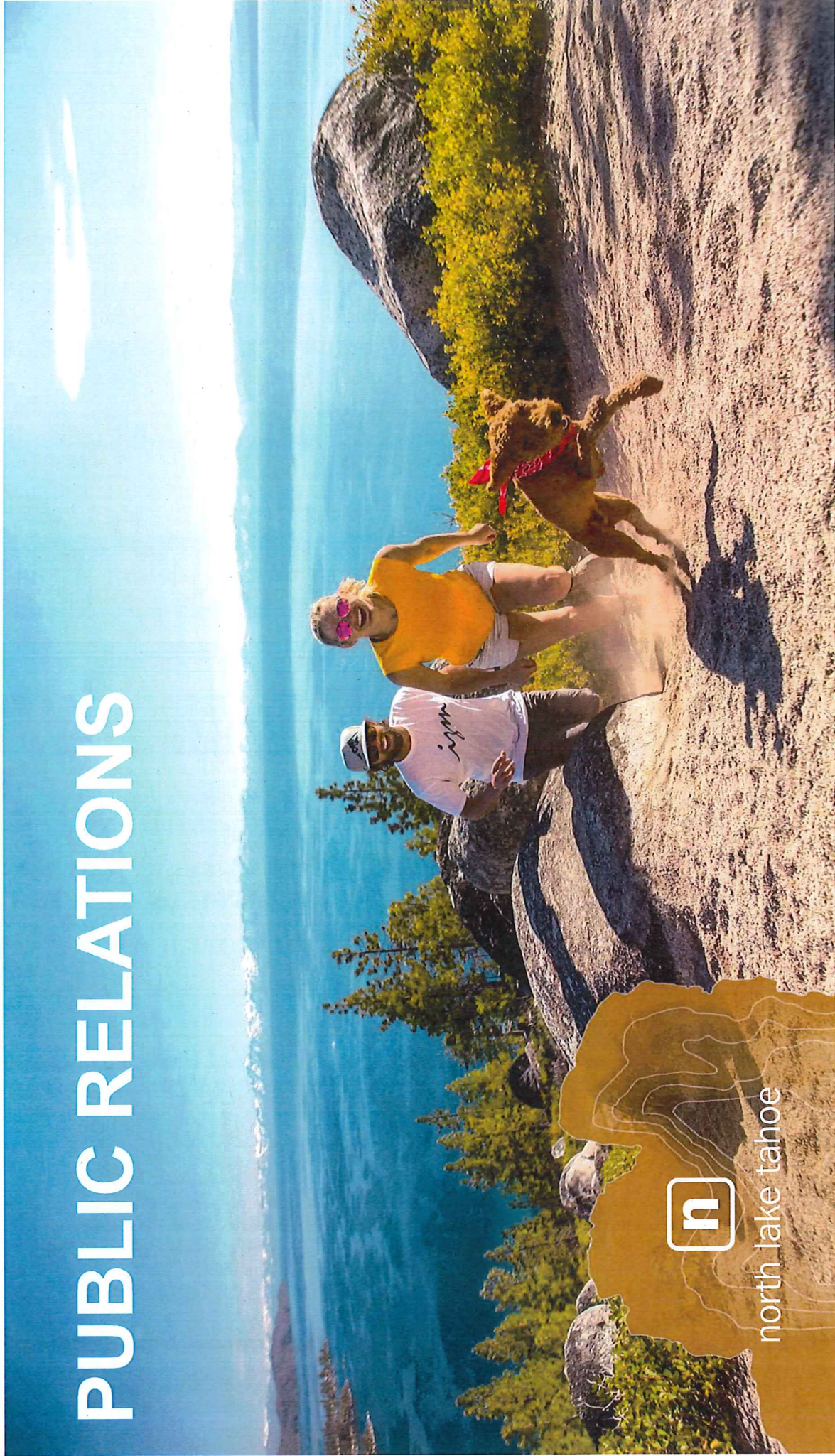




# PUBLIC RELATIONS



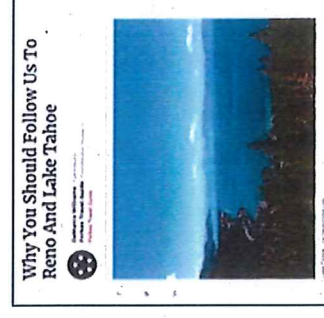
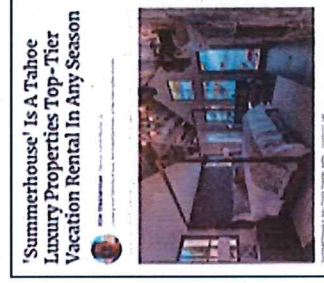
north lake tahoe





# 2018/19 Public Relations - Highlights

- **Media Market Focus:** Southern California, New York City, Non-Stop Flight Markets
- **Hosted 26 Domestic Media FAMs**
  - Generated 99 Placements
  - Increased ROI over previous years
- **Media Mission: Southern California Desksides**
  - SoCal placements up 3% over FY 17-18
- **Total Placements: 854**
  - Newswire implementation helped to triple overall number of placements from FY 17-18

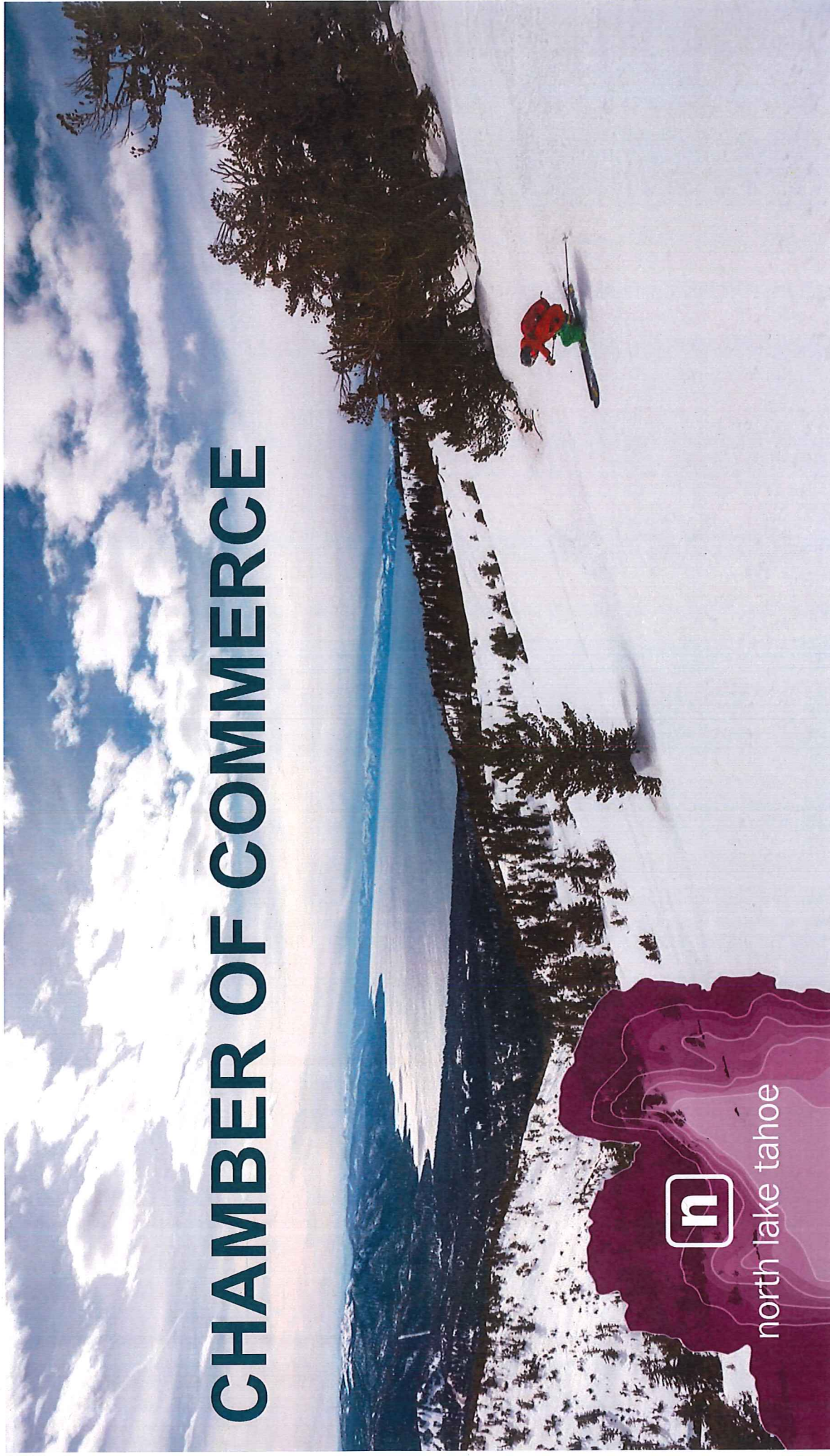




# CHAMBER OF COMMERCE



north lake tahoe





# 2018/19 Chamber of Commerce - Highlights

## • Content & Assets

- Developed NLTRA Annual Report + Video
- Press Releases Issued: 11
- Media Placements: 27
- Established revenue generating media kit
- Created stronger branding for NLTRA

## • Membership

- Current Base: 366

## • Programming

- 9 new events; 5 new trainings
- 32 total events hosted

## • Digital Profile

- New Website
  - Increased Member/Community Benefits
- Social Profile
  - Post engagement grew by 74%
  - 43 Facebook Live's were conducted
- Newsletter
  - Content refresh
  - Updated distribution lists

## Community Connectivity

- Continued participation in achievable housing solutions
- Ongoing Moonshine Ink Column
- Regional Crisis Comms Efforts

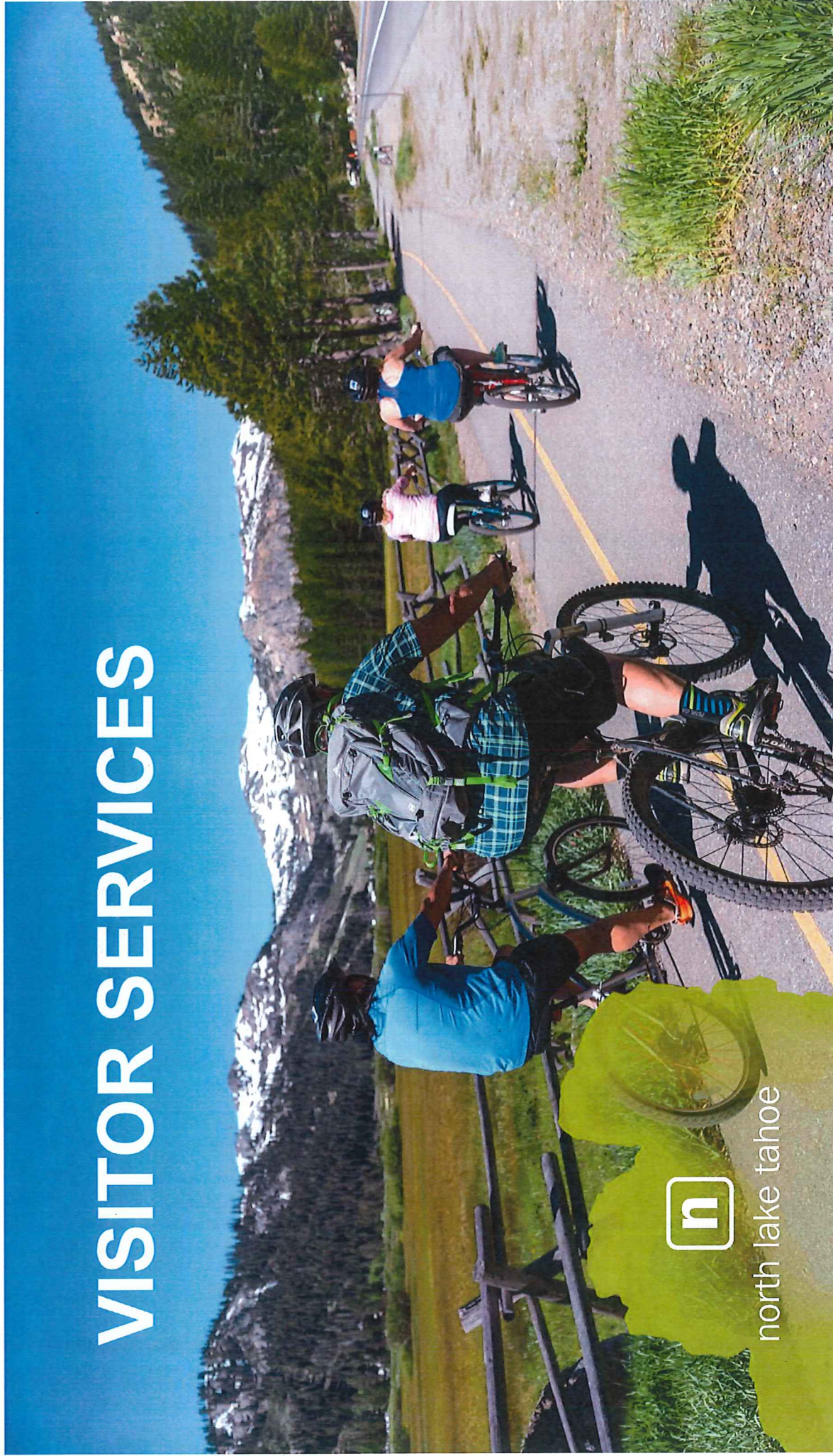




# VISITOR SERVICES



north lake tahoe





# 2018/19 Visitor Services - Highlights

- **Updated Tracking Metrics: Visitor Surveys & Local Business Referrals**
  - 267 surveys collected; 32,874 local business referrals
- **Increased Exterior Branding & Signage**
- **Added 15 Local Vendors to Retail; Sales Grew by 18.84% over FY 17-18**
- **Served 62,496 Visitors; Down 0.93% over FY 17-18**
- **Increased Awareness**
  - print advertising; social media and newsletter highlights; media placements; Visitor Guide distribution; On-Site Events
- **Campaign Connectivity**
  - Tahoe Treasures; branding consistency
- **Hospitality Trainings**
  - 23 attendees; updated format; collaboration with TMA

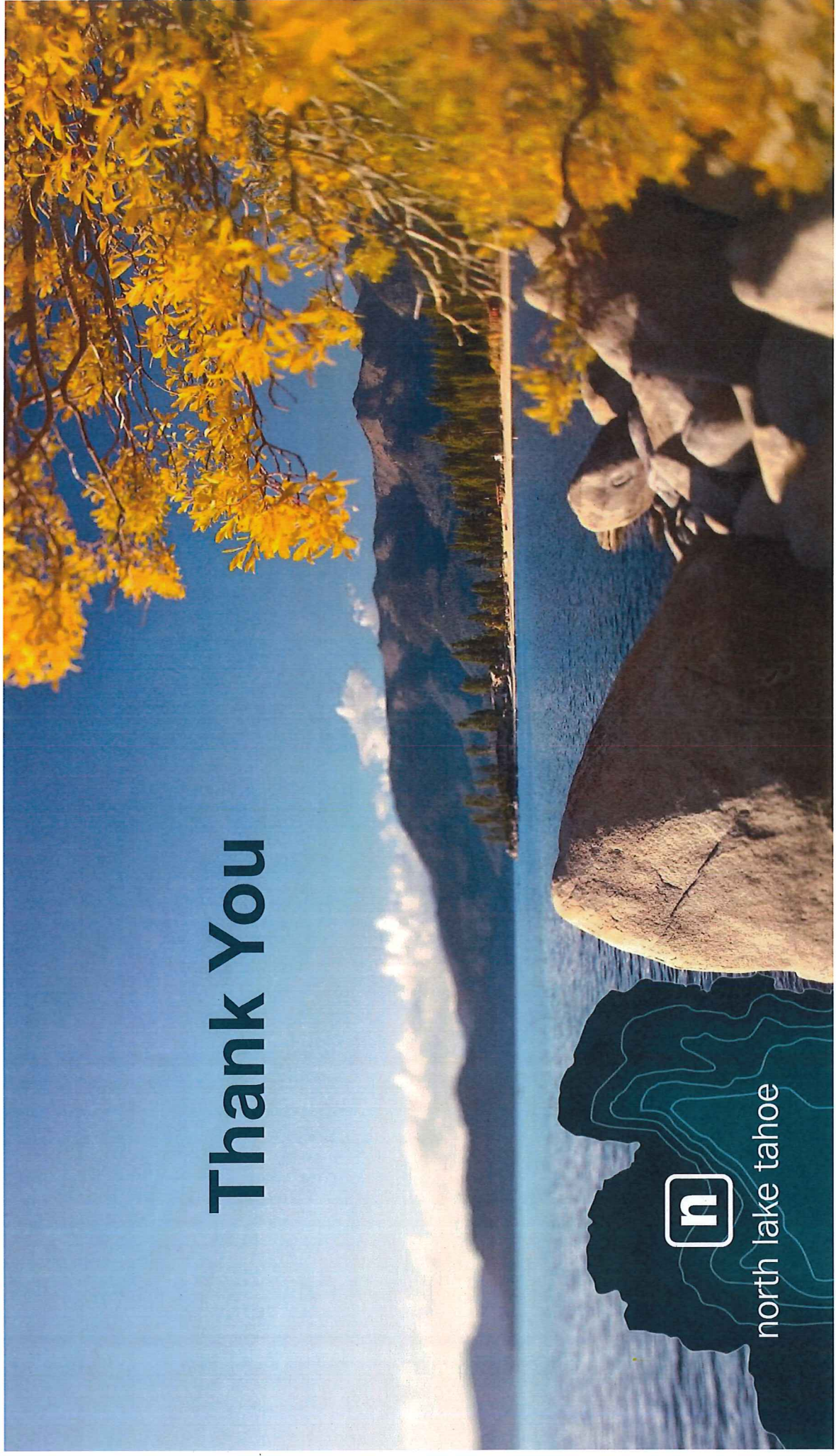




# Thank You



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Chamber | CVB | Resort Association

## MEMORANDUM

Date: August 30, 2019

TO: NLTRA Board of Directors

FROM: Amber Burke

RE: 2020 Spartan World Championships Sponsorship Discussion

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### Action Requested:

Discussion of a 2020 Spartan World Championships or North American Championships sponsorship.

To comply with the contractual timelines, the Board of Directors would need to approve a 2020 sponsorship no later than the November 2019 meeting.

### Background:

In July, Spartan staff notified NLTRA that Abu Dhabi is interested in bidding on the 2020 World Championships. The NLTRA has first right of refusal for the 2020 World Championships at the current funding level. However, Abu Dhabi recently submitted a proposal to bid on the World Championships with a significantly larger sponsorship than our current funding levels.

As an alternative, staff requested information on hosting the North American Championship and comparison information regarding marketing and public relations benefits. The proposed sponsorship amount for the North American Championship from Spartan is \$200,000.

After a discussion at the August Tourism Development Committee meeting, staff has been given direction to begin negotiations on the 2020 North American Championships at a sponsorship level around \$150,000. One suggestion was to earmark approximately \$10,000 to be used specifically for Squaw to hire a band for Sunday night to extend lodging revenue.

The 2019 event is the completion of the Squaw Valley 3-year agreement, so they are entering a new negotiation phase as well for any future events. NLTRA Staff has been in regular communications with the Squaw Event Team and plans to negotiate collectively on the 2020 contract.

### Fiscal Impact:

2019 World Championship Sponsorship - \$250,00.





# North American Championship vs. World Championship

## Facebook Live Analytics: Race & Awards Show Streams

- Impressions
  - NA: 16.4M vs. WC: 16.5M, 1% Decrease
- Views
  - NA: 3.2M vs. WC: 7.4M, 57% Decrease

## Marketing: Pre-Race & Event Weekend

- Total Reach & Impressions
  - NA: 11.5M vs. WC: 93M, 87% Decrease

## Race Registration

- Total Adult Racers
  - NA: 11,301 vs. WC: 9,348, 17% Increase
- Racers that Traveled 200+ Miles
  - NA: 85% vs. WC: 76%, 9% Increase



# Comparison of Spartan Sponsorship Benefits North American Championship vs World Championship

Facebook Live Analytics			
Difference		North America: Event Week	World Champs: Event Week
1% Decrease	Impressions - Race	16,295,310	16,500,621
57% Decrease	Views - Race	3,207,479	7,420,472
122% Increase	Impressions - Awards Show	64,061	28,831
15% Decrease	Views - Awards Show	12,056	14,117
1% Decrease	Total - Impressions	16,359,371	16,529,452
57% Decrease	Total - Views	3,219,535	7,434,589

ESPN Ratings		
Difference	North American	World Championships
71% Decrease for NA	122,742 Households	426,509 Households
68% Decrease for NA	.05 US HH Rating	.16 US HH Rating

Marketing Comparison: Pre-Race			
Difference		North American	World Championship
5% Decrease for NA	Unique Event Page Views	395,856	420,000
62% Decrease for NA	Digital Advertising Impressions	403,501	1,060,681
93% Decrease for NA	Social Advertising Impressions	1,243,701	19,900,000
90% Decrease for NA	Total	2,043,058	21,380,681

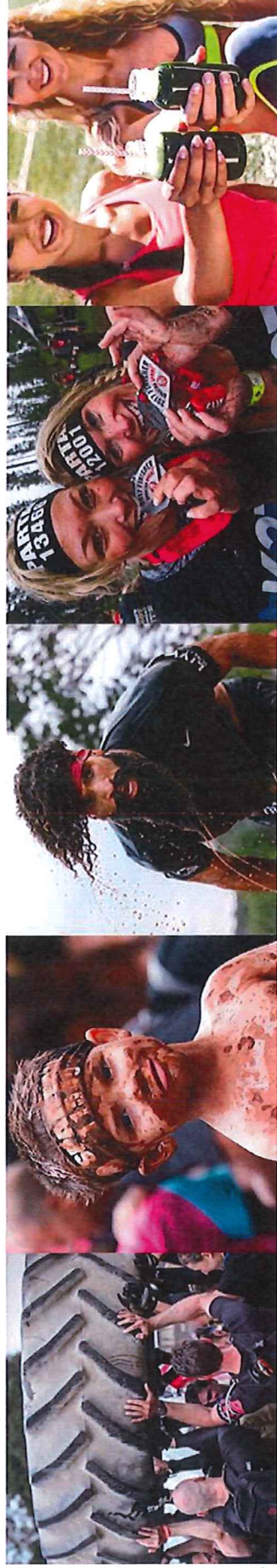
Marketing Comparison: Event Weekend			
Difference		North American	World Championship
87% Decrease for NA	Social Media Reach	8,400,000	66,000,000
76% Decrease for NA	Interactions	171,000	733,000
82% Decrease for NA	Impressions	889,789	4,900,000
87% Decrease for NA	Total	9,460,789	71,633,000

Marketing Comparison: Pre-Race & Event Weekend Combined		
88% Decrease for NA	Total Reach/Impressions	11,503,847

Registration			
Difference		North American	World Championship
17% Increase for NA	Total Racers	11,301	9,348
34% Increase for NA	Traveled 200+ Miles	9,599	7,085
		84.94%	75.79%



## NORTH AMERICAN CHAMPIONSHIP AND WORLD CHAMPIONSHIP COMPARISON





## FACEBOOK LIVE ANALYTICS

NORTH AMERICAN CHAMPIONSHIP

	Live	Weekend	Week
Impressions	1,064,444	7,534,384	7,696,482
Views	139,483	1,512,909	1,555,087
Impressions	5,313	28,372	30,376
Views	1,216	5,136	5,704

Race  
Award Show

WORLD CHAMPIONSHIP

	Live	Weekend	Week
Impressions	323,167	5,903,926	10,273,528
Views	79,060	694,829	6,646,583
Impressions	4,793	11,761	12,277
Views	1,531	3,961	8,625

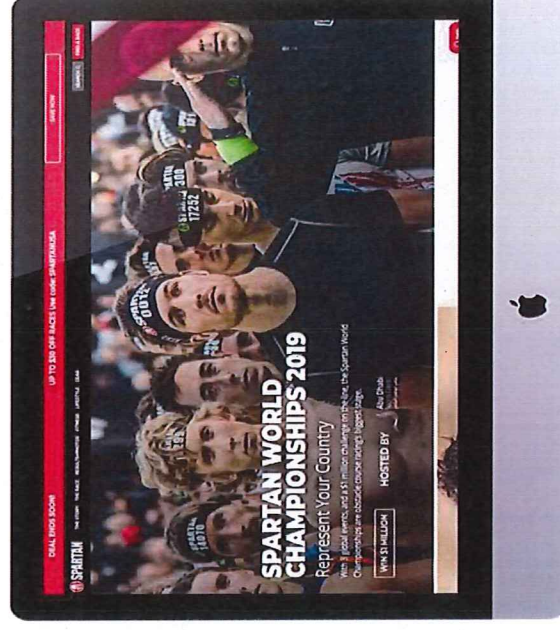
## ESPN RATING

### NORTH AMERICAN

- 122,742 households
- 0.05 US HH rating

### WORLD CHAMPIONSHIP

- 426,509 households
- .16 US HH rating





## MARKETING COMPARISON

### NORTH AMERICAN CHAMPIONSHIP

#### PRE-RACE MARKETING

395,856 Unique Event Page View  
403,501 Digital Advertising Impressions  
1,243,701 Social Advertising Impressions  
2,043,058 Total

#### EVENT WEEKEND REACH

8,400,000 Social Media Reach  
171,000 Interactions  
889,789 PR Impressions

Total **11,503,847** Reach/Impressions

### WORLD CHAMPIONSHIP

#### PRE-RACE MARKETING

420,000 Unique Event Page View  
1,060,681 Digital Advertising Impressions  
19,900,000 Social Advertising Impressions

#### EVENT WEEKEND REACH

66,000,000 Social Media Reach  
733,000 Interactions  
4,900,000 PR Impressions

Total **93,013,681** Reach/Impressions

# REGISTRATION

## North American

Category	Sub-Category	W. Virginia Spartan Beast 2018	W. Virginia Spartan Super 2018	W. Virginia Spartan Sprint 2018
Miles Traveled	< 25 Miles	94	107	73
	< 50 Miles	93	124	188
	< 75 Miles	118	124	167
	< 100 Miles	173	143	223
	< 200 Miles	1,270	705	568
	< 300 Miles	1,731	810	569
	< 400 Miles	722	353	269
	< 500 Miles	457	266	217
	Over 500 Mi	825	450	387
	Int/Error	43	20	12
Age Groups	<20	489	378	143
	20-24	446	223	259
	25-29	900	436	416
	30-34	957	554	464
	35-39	960	541	461
	40-44	783	439	423
	45-49	533	296	273
	50-54	293	157	151
	55-59	116	59	54
	60-64	42	17	18
	65-70	5	2	7
	70>	2	0	3
	Error	0	0	1
Gender	M	3,849	2,076	1,731
	F	1,677	1,026	941
Grand Total		5,526	3,102	2,673

## World Championship

Category	Sub-Category	Lake Tahoe Spartan Beast 2018	Lake Tahoe Spartan Ultra Beast 2018
Miles Traveled	25 Miles	163	1
	50 Miles	380	16
	75 Miles	583	21
	100 Miles	731	21
	200 Miles	3,397	144
	300 Miles	209	14
	400 Miles	1,031	172
	500 Miles	658	106
	Over 500 Miles	1,176	178
	Int/Error	325	22
Age Groups	20<	910	7
	20-24	558	25
	25-29	1,412	124
	30-34	1,635	133
	35-39	1,626	175
	40-44	1,190	117
	45-49	749	76
	50-54	351	28
	55-59	170	9
	60-64	36	0
	65-70	12	1
	70>	4	0
	Error	0	0
Gender	M	5,779	576
	F	2,874	119
Grand Total		8,653	695

## REGISTRATION COMPARISON

	NORTH AMERICAN	WORLDS
TOTAL RACER	11,301	9,348
> 100 miles	7,601	9,674
>300 miles	3768	4,021
Over 500	1,743	1,737



# 2018 Spartan World Championships

## Event Recap

*Squaw Valley, September 29 & 30, 2018*

*Funded: \$250,000*

### Participant ROI

Attendance:	13,995 (includes racers, kids, registered spectators, volunteers)
Participants:	10,265 (9,348 adults, 917 kids)
Out of Town Participants:	7,085 (adult racers that came from 200+ miles away) <i>* Note: An additional 752 racers came from 100-200 miles away)</i>
Average Night Stay:	2.3
Average Economic Impact:	\$2,197,596
ROI:	9:1

### Event Results

- 2,600 people attended the Friday night activities
- 971 kid racers (25% increase from 2017)

### Marketing & PR Results

#### Pre-Race Marketing

- 420,000 Unique Event Page Views
- 1,060,681 Digital Advertising Impressions
- 19,900,000 Social Advertising Impressions

#### Event Weekend Reach

- 66,000,000 Social Media Reach
- 733,000 Interactions
- 4,791 Mentions
- 4,900,000 PR Impressions
- Most Active Locations on Social Media
  - USA (#1) – 5.2M social media reach
  - Canada (#2) – 10,939 social media reach
  - Mexico (#3) – 29,107 social media reach
  - Australia (#7) – 4,368 social media reach
  - United Kingdom (#8) – 7,022 social media reach

#### Live Stream

- Over 12.7M live stream viewers within a week of the event
  - Individual Race
    - Live: 1.9M impressions, 362k views, 27k engagements
    - 9/29 – 10/6: 9M impressions, 6.1M views
    - 160% increase in viewership over the North American Championships in West Virginia
  - Team Race
    - Live: 323k impressions, 79k views, 7k engagements
    - 9/30 – 10/7: 10.2M impressions, 6.6M views

#### Television

- Two (2) 1-hour Spartan shows will air on ESPN – Individual World Championships & Team World Championships
  - ESPN Viewership – 215,000 VPM
  - Air Times: December 2018

### Public Relations

- 60 placements, 4.59M circulation (print/online), 3.9M impressions (print/online)

### **Growth Prospects**

- The event will always be limited by course capacity
- 2019 will feature a trail run component
  - Cap would be at 1,000 participants the first year
- Spartan is continuing to expand their international markets which would feed into the World Championship event
- Spartan is in discussions regarding making OCR and Olympic event in 2020
- Exploring possibility of having the Elite racers run on Sunday vs. Saturday
  - Would move amateur racers to Saturday to create private course for the elite athletes
  - Hope is this would encourage spectators to stay on Sunday to watch

### **Spartan Comments**

- Squaw Valley | Alpine Meadows is in a multi-year agreement with Spartan through 2019
  - Contingent on the NLTRA Sponsorship



# 2017 Spartan World Championships

## Event Recap

*Squaw Valley, September 30 & October 1, 2017*

*Funded: \$250,000*

### Participant ROI

Attendance: 10,656 racers (does not include staff, VIP, media, etc.)  
Out of Town Participants: 8,625 (racers that came from 200+ miles away)  
Average Night Stay: 2.2

Average Economic Impact: \$2,279,711  
ROI: 9:1

### Spartan Organization Economic Impact

Staff/VIP Lodging: \$232,516  
Staff/VIP Hospitality/Meals: \$72,000  
Hired Services: \$9,000  
Rentals: \$114,000  
Build Supplies: \$33,000  
***TOTAL Organizational Spend: \$460,516***

### Results

- Over 1.5M views tuned into the Live Stream
- Earned Media Metrics: 100 total placements, 6.8M media impressions, 3.5M social impressions
- Organic Social: 4,373 avg. social engagement/post, 89,287 avg. social reach/post, 7,875 avg. social video views/post
  - Shared NLT posts/blogs/luminaries videos throughout months leading up to event
- Racers by Location/Zip Code
  - California: 7,524
    - Bay Area: 4,653
    - Southern California: 1,710
  - Texas: 173
    - Dallas: 62
    - San Antonio/Austin: 55
    - Houston: 40
  - Washington: 155
  - Oregon: 89
  - Tristate Region (NYC): 148
  - Atlanta: 21
- Survey Results:
  - 68% said they'd do this Spartan Race again
  - 54% said they were extremely likely to return to North Lake Tahoe
  - 31% said they were likely to return to North Lake Tahoe
- 82% of WC participants were new to the race, 18% were returning



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## MEMORANDUM

Date: August 30, 2019  
TO: NLTRA Board of Directors  
FROM: Amber Burke  
RE: SMARI Results & Fall Creative Update

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**Action Requested:**

No action requested.

**Background:**

The North Lake Tahoe Marketing Cooperative received the results from Strategic Marketing and Research Insights (SMARI) regarding the 2018/19 Consumer Campaign Advertising Effectiveness and ROI. The research accounted for the NLT creative that ran in the 18.19 Fiscal Year.

A representative from SMARI will present the full results to the Board of Directors at an upcoming meeting.

In the meantime, staff would like to share a few high-level insights and demonstrate how direction in creative is being implemented in the Fall 2019 campaign creative.

**Fiscal Impact:**

No fiscal impact.

# SMARI Advertising Effectiveness & ROI Results

## 2018/19 NLTMC Consumer Ad Campaign

### INSIGHTS

- Generated 32% awareness, reaching 4.7 million households in target markets
- NLTMC spent \$0.16 to reach a household - 0% Change YOY
  - Indicates a very efficient media buy - industry norm is \$0.54
- Ads influenced 125,000 NLT Trips - 49% Increase YOY
  - Translates to \$205M in visitor spending - 33% Increase YOY
  - Return of \$283 for every \$1 invested in advertising - 55% Increase YOY
- Communication ratings decreased slightly YOY (still exceed industry benchmarks)
  - Creative refresh could remedy this dip
- NLTMC should continue to feature the area's assets that motivate visitation:
  - Scenery, Hikes, Parks, Skiing, and Unique Local Culture



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## Executive Summary

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1282 Units ("DestiMetrics Census") and 39.69% of 3229 total units in the North Lake Tahoe destination ("Destination Census")

Last Month Performance: Current YTD vs. Previous YTD	2019/20	2018/19	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Jul) changed by (-7.8%)	Occupancy (Jul) :	72.4%	-7.8%
North Lake Tahoe ADR for last month (Jul) changed by (1.8%)	ADR (Jul) :	\$ 405	1.8%
North Lake Tahoe RevPAR for last month (Jul) changed by (-6.1%)	RevPAR (Jul) :	\$ 293	-6.1%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Aug) changed by (4.1%)	Occupancy (Aug) :	54.9%	4.1%
North Lake Tahoe ADR for next month (Aug) changed by (3.8%)	ADR (Aug) :	\$ 390	3.8%
North Lake Tahoe RevPAR for next month (Aug) changed by (8.0%)	RevPAR (Aug) :	\$ 214	8.0%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (0.4%)	Occupancy	52.2%	0.4%
North Lake Tahoe ADR for the past 6 months changed by (2.7%)	ADR	\$ 308	2.7%
North Lake Tahoe RevPAR for the past 6 months changed by (3.2%)	RevPAR	\$ 161	3.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (2.8%)	Occupancy	21.5%	2.8%
North Lake Tahoe ADR for the future 6 months changed by (1.1%)	ADR	\$ 331	1.1%
North Lake Tahoe RevPAR for the future 6 months changed by (4.0%)	RevPAR	\$ 71	4.0%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jul 31, 2019 vs. Previous Year			
Rooms Booked during last month (Jul, 19) compared to Rooms Booked during the same period last year (Jul, 18) for all arrival dates has changed by (-6.4%)	Booking Pace (Jul)	5.9%	-6.4%

\* Inntopia Census: Total number of rooms reported by participating Inntopia properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time. \*\* Destination Census: The total number of rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst Inntopia's other participants. As is the case in all Inntopia data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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## Monthly Report July 2019

### CONFERENCE REVENUE STATISTICS

#### North Shore Properties

#### Year to Date Bookings/Monthly Production Detail FY 19/20

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 19/20</u>	<u>FY 18/19</u>	<u>Variance</u>
Total Revenue Booked as of 7/30/19:	\$2,150,713	\$1,596,288	35%
Forecasted Commission for this Revenue:	\$48,944	\$26,931	82%
Number of Room Nights:	12,052	9839	22%
Number of Delegates:	15033	7952	89%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%
Annual Commission Goal:	\$50,000	\$70,000	-29%

<u>Monthly Detail/Activity</u>	<u>July-19</u>	<u>July-18</u>	
<u>Number of Groups Booked:</u>	<u>6</u>	<u>6</u>	
Revenue Booked:	\$138,643	\$329,030	-58%
Projected Commission:	\$2,580	\$3,266	
Room Nights:	591	3405	-83%
Number of Delegates:	335	3850	-91%
	3 Corp, 2 SMF,	5 Corp, 1	
Booked Group Types:	1 Govt.	Assoc.	
Lost Business, # of Groups:	28	4	600%
 <u>Arrived in the month</u>	 <u>July-19</u>	 <u>July-18</u>	
Number of Groups:	8	4	
Revenue Arrived:	\$359,396	\$141,134	155%
Projected Commission:	\$7,979	\$0	
Room Nights:	1666	714	133%
Number of Delegates:	2160	13670	-84%
	2 Corp, 2		
	Assoc, 2 SMF,	2 SMF, 2	
Arrived Group Types:	2 Non-Profit	Assoc.	
	 <u>Current Numbers</u>	 <u>Goals</u>	
For 2020/21:	\$521,411	\$750,000	
For 2021/22:	\$0	\$500,000	

NUMBER OF LEADS Generated as of 7/30/19:	33
YTD 7/30/18:	27
YTD 7/30/17:	17

#### Total Number of Leads Generated in Previous Years:

2017/2018	302
2016/2017	244
2015/2016	194





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## Tourism Development Report July 2019 Report Board Meeting 9.4.19

Departmental Reports Posted -

<https://www.nltra.org/about/meetings-minutes-agendas/nltra-board-of-directors/>

### PR Highlights

- Media Placements: 22 (coverage book: <https://coveragebook.com/b/d55444ae>)
- Publication Highlights: Forbes, SHAPE, Los Angeles Times, VIA Magazine, NBC Los Angeles, NBC Bay Area, NBC San Diego, Explore Magazine, Ski Solutions
- Total Publicity Value: \$3,403,141
- Total Impressions: 367,907,149
- Media FAM Update:
  - Domestic
    - Planning for fall FAMs: USA Today, Modern Luxury Houston, Social Media Influencer
  - International
    - Planning for Travel & Food Mexico, Sept. 2019
    - Planning for a joint media FAM with Yosemite & Mammoth - Angela Liguori, Canada
- Media Desksides:
  - Liz will attend TravMedia's International Media Marketplace event in NYC (Jan. 2020). Desksides will be added, targeting key travel publications.
  - Liz will conduct media desksides in Texas (Houston/Dallas/Austin) in March 2020.
- Content:
  - Press Release: North Lake Tahoe Adds German Representation
  - Partner Outreach for fall press release/talking points
  - Visit California monthly content submission

### Content Review

- Four (4) Blogs Posted
  - Wish Upon a Star: Where to Stargaze in NLT
  - Fun in the Sun: Best Beaches in NLT
    - In conjunction with the launch of Tahoe Public Beaches website
  - Treasures of Tahoe #12: Summerlong Music (In-Market Campaign)
  - Treasures of Tahoe #13: Squaw Valley Adventures (In-Market Campaign)

### Social Media Update

- Monthly Impressions: 4.7M, Monthly Engagements: 67k
- Social Media Growth:
  - Facebook: 296 Fans, Instagram: 703 Followers, Twitter: 115 Followers
- Treasure of Tahoe #12: Summer Music (In-Market Campaign)
  - Launch Date: July 3, Impressions: 76.5k, Engagements: 1,151



- Wanderlust Festival: Giveaway, Lives, Spotify Playlist
  - Impressions: 122k, Engagement: 3,899
- Hosted in "Instagram Meetup" at Northstar California to promote Tahoe Star Tours
- One(1) Social Media Giveaways – Wanderlust Zen Songs Giveaway
  - Impressions: 35.2k, Engagements: 580, Reach: 47.8k
- Two (1) Instagram/FB Lives – Derek Cook, Speaker/Teacher at Wanderlust
  - Instagram: 10 Stories, 30k Impressions; FB: 5.1k Impressions, 260 Engagements

### **Paid Media Update**

- Consumer
  - 2.9M Impressions, 7k Website Visits, 560 Book Now Conversions, 3.1k TOS Conversions, \$7.39 CPC
  - Email ads drove the highest quality site traffic, resulting in 2.1k website visits, avg. TOS of 01:26, 1 book now conversion
  - Of the overall 7k website visits, 2k were attributed to the email channel, much higher than previous months. We believe the new creative helped drive more sessions and a boost in the monthly CTR.
  - Paid search was the most efficient channel with an \$7 CPC and 333 book now conversions
  - CPC greatly decreased in July showing the effects of optimizations w/in audience and placements
  - Family ads were most effective during July, resulting in 205 book now conversions
  - The Families ads had the highest click through rate in July at 1.06% (double June's highest CTR). This implies that the ads and creative were relevant for the group.
- MCC
  - MCC campaign was quite in July with only retargeting ads running
    - 600 Impressions, 5 Website Visits (up 42% YOY)
  - Search and Linked In are being ramped up to begin.

### **Asset Collection**

- Planning MCC Asset Collection - outdoor recreation & team building activities - October 2019

### **Upcoming Sponsored Events**

- Sept. 7 & 8 - Adventure Van Expo | Homewood
- Sept. 13 -15 - Homewood Tahoe 200 Running Festival | Homewood
- Sept. 14 & 15 - Tahoe Paddle Racing - Tahoe Cup Lake Crossing | Waterman's Landing
- Sept. 20 - 22 - Lake Tahoe Autumn Food & Wine Festival | Northstar California
- Sept. 28 & 29 - Spartan World Championships | Squaw Valley
- Oct. 6 - The Great Trail Race | Tahoe City
- Oct. 25 - 27 - Halloweekends | Homewood

### **Leisure Sales Efforts**

- Upcoming Marketing Campaigns:
  - Travel Weekly California Plus Magazine
  - Global Itinerary Project - Translated into German with Herman Global
- Site Visits Conducted with Best Day Travel Mexico
- FAMS hosted: RSCVA Biggest Little City FAM
- Attended the Visit California UK Sales Mission - July 13-18th
- International Office Update
  - Signed contract for new German Representation with MSI - launching September 1st
  - Canada July Update:
    - Trainings conducted with: Flight Network and Senior Discovery Tours

- o UK/Ireland Update:
  - 220 Total Agents trained at the UK Sales Mission
  - 5 Key Meetings Conducted with: BA Holidays, Funaway Holidays, Hayes & Jarvis, Travel Bulletin and Travel Counsellors
- o Australia October Update:
  - 4 Meetings Conducted: DriveAway, Qantas Holidays, Delta, and American Express

### **Conference Sales Efforts**

- (5) Groups turn definite in July with estimated amount of 2,871 room nights on the books
- (30) RFPs went out to local properties
- Partnership Opportunities:
  - o September: Autumn Food & Wine FAM: Plumpjack is the 2019 host hotel. Invitations and schedule of events went out to Sacramento and Bay Area meeting planners
  - o October: (2) hotels signed up for the Chicago Event - Carrie Underwood Concert
  - o November: (1) partner signed up for All Things Meeting, Silicon Valley
- Site Visits Hosted:
  - o AFS 2020 Foundry Leadership Conference - program would take place in September 2020, resulting in 257 room nights
- Trade Shows Attended
  - o All Things Meetings in Santa Clara
  - o BMO Financial Bank Lunch & Learn, Chicago
  - o Destination Reps Summer Golf Event, Chicago



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## North Lake Tahoe Resort Association/Chamber of Commerce Board Report: August 2019

### Communications Update

Additional planning for Chamber programming in fall/winter took place in August with a focus on revenue generating tactics. This includes charging a fee for workshops and trainings, evaluating the First Tuesday Breakfast Club program, and utilizing free or in-kind event space.

Content for the Winter Visitor Guide is underway; each community profile was sent to respective partners for seasonal updates; the opportunity to provide edits was very well received.

### NLTRA Newsletter:

- Wildfire Resources for your Business: Insurance Survey & Emergency Alerts: Aug. 6, 44% open rate
- Community News & Resources for your Business: Aug. 8, 25% open rate
- Member to Member Advertising: Aug. 26, 27% open rate
- Dedicated e-Blasts: Trails & Vistas, Advertising in Winter Visitor Guide, Lodging Barometer

### Social Media:

August posts highlighted Chamber events and programs, wildfire resources, partner events and anniversaries, Placer County updates and public meetings, and recent press coverage. The page also highlights events sponsored by NLTRA, including: Enduro World Series, MTS and Autumn Food & Wine, along with recipients of Partnership Funding Grants, including: Lake Tahoe Music Festival. Total Page Followers: 4,436.

### Facebook Live's:

- Tahoe City Lodge Groundbreaking, Aug. 21. Reach: 665; Engagements: 113; Video Views: 456
- Tahoe City Lodge Groundbreaking, Aug. 21. Reach: 779; Engagements: 207; Video Views: 482

### Media Placements:

- *What Wellness Means in an Evolving Society*, Moonshine Ink, Aug. 8
- Pending: Building Business from the Ground Up, Sept. Edition

### Chamber of Commerce Updates, Events & Partnerships

- The August edition of First Tuesday Breakfast Club included a review of community initiatives spearheaded by Tahoe Fund and the Truckee Tahoe Airport District, and a District 5 update from Placer County.
- NLTRA/Chamber is becoming more involved with TCDA's Business Advocacy Committee and NTBA's Economic Vitality Committee and looking for ways to better understand regional business challenges and identifying cross-solutions for both main-street corridors. A BACC meeting was held on Aug. 15 and ED's from both NTBA and TCDA presented on these efforts. Commercial vacancies and developments are both key topics of conversation.
- The Tahoe City Lodge Groundbreaking event took place on Aug. 21, the Chamber assisted with promotion and day-of contributions for the Sierra Community House.
- Continued to share survey for business owners to complete regarding insurance cancellations and/or premium increases related to wildfire. Findings will be reported to Placer County.
- The Chamber is convening a meeting with TCDA, NTBA, North Tahoe Fire and TMA to prepare a one-sheet for the local business community that outlines resources in the event of a fire.



- The Chamber is convening a meeting with Moonshine Ink, Sierra Business Council and Truckee Chamber to discuss a collaborative event that would include keynote speaker, Peter Kageyama of Lovable Cities.
- September Mixer planning in conjunction with Sierra Nevada College: Thursday, Sept. 12 @ 5-7pm

#### **Looking Ahead**

- First Tuesday Breakfast Club: Sept. 3 @ Granlibakken Tahoe
- Networking Mixer: Sept. 12 @ Sierra Nevada College
- Business Training: *Marketing Through Referrals and Partnerships*, Oct. 29 @ North Tahoe Event Center
- Business Training: *Effective Marketing & Advertising Tools*, Nov. 13 @ Tahoe City Public Utility District Board Room
- Hospitality Trainings: December 5 & 6 @ North Tahoe Visitor Center
- PR Summit: Dec. 12



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FOR IMMEDIATE RELEASE

## **Status of NLTRA's Proposed Tourism Business Improvement District among agenda items at First Tuesday Breakfast Club**

*The September meeting will highlight key points of the proposed TBID, a new funding source for the North Lake Tahoe Resort Association, which frees up millions for transportation and workforce housing*

North Lake Tahoe, Calif. (Aug. 27, 2019) —The North Lake Tahoe Resort Association (NLTRA) is leading an effort to form a Tourism Business Improvement District, freeing up \$3.9 million in TOT dollars for workforce housing and transportation initiatives across the region. An update on the proposed funding structure will be addressed at First Tuesday Breakfast Club, taking place Tues., Sept. 3 at 7:30 a.m. at Granlibakken Tahoe Resort.

"We have made an immense amount of progress on the TBID initiative, incorporating feedback from key stakeholders and aligning funding priorities," explained Rob Kautz interim co-CEO for the North Lake Tahoe Resort Association. "There are 109 TBID's across California, which allow local businesses to direct where marketing funds are allocated. The NLTRA Board of Directors supports the formation of a TBID to expand business participation and create more equity in assessments."

Tim Cohee, ski business and resort management program director of Sierra Nevada College will introduce the College of Entrepreneurial Learning and the Center for Mentorship. The name of the college is changing to Sierra Nevada University in coming months to appeal to a growing number of young adults interested in entrepreneurial leadership. Learn how curriculum and programming has shifted to stimulate students in the core values of leadership, innovation, creativity and risk.

An update from Placer County on topics that directly impact District 5 will be provided at the end of the meeting in addition to an update from the North Lake Tahoe Boys and Girls Club.

First Tuesday Breakfast Club is a community forum presented by the North Lake Tahoe Resort Association/Chamber of Commerce. Held at Granlibakken Tahoe on the first Tuesday of each month from 7:30-8:45 a.m., all community members are invited. Tickets are \$15 and can be purchased in advance via Eventbrite or day-of. A hot breakfast is included.

First Tuesday Breakfast Club is made possible by partnerships with the following sponsors: Tahoe Truckee Community Foundation, Granlibakken Tahoe, Tahoe City Public Utility District, Porter Simon, Auerbach Engineering Corp., Sierra Sun and Tahoe Forest Health System. Additional sponsor opportunities are available.

###

### **About North Lake Tahoe Resort Association:**

The North Lake Tahoe Chamber | Resort Association | CVB is celebrating 65 years of supporting small businesses and major resorts, ultimately enhancing the strong and vibrant North Tahoe business community. The Resort Association combines Chamber of Commerce and Destination Marketing services to assist local businesses and connect community leaders. Supported by a contract with Placer County and Membership dues, the team is focused on midweek and shoulder season visitation, transportation and housing solutions, and visitor services. The North Tahoe Chamber ultimately provides a collective voice for the local community.

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SIERRA  
Community  
House



*Together Creating a Legacy*



**Join us for the 2nd Annual Fall Mixer, hosted by the  
North Lake Tahoe Resort Association / Chamber of  
Commerce and Sierra Nevada College of Entrepreneurial  
Leadership**

**THURSDAY, SEPTEMBER 12  
5 PM - 7 PM  
PATTERSON PATIO - SNC CAMPUS  
999 TAHOE BLVD  
INCLINE VILLAGE, NV**

**A networking opportunity for North Tahoe business leaders, alumni and students  
Raffle prizes donated by local businesses and non-profits**

**This event is free and open to the public**

**Drinks and hors d'oeuvres provided.**



SIERRA  
NEVADA  
COLLEGE

Contact Holly Atkins: [hatkins@sierranevada.edu](mailto:hatkins@sierranevada.edu)



north lake tahoe

Chamber of Commerce





north lake tahoe

Chamber | CVB | Resort Association

## North Lake Tahoe Visitor Information Center Visitor Report: July 2019

### VISITORS SERVED:

#### June 2019

Total TC Walk-ins: 5,447  
Total Phone Calls: 255  
Events: 720  
Total 6,422

#### July 2018

Total TC Walk-ins: 7,541  
Total Phone Calls: 480  
Events: 1,588  
Total 9,609

#### July 2019

Total TC Walk-ins: 6,993  
Total Phone Calls: 326  
Events: 1,221  
Total 8,540

### REFERRALS GIVEN TO VISITORS:

<b>Restaurants</b>  <b>730</b>	<b>Lodging</b>  <b>189</b>	<b>Historic / Museum</b>  <b>259</b>	<b>Events</b>  <b>570</b>
<b>Tours</b>  <b>741</b>	<b>Surrounding Towns (SLT / Truckee)</b>  <b>229</b>	<b>Shopping</b>  <b>213</b>	<b>Transportation</b>  <b>172</b>
<b>Real Estate</b>  <b>26</b>	<b>Activities Mountain / Trails</b>  <b>1,482</b>	<b>Activities / Lake</b>  <b>1,535</b>	<b>Maps / Directions</b>  <b>2,077</b>

**TOTAL: 8,223 = 265 referrals per day**

### Visitor Surveys: 29

- Staff collected 29 visitor surveys in July with a total of 296 since September 2018. Detailed findings were provided in the FY 18/19 Annual Report to Placer County.

### Guest Book Signatures: 120

- International visitation included: Germany, Australia, England, Scotland, Austria, Russia, Canada.
- Guest book emails are sent to The Abbi Agency team on a monthly basis for inclusion in the consumer newsletter database. This ensures guests are communicated with post-stay to entice a return visit.

### July 2019 Highlights:

- Served 825 people at the Visitor Information booth at Wanderlust.
- Held an artist reception that featured work from Ernie Brassard (photographer) and Mo Millican (artist); 25 people attended.

# **North Lake Tahoe Marketing Cooperative**

**Preliminary**

**Financial Statements for the Period Ending**

**June 30, 2019**

# North Lake Tahoe Marketing Cooperative

## Balance Sheet

As of June 30, 2019

Accrual Basis

	Jun 30, 19	Jun 30, 18	\$ Change	% Change	Jun 30, 18
<b>ASSETS</b>					
Current Assets					
Checking/Savings					
1000-00 · Cash	362,536	479,914	(117,378)	(24%)	479,914
Total Checking/Savings	362,536	479,914	(117,378)	(24%)	479,914
Accounts Receivable					
1200-00 · Accounts Receivable	10,196	145,394	(135,198)	(93%)	145,394
Total Accounts Receivable	10,196	145,394	(135,198)	(93%)	145,394
Other Current Assets					
1300 · Reimbursements Receivable	4,362	0	4,362	100%	0
1350-00 · Security Deposits	100	100	0	0%	100
Total Other Current Assets	4,462	100	4,362	4,362%	100
Total Current Assets	377,194	625,408	(248,214)	(40%)	625,408
Other Assets					
1400-00 · Prepaid Expenses	12,340	6,289	6,051	96%	6,289
Total Other Assets	12,340	6,289	6,051	96%	6,289
<b>TOTAL ASSETS</b>	<b>389,534</b>	<b>631,697</b>	<b>(242,163)</b>	<b>(38%)</b>	<b>631,697</b>
<b>LIABILITIES &amp; EQUITY</b>					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	356,857	442,239	(85,382)	(19%)	442,239
Total Accounts Payable	356,857	442,239	(85,382)	(19%)	442,239
Credit Cards					
2080 · Bank of the West Credit Cards					
2080-09 · MC_3126 Sarah	0	25	(25)	(100%)	25
Total 2080 · Bank of the West Credit Cards	0	25	(25)	(100%)	25
Total Credit Cards	0	25	(25)	(100%)	25
Total Current Liabilities	356,857	442,264	(85,407)	(19%)	442,264
Total Liabilities	356,857	442,264	(85,407)	(19%)	442,264
Equity					
32000 · Unrestricted Net Assets	189,433	176,268	13,165	7%	176,268
Net Income	(156,756)	13,164	(169,920)	(1,291%)	13,164
Total Equity	32,677	189,432	(156,755)	(83%)	189,432
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>389,534</b>	<b>631,696</b>	<b>(242,162)</b>	<b>(38%)</b>	<b>631,696</b>



# North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

June 2019

	Jun 19	Budget	Jul '18 - Jun 19	YTD Budget	Annual Budget
<b>Income</b>					
4000-00 · LTIVCBVB Funding	66,504	66,504	942,000	942,000	942,000
4001-00 · NLTRA Funding	121,652	121,652	1,459,827	1,459,822	1,459,822
4004-00 · IVCBVB Entertainment	0	0	8,000	8,000	8,000
<b>Total Income</b>	<b>188,156</b>	<b>188,156</b>	<b>2,409,827</b>	<b>2,409,822</b>	<b>2,409,822</b>
<b>Gross Profit</b>	<b>188,156</b>	<b>188,156</b>	<b>2,409,827</b>	<b>2,409,822</b>	<b>2,409,822</b>
<b>Expense</b>					
<b>5000-00 · CONSUMER MARKETING</b>					
5001-00 · Broadcast / Radio - High Notes	1,233	0	20,717	20,000	20,000
5002-00 · Consumer Print	(2,400)	0	47,775	40,000	40,000
5002-01 · Native Display	15,000	8,000	28,713	50,000	50,000
5004-00 · Trip Advisor	8,393	11,459	106,302	95,000	95,000
5005-00 · Paid Social	51,624	24,750	176,025	135,000	135,000
5005-01 · Digital Display	45,405	15,938	178,963	115,004	115,004
5005-02 · Retargeting Video	0	1,500	0	10,000	10,000
5007-00 · Creative Production	(267)	10,000	182,153	121,000	121,000
5010-00 · Account Strategy & Management	7,000	7,000	84,000	84,000	84,000
5010-01 · Digital Management & Reporting	3,000	3,000	36,000	36,000	36,000
5010-02 · Website Strategy & Analysis	2,000	2,000	24,000	24,000	24,000
5013-00 · Outdoor	0	0	111,000	95,000	95,000
5015-00 · Video	1,643	3,000	15,637	25,000	25,000
5017-00 · Rich Media	21,817	12,500	70,000	50,000	50,000
5018-00 · Media Commission	22,395	12,501	106,174	98,796	98,796
5018-01 · Digital Ad Serving	918	625	2,073	7,500	7,500
5018-03 · Strategic Marketing Plan	0	0	0	3,500	3,500
5020-00 · Search Engine Marketing	8,218	8,000	50,148	50,000	50,000
5022-00 · Email	13,347	11,025	44,999	45,000	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>199,327</b>	<b>131,298</b>	<b>1,284,679</b>	<b>1,175,279</b>	<b>1,175,279</b>
<b>5110-00 · LEISURE SALES</b>					
5107-00 · Creative Production	0	500	12,536	2,500	2,500
5111-00 · FAMs - Domestic	0	250	947	1,250	1,250
5112-00 · Training / Sales Calls	391	0	2,013	3,500	3,500
5113-00 · Additional Opportunities	500	0	6,194	7,000	7,000
5115-00 · Travel Agent Incentive Program	0	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	2,567	0	4,785	6,500	6,500
5132-00 · FAMs -Intl - Media	4,326	1,000	11,690	12,000	12,000
5133-00 · Ski-Tops	0	0	1,226	3,250	3,250
5134-00 · Intl Marketing - Additional Opp	0	3,000	3,835	13,000	13,000
5136-00 · Tour Operator Brochure Support	0	0	5,500	6,000	6,000
5137-00 · Co-op Opportunities	2,800	0	8,939	13,000	13,000
5141-00 · Australian Sales Mission	0	0	2,456	5,500	5,500
5142-00 · UK Sales Mission	837	1,500	7,765	5,500	5,500
5143-00 · Mountain Travel Symposium	0	0	4,978	5,500	5,500
5144-00 · IPW - POW WOW	5,965	(4,000)	13,452	9,000	9,000
5145-00 · TIA Annual Dues	0	0	2,635	2,500	2,500
5146-00 · UK / Black Diamond	3,000	0	35,107	45,000	45,000
5147-00 · AUS / Gate 7	2,567	0	41,866	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	0	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	402	0	7,665	0	0
5154-00 · Canada - Other	0	0	27,456	25,000	25,000
<b>Total 5154-00 · Canada</b>	<b>402</b>	<b>0</b>	<b>35,121</b>	<b>25,000</b>	<b>25,000</b>
5155-00 · California Star Program	0	0	3,500	3,500	3,500
<b>Total 5110-00 · LEISURE SALES</b>	<b>23,354</b>	<b>2,250</b>	<b>224,579</b>	<b>235,445</b>	<b>235,445</b>
<b>5200-00 · PUBLIC RELATIONS</b>					
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,200	2,200	26,400	26,400	26,400
5201-00 · National, Regional, & Local PR	5,000	5,000	60,000	60,000	60,000
5202-00 · PR Program/ Content Dev - Blogs	1,800	1,800	21,600	21,600	21,600
5204-00 · Media Mission(s)	0	0	6,691	10,600	10,600
5206-00 · Digital Buy/ Social Media Boost	500	500	6,000	6,000	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	3,600	3,600	3,600
5208-00 · International Travel Media FAMS	3,000	3,000	12,053	12,000	12,000

# North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

June 2019

Accrual Basis

	Jun 19	Budget	Jul '18 - Jun 19	YTD Budget	Annual Budget
5209-00 · Domestic Travel Media FAMS	3,946	3,208	32,216	38,500	38,500
5210-00 · Content Dev - Newsletters	2,000	2,000	24,000	24,000	24,000
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	48,000	48,000	48,000
5212-00 · Social Giveaways & Contests	0	0	9,200	8,900	8,900
5213-00 · Facebook Live	4,500	1,620	6,000	6,480	6,480
5214-00 · Social Takeover	6,312	1,100	13,000	13,000	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>33,557</b>	<b>24,728</b>	<b>296,086</b>	<b>301,080</b>	<b>301,080</b>
<b>6000-00 · CONFERENCE SALES</b>					
6002-00 · Destination Print	0	0	20,800	20,500	20,500
6003-00 · Geo-Fence Targeting	0	0	3,000	3,000	3,000
6004-00 · Email	2,500	850	15,300	10,200	10,200
6004-01 · Newsletter	0	1,650	0	5,950	5,950
6005-00 · Paid Media	3,351	790	12,037	12,154	12,154
6006-00 · CVENT	0	0	13,196	13,196	13,196
6007-00 · Creative Production	0	2,000	48,832	20,000	20,000
6008-00 · Conference PR / Social Outreach	1,000	1,000	12,000	12,000	12,000
6010-00 · Collateral Production	0	0	0	7,500	7,500
6018-00 · MCC Media Commission	702	428	9,744	8,450	8,450
6018-01 · MCC Digital Ad Serving	0		36	200	200
6019-00 · Conference Direct Partnership	0	0	0	5,000	5,000
6128-00 · HelmsBriscoe Strategic Partner	500	6,000	6,000	6,000	6,000
6152-00 · Client Events / Opportunities	5,789	7,500	21,313	18,000	18,000
6153-00 · Chicago Sales Rep Support	1,224	0	8,982	10,000	10,000
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>15,066</b>	<b>20,218</b>	<b>171,241</b>	<b>152,150</b>	<b>152,150</b>
<b>6100-00 · TRADE SHOWS</b>					
6111-00 · Site Inspections	0	1,000	5,751	7,000	7,000
6115-00 · Chicago Holiday Showcase	0	0	0	3,000	3,000
6116-00 · CalSAE Seasonal Spectacular	(2,537)	0	1,605	3,000	3,000
6118-00 · ASAE Annual	0	0	5,946	4,250	4,250
6120-00 · AFW Client Event	0	0	821	3,000	3,000
6120-01 · Sac River Cats Client Event	553	0	2,556	3,000	3,000
6127-00 · CalSAE Annual	31	0	6,900	6,700	6,700
6136-00 · Mountain Travel Symposium	0	0	674	4,895	4,895
6143-00 · Connect Marketplace	0	0	9,802	10,000	10,000
6144-00 · ASAE XDP	0	0	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	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	0	5,741	4,200	4,200
6151-00 · Destination CA	0	0	1,396	1,500	1,500
6154-00 · HelmsBriscoe ABC	756	0	5,961	5,500	5,500
6156-00 · Connect California	0	0	4,208	5,000	5,000
6156-02 · Connect Chicago	0	0	3,700	4,000	4,000
6156-03 · Connect New England	0	2,500	5,323	6,250	6,250
6156-04 · Connect Georgia	0	0	4,877	5,750	5,750
6157-00 · HPN Partner Conference	0	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	625	0	1,663	1,500	1,500
6160-01 · AllThingsMeetings East Bay	0	0	1,756	2,000	2,000
6161-00 · Connect Southwest	0	0	3,700	4,450	4,450
6162-00 · Connect Tech & Medical	0	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	4,422	5,000	4,422	5,000	5,000
6166-00 · Sports Commission	2,844	0	3,639	2,900	2,900
6167-00 · Nor Cal DMO	0	1,000	429	4,500	4,500
6100-00 · TRADE SHOWS - Other	0		1,423		
<b>Total 6100-00 · TRADE SHOWS</b>	<b>6,694</b>	<b>9,500</b>	<b>114,904</b>	<b>134,145</b>	<b>134,145</b>
6106-00 · CalSAE Seasonal Spectacular	2,537		0		
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>					
5008-00 · Cooperative Programs	4,334	15,000	44,635	51,000	51,000
5009-00 · Fulfillment / Mail	524	0	11,037	13,000	13,000
5021-00 · RASC-Reno Air Service Corp	0	0	100,000	100,000	100,000
5123-00 · HSVC - High Sierra Visitors	0	0	2,000	2,250	2,250
7001-00 · Miscellaneous	0	250	599	3,000	3,000
7002-00 · CRM Subscription	833	0	10,000	10,000	10,000
7003-00 · IVCBVB Entertainment Fund	1,739	2,000	6,229	8,000	8,000
7004-00 · Research	21,922	24,000	29,204	45,000	45,000
7005-00 · Film Festival	0	0	15,000	15,000	15,000
7006-00 · Special Events	35,000	10,000	35,000	45,000	45,000

# North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

June 2019

Accrual Basis

	Jun 19	Budget	Jul '18 - Jun 19	YTD Budget	Annual Budget
7007-00 - Destimetrics / DMX	0	0	33,350	33,352	33,352
7008-00 - Opportunistic Funds	467	0	99,300	16,600	16,600
7009-00 - Tahoe Cam Usage	0	177	1,062	2,124	2,124
8700-00 - Automobile Expense*	2,339	200	6,634	2,400	2,400
7000-00 - COMMITTED & ADMIN EXPENSES - Other	0		(5,779)		
<b>Total 7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>	<b>67,158</b>	<b>51,627</b>	<b>388,271</b>	<b>346,726</b>	<b>346,726</b>
<b>8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>					
8002-00 - Content Manager Contractor	3,583	3,750	43,000	45,000	45,000
8003-00 - Website Hosting Maintenance	23,218	0	43,823	20,000	20,000
<b>Total 8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>26,802</b>	<b>3,750</b>	<b>86,823</b>	<b>65,000</b>	<b>65,000</b>
<b>Total Expense</b>	<b>374,494</b>	<b>243,371</b>	<b>2,566,583</b>	<b>2,409,825</b>	<b>2,409,825</b>
<b>Net Income</b>	<b>(186,338)</b>	<b>(55,215)</b>	<b>(156,756)</b>	<b>(3)</b>	<b>(3)</b>



# **North Lake Tahoe Marketing Cooperative**

**Preliminary**

**Financial Statements for the Period Ending**

**July 31, 2019**

**North Lake Tahoe Marketing Cooperative**  
**Balance Sheet**  
As of July 31, 2019

Accrual Basis

	Jul 31, 19	Jul 31, 18	\$ Change	% Change
<b>ASSETS</b>				
Current Assets				
Checking/Savings				
1000-00 · Cash	324,099	442,251	(118,152)	(27)%
Total Checking/Savings	324,099	442,251	(118,152)	(27)%
Accounts Receivable				
1200-00 · Accounts Receivable	198,504	73,636	124,868	170%
Total Accounts Receivable	198,504	73,636	124,868	170%
Other Current Assets				
1300 · Reimbursements Receivable	391	0	391	100%
1350-00 · Security Deposits	3,325	100	3,225	3,225%
Total Other Current Assets	3,716	100	3,616	3,616%
Total Current Assets	526,319	515,987	10,332	2%
Other Assets				
1400-00 · Prepaid Expenses	29,771	8,525	21,246	249%
Total Other Assets	29,771	8,525	21,246	249%
<b>TOTAL ASSETS</b>	<b>556,090</b>	<b>524,511</b>	<b>31,578</b>	<b>6%</b>
<b>LIABILITIES &amp; EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	458,615	340,928	117,687	35%
Total Accounts Payable	458,615	340,928	117,687	35%
Credit Cards				
2080 · Bank of the West Credit Cards				
2080-02 · MC_4222 Jason	0	1,688	(1,688)	(100)%
2080-05 · MC_2107 Greg	0	1,888	(1,888)	(100)%
2080-09 · MC_3126 Sarah	0	1,308	(1,308)	(100)%
Total 2080 · Bank of the West Credit Cards	0	4,884	(4,884)	(100)%
Total Credit Cards	0	4,884	(4,884)	(100)%
Total Current Liabilities	458,615	345,813	112,803	33%
Total Liabilities	458,615	345,813	112,803	33%
Equity				
32000 · Unrestricted Net Assets	32,677	189,433	(156,756)	(83)%
Net Income	64,797	(10,734)	75,531	704%
Total Equity	97,475	178,699	(81,224)	(46)%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>556,090</b>	<b>524,511</b>	<b>31,578</b>	<b>6%</b>

# North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance July 2019

Accrual Basis

	Jul 19	Budget	Jul 19	YTD Budget	Annual Budget
<b>Income</b>					
4000-00 · LTIVCBVB Funding	67,070	67,070	67,070	67,070	942,000
4001-00 · NLTRA Funding	195,584	195,584	195,584	195,584	1,503,362
4004-00 · IVCBVB Entertainment	0	0	0	0	8,000
<b>Total Income</b>	<b>262,654</b>	<b>262,654</b>	<b>262,654</b>	<b>262,654</b>	<b>2,453,362</b>
<b>Gross Profit</b>	<b>262,654</b>	<b>262,654</b>	<b>262,654</b>	<b>262,654</b>	<b>2,453,362</b>
<b>Expense</b>					
<b>5000-00 · CONSUMER MARKETING</b>					
5001-00 · Broadcast / Radio - High Notes	2,044	3,440	2,044	3,440	16,720
5002-01 · Native Display	0	5,250	0	5,250	68,000
5004-00 · Trip Advisor	0	8,333	0	8,333	100,000
5005-00 · Paid Social	8,879	8,788	8,879	8,788	139,000
5005-01 · Digital Display	119	6,750	119	6,750	85,000
5005-02 · Retargeting Video	0	2,500	0	2,500	30,000
5007-00 · Creative Production	34,259	13,250	34,259	13,250	158,219
5010-00 · Account Strategy & Management	7,000	7,000	7,000	7,000	84,000
5010-01 · Digital Management & Reporting	2,000	2,000	2,000	2,000	24,000
5010-02 · Website Strategy & Analysis	1,200	1,200	1,200	1,200	14,400
5013-00 · Outdoor	0	0	0	0	115,000
5015-00 · Video	0	3,750	0	3,750	35,000
5017-00 · Rich Media	0	0	0	0	50,000
5018-00 · Media Commission	2,351	7,399	2,351	7,399	103,607
5018-01 · Digital Ad Serving	46	504	46	504	6,050
5020-00 · Search Engine Marketing	6,168	5,000	6,168	5,000	60,000
5022-00 · Email	0	3,500	0	3,500	35,000
5025-00 · Expedia	0	0	0	0	20,000
5026-00 · Consumer Research	0	750	0	750	750
5027-00 · Consumer Retargeting Video	0	1,250	0	1,250	15,000
5028-00 · High Impact Media	0	3,750	0	3,750	45,000
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>64,067</b>	<b>84,414</b>	<b>64,067</b>	<b>84,414</b>	<b>1,204,746</b>
<b>5110-00 · LEISURE SALES</b>					
5107-00 · Creative Production	0	1,000	0	1,000	6,000
5112-00 · Training / Sales Calls	192	0	192	0	6,500
5113-00 · Additional Opportunities	784	0	784	0	7,000
5115-00 · Travel Agent Incentive Program	0	0	0	0	1,500
5120-00 · Domestic - Trade Shows	0	0	0	0	6,450
5131-00 · FAMS -Intl - Travel Trade	8	0	8	0	10,500
5133-00 · Ski-Tops	0	0	0	0	845
5134-00 · Intl Marketing - Additional Opp	2,000	0	2,000	0	11,000
5136-00 · Tour Operator Brochure Support	2,000	2,000	2,000	2,000	2,000
5137-00 · Co-op Opportunities	0	0	0	0	15,000
5141-00 · Australian Sales Mission	0	0	0	0	6,550
5142-00 · UK Sales Mission	2,117	3,000	2,117	3,000	3,000
5143-00 · Mountain Travel Symposium	0	0	0	0	1,500
5144-00 · IPW - POW WOW	0	0	0	0	11,000
5145-00 · TIA Annual Dues	0	0	0	0	2,650
5146-00 · UK / Black Diamond	7,500	7,750	7,500	7,750	31,000
5147-00 · AUS / Gate 7	7,925	7,925	7,925	7,925	31,700
5149-00 · Mexico Program	0	0	0	0	6,500
5150-00 · China Program	0	0	0	0	3,500
5154-00 · Canada					
5154-01 · Canada Sales Mission	3,000	3,000	3,000	3,000	6,000
5154-00 · Canada - Other	2,119	6,250	2,119	6,250	26,000
<b>Total 5154-00 · Canada</b>	<b>5,119</b>	<b>9,250</b>	<b>5,119</b>	<b>9,250</b>	<b>32,000</b>
5155-00 · California Star Program	0	0	0	0	3,500
5156-00 · German Trade Representation	0	4,750	0	4,750	23,000
<b>Total 5110-00 · LEISURE SALES</b>	<b>27,646</b>	<b>35,675</b>	<b>27,646</b>	<b>35,675</b>	<b>222,695</b>
<b>5200-00 · PUBLIC RELATIONS</b>					
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,200	2,200	2,200	2,200	26,400
5201-00 · National, Regional, & Local PR	5,000	5,000	5,000	5,000	60,000
5202-00 · PR Program/ Content Dev - Blogs	2,000	2,000	2,000	2,000	24,000
5202-01 · Rich Content Development	0	5,500	0	5,500	22,000
5204-00 · Media Mission(s)	1,550	0	1,550	0	10,600
5206-00 · Digital Buy/ Social Media Boost	500	500	500	500	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	300	300	3,600
5208-00 · International Travel Media FAMS	53	0	53	0	13,600
5208-01 · Int'l FAM Hard Cost	0	0	0	0	12,000
5208-02 · Int'l Media Retainer	300	300	300	300	3,600



# North Lake Tahoe Marketing Cooperative

## Profit & Loss Budget Performance

July 2019

Accrual Basis

	Jul 19	Budget	Jul 19	YTD Budget	Annual Budget
5209-00 · Domestic Travel Media FAMS	0	3,500	0	3,500	38,500
5210-00 · Content Dev - Newsletters	1,800	1,800	1,800	1,800	21,600
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	4,000	4,000	48,000
5212-00 · Social Giveaways & Contests	54	0	54	0	9,200
5213-00 · Facebook Live	0	0	0	0	6,480
5214-00 · Social Takeover	0	0	0	0	16,000
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>17,757</b>	<b>25,100</b>	<b>17,757</b>	<b>25,100</b>	<b>321,580</b>
6000-00 · CONFERENCE SALES					
6002-00 · Destination Print	0	0	0	0	23,850
6003-00 · Geo-Fence Targeting	0	0	0	0	2,500
6004-00 · Email	0	850	0	850	7,650
6005-00 · Paid Media	15	833	15	833	10,000
6006-00 · CVENT	11,167	13,500	11,167	13,500	13,500
6007-00 · Creative Production	1,974	1,000	1,974	1,000	30,000
6008-00 · Conference PR / Social Outreach	1,000	1,000	1,000	1,000	12,000
6018-00 · MCC Media Commission	1,342	2,103	1,342	2,103	8,861
6019-00 · Conference Direct Partnership	0	5,000	0	5,000	5,000
6128-00 · HelmsBriscoe Strategic Partner	500	6,000	500	6,000	6,000
6152-00 · Client Events / Opportunities	784	0	784	0	15,000
6153-00 · Chicago Sales Rep Support	(638)	0	(638)	0	10,000
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>16,144</b>	<b>30,286</b>	<b>16,144</b>	<b>30,286</b>	<b>144,361</b>
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections	0	750	0	750	7,000
6116-00 · CalSAE Seasonal Spectacular	0	0	0	0	4,250
6118-00 · ASAE Annual	0	500	0	500	6,000
6120-00 · AFW Client Event	0	0	0	0	2,500
6120-01 · Sac River Cats Client Event	1,187	2,500	1,187	2,500	2,500
6127-00 · CalSAE Annual	0	0	0	0	6,700
6143-00 · Connect Marketplace	0	7,500	0	7,500	11,000
6144-00 · ASAE XDP	0	0	0	0	4,000
6151-00 · Destination CA	0	0	0	0	1,500
6154-00 · HelmsBriscoe ABC	0	0	0	0	6,500
6156-00 · Connect California	0	3,750	0	3,750	5,250
6156-02 · Connect Chicago	0	3,750	0	3,750	4,250
6156-04 · Connect Georgia	0	3,750	0	3,750	5,250
6157-00 · HPN Partner Conference	0	1,695	0	1,695	3,195
6160-00 · AllThingsMeetings Silicon Valley	493	1,000	493	1,000	1,000
6160-01 · AllThingsMeetings East Bay	0	0	0	0	1,625
6161-00 · Connect Southwest	0	3,750	0	3,750	5,250
6162-00 · Connect Tech & Medical	0	3,750	0	3,750	5,250
6163-00 · Connect Financial	0	3,750	0	3,750	5,250
6164-00 · Connect Mountain Incentive	0	3,750	0	3,750	5,250
6165-00 · Bay Area Client Appreciation	(1,000)	0	(1,000)	0	5,000
6168-00 · Sacramento/Roseville TopGolf	0	1,000	0	1,000	2,500
6169-00 · Prestige Meetings SF	0	895	0	895	2,395
6171-00 · Outdoor Retailer	0	0	0	0	600
6172-00 · Prestige Meetings Seattle	0	0	0	0	2,595
<b>Total 6100-00 · TRADE SHOWS</b>	<b>681</b>	<b>42,090</b>	<b>681</b>	<b>42,090</b>	<b>106,610</b>
7000-00 · COMMITTED & ADMIN EXPENSES					
5008-00 · Cooperative Programs	0	0	0	0	50,000
5009-00 · Fulfillment / Mail	0	1,000	0	1,000	12,000
5021-00 · RASC-Reno Air Service Corp	25,000	25,000	25,000	25,000	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	0	2,000
7001-00 · Miscellaneous	252	0	252	0	0
7002-00 · CRM Subscription	833	833	833	833	9,996
7003-00 · IVCBVB Entertainment Fund	60	0	60	0	8,000
7004-00 · Research	24,422	0	24,422	0	24,000
7005-00 · Film Festival	15,000	0	15,000	0	15,000
7006-00 · Special Events	0	0	0	0	30,000
7007-00 · Destimetrics / DMX	0	8,338	0	8,338	33,352
7008-00 · Opportunistic Funds	550	0	550	0	50,000
7009-00 · Tahoe Cam Usage	0	177	0	177	2,124
7010-00 · Photo Management & Storage	0	592	0	592	7,104
7011-00 · TrendKite PR Software	0	333	0	333	3,996
8700-00 · Automobile Expense*	495	400	495	400	4,800
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>66,778</b>	<b>36,673</b>	<b>66,778</b>	<b>36,673</b>	<b>352,372</b>
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	4,250	4,250	4,250	4,250	51,000
8003-00 · Website Hosting Maintenance	534	4,166	534	4,166	50,000

# North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

July 2019

Accrual Basis

	Jul 19	Budget	Jul 19	YTD Budget	Annual Budget
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	4,784	8,416	4,784	8,416	101,000
Total Expense	197,857	262,654	197,857	262,654	2,453,364
Net Income	64,797	0	64,797	0	(2)



## Aging by Revenue Item

As of 7/31/2019

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
<b>Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)</b>									
11-20 Employees Membership Dues			\$335.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$335.00
1-5 Employees Membership Dues			\$2,992.50	\$1,710.00	\$855.00	\$0.00	\$2,280.00	\$285.00	\$8,122.50
21-50 Employees Membership Dues			\$0.00	\$520.00	\$1,040.00	\$0.00	\$520.00	\$0.00	\$2,080.00
50-100 Employees Membership Dues			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$470.00	\$470.00
6-10 Employees Membership Dues			\$0.00	\$630.00	\$315.00	\$0.00	\$0.00	\$315.00	\$1,260.00
Financial Institutions Membership			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$700.00	\$700.00
Member dues prior FY Totals:			\$225.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$225.00
<b>Non-Profit Membership Dues Totals:</b>			<b>\$412.50</b>	<b>\$165.00</b>	<b>\$165.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$742.50</b>
1201-01 Member AR Membership			\$3,965.00	\$3,025.00	\$2,375.00	\$0.00	\$2,800.00	\$1,770.00	\$13,935.00
<b>Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)</b>									
Community Awards Award Sponsor			\$0.00	\$0.00	\$0.00	\$565.00	\$0.00	\$0.00	\$565.00
Community Awards Sapphire			\$0.00	\$0.00	\$0.00	\$1,265.00	\$0.00	\$0.00	\$1,265.00
Community Awards Ticket Totals:			\$0.00	\$0.00	\$0.00	\$180.00	\$0.00	\$0.00	\$180.00
Eblast Totals:			\$0.00	\$0.00	\$0.00	\$80.00	\$0.00	\$0.00	\$80.00
Employee of the Year Award Totals:			\$0.00	\$0.00	\$0.00	\$65.00	\$0.00	\$0.00	\$65.00
Tuesday Morning Breakfast Club			\$0.00	\$0.00	\$165.00	\$0.00	\$0.00	\$0.00	\$165.00
Unpaid Silent Auction Items			\$0.00	\$0.00	\$290.00	\$0.00	\$0.00	\$0.00	\$290.00
1201-03 Member Accounts Receivable			\$0.00	\$0.00	\$455.00	\$2,155.00	\$0.00	\$0.00	\$2,610.00
<b>GRAND TOTALS</b>			<b>\$3,965.00</b>	<b>\$3,025.00</b>	<b>\$2,830.00</b>	<b>\$2,155.00</b>	<b>\$2,800.00</b>	<b>\$1,770.00</b>	<b>\$16,545.00</b>



# KEY METRICS FOR July 31, 2019 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2011 - 2019					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2011 - 2012	3,683,345	1,794,633	3,159,674	1,554,224	\$ 10,191,876
2012 - 2013	3,882,952	2,106,483	4,263,868	1,447,976	\$ 11,701,279
2013 - 2014	4,525,882	2,145,820	3,569,535	1,751,001	\$ 11,992,238
2014 - 2015	4,693,908	2,527,728	3,513,439	1,868,483	\$ 12,603,558
2015 - 2016	4,872,923	3,874,544	5,436,080	2,349,451	\$ 16,532,998
2016 - 2017	5,504,750	3,319,046	6,124,404	3,355,916	\$ 18,304,116
2017 - 2018	6,276,741	3,451,524	5,634,547	3,194,299	\$ 18,557,111
2018 - 2019	7,062,696	4,027,227	6,955,080	2,411,120	\$ 20,456,123

updated

Visitor Information Comparative Statistics For FYTD 2017/18 - 2019/20 (thru July 2019)					
Referrals -	2016-2017	2017-2018	2018-2019	2019-2020	YOY % Change
Tahoe City:					
Walk In	41,841	44,438	42,292	6,993	-7.27%
Phone	3,297	3,024	2,806	326	-32.08%
Email	343	378	404	69	23.21%
Kings Beach (Walk In)	3,926	8,733	11,881	4,036	-33.39%
NLT - Event Traffic	6,800	6,509	5,113	1,221	-23.11%
Total	56,207	63,082	62,496	12,645	-19.58%

Destimetrics Reservations Activity	FYTD 18/19	FYTD 19/20	YOY % Change
Occupancy	72.4%	66.8%	-7.8%
ADR (Average Daily Rate)	\$ 405	\$ 412	1.8%
RevPAR (Rev per Available Room)	\$ 293	\$ 275	-6.1%
Occupancy 1 Mth Forecast	54.9%	57.1%	4.1%
ADR 1 Mth Forecast	\$ 390	\$ 405	3.8%
RevPAR 1 Mth Forecast	\$ 214	\$ 231	8.0%
Occupancy (prior 6 months)	52.2%	52.4%	0.4%
ADR (prior 6 months)	\$ 308	\$ 316	2.7%
RevPAR (prior 6 months)	\$ 161	\$ 166	3.2%
Occupancy (next 6 months)	21.5%	22.1%	2.8%
ADR (next 6 months)	\$ 331	\$ 335	1.1%
RevPAR (next 6 months)	\$ 71	\$ 74	4.0%

Total Chamber Membership	
June 2015	474
June 2016	508
June 2017	424
June 2018	378
Jun 2019	354

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe ( 6 mth lag)					
Quarter	2015	2016	2017	2018	YOY % Change
First (Jan - Mar)	\$ 573,778	\$ 699,157	\$ 820,233	\$ 762,370	-7.05%
Second (Apr - June)	\$ 495,699	\$ 558,566	\$ 716,779	\$ 627,831	-12.41%
Third (Jul - Sept)	\$ 875,768	\$ 943,574	\$ 1,001,144	\$ 1,018,271	1.71%
Fourth (Oct - Dec)	\$ 595,985	\$ 629,807	\$ 641,261	\$ 671,770	4.76%
Total	\$ 2,542,230	\$ 2,831,104	\$ 3,179,417	\$ 3,080,242	-3.12%

Unemployment Rates - EDD					June 2019
California (pop. 38,332,521)					4.1%
Placer County (367,309)					3.5%
Dollar Point (1,215)					1.8%
Kings Beach (3,893)					2.1%
Sunnyside/Tahoe City (1,557)					4.6%
Tahoe Vista (1,433)					2.8%

Conference Revenue Statistics Comparison FYTD 18/19 vs. FYTD 19/20 at 8/30/2019						
	2018-19		2018-19	2019-20	YOY %	
FORWARD LOOKING		Actuals	Forecasted	Forecasted		Change
Total Revenue Booked		\$2,890,990	\$ 2,213,869	\$ 3,344,505		51.07%
Commission for this Revenue		\$ 79,949	\$ 49,926	\$ 47,908		-4.04%
Number of Room Nights		14,165	12,584	15,988		27.05%
Number of Bookings		72	46	53		15.22%
Conference Revenue And Percentage by County:						
	18-19	19-20				
Placer	67%	80%	\$1,850,907	\$ 1,487,959	\$ 2,660,497	78.80%
Washoe	9%	15%	\$314,610	\$ 195,373	\$ 514,448	163.32%
South Lake	24%	5%	\$725,473	\$ 530,537	\$ 169,560	-68.04%
Total Conference Revenue	100%	100%	\$2,890,990	\$ 2,213,869	\$ 3,344,505	51.07%