

NLTRA Mission

North Lake Tahoe Resort Association (NLTRA) promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental

Committee Members:

Chair: Carlyne Fajkos, Tahome Marketing | **Vice Chair: Becky Moore**, Granite Peak Management

Adam Wilson, Northstar California | **Brit Crezee**, Sotheby's International Realty

Caroline Craffey, Tahoe Truckee Community Foundation | **Christine Horvath**, Palisades Tahoe | **Connor McCarthy**, Homewood Ski Resort

Kressa Olguin, Hyatt Regency | **Kristy Olk**, Resort at Squaw Creek | **Melissa Burin**, The Ritz-Carlton, Lake Tahoe

Vinton Hawkins, MJD Capital Partners/The Boatworks at Lake Tahoe |

Wendy Hummer, EXL Media

Advisory Placer County Member: **Stephanie Holloway**

North Lake Tahoe Resort Association Board Member: **Ray Villaman**

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link:

<https://us02web.zoom.us/j/81474272378?pwd=REJLLy9EQXlrdlFvTU5UQzJxWGZvQT09>

as authorized by AB 361.

Meeting ID: 814 7427 2378

Passcode: 028933

Dial by your location

+1 669 900 9128 US (San Jose)

AGENDA

- | | |
|------------------|--|
| 2:00 p.m. | 1. Call to Order – Establish Quorum |
| | 2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum. |
| 2:05 p.m. | 3. Agenda Amendments and Approval |
| 2:05 p.m. | 4. Approval of Tourism Development Meeting Minutes from Mar 29, 2022 Page 1 |
| 2:10 p.m. | 5. Update on CAP Committee Projects and 2% TOT Renewal – Lindsay Romack Page 4 |
| 2:30 p.m. | 6. NLTRA Organizational Update - Tony Karwowski & Amber Burke Page 19 |
| 3:10 p.m. | 7. Staff Updates - Amber Burke |

- 3:20 p.m.** 8. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member. Click [here](#) for reports)
- Conference Sales
 - Leisure Sales
 - Marketing - Augustine Agency
 - Reno Tahoe Airport Reports
9. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report
- 3:25 p.m.** 10. Committee Member Comments
- 4:00 p.m.** 11. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

Tourism Development Meeting Draft - Meeting Minutes – Tuesday Mar 29, 2022

The Tourism Development Meeting was held via Zoom video conferencing.

Committee Members that joined via teleconference: Brit Crezee, Vinton Hawkins, Connor McCarthy, Adam Wilson, Caroline Craffey, Christine Horvath, Carlynne Fajkos, Ray Villaman, Kresa Olguin, Kristy Olk, Wendy Hummer

Staff in attendance: Amber Burke, Anna Atwood

Others in attendance: Yulianna Cisneros, Nicholas Martin, Walt McRoberts, Lindsay Moore, Cathy Nanadiego, Katie Biggers

1. Meeting called to order at 2:10 pm
2. Public Comment: None
3. **Agenda Amendments and Approval**
Motion to approve the agenda as presented HUMMER/CRAFFEY/UNANIMOUS
4. **Approval of meeting minutes from Feb 26, 2022**
Motion to approve the meeting minutes from Feb 26, 2022 HAWKINS/HUMMER/Carried with Fajkos, Wilson and Olguin abstaining)
5. **Summer Media Plan Recommendations & Discussion**
Burke reminded everyone that the summer media plan has already been reviewed by the Marketing Cooperative Committee.

The Augustine Agency presented on the summer media plan and their recommendations for the summer season.

Summer Campaign Strategies

- Increase length of stay
- Increase mid-week visitation
- Support Traveler Responsibility Pledge and sustainability efforts.

Media Strategies

- Keep spending geographically close to allow flexibility in the current Covid-19 environment. (use lower budgets to target CA fly markets.)
- Target national High-Value audiences. (Fly market/3-year visitor, 4+ day stay, midweek, higher household income spending.)
- Maintain Sustainability messaging (TV: Bay Area, FB/Instagram: In-Market: Travelers 75%, locals 25%)

The data collection on markets were selected through Google Analytics, Fusion7 and Arrivalist data. McRoberts compared in-state data from 2020 and 2021 and the top performing markets are San Francisco/Oakland/San Jose, Sacramento/Stockton/Modesto and Los Angeles. On all markets we see Sacramento, San Francisco and Reno as the top three markets for both 2020 and 2021. McRoberts reminded everyone that we do not targets the top three markets as that is something our constituents are doing. Burke reminded everyone that our summer budget is 10% of our annual budget and that most of the budget is focused on the shoulder seasons.

McRoberts went through summer market, tactics and media flowchart with the committee members.

Comments:

- Hummer questioned if our constituents are spending money in San Francisco? Burke will follow up with our constituents and find out where they are advertising.
- Hummer questioned if the organization were advertising in Texas and New York in 2021? Burke shared that there has been no advertising in New York since 2019 due to Covid and there are spring campaign advertising currently taking place in Texas.
- Horvath did comment that some of the partners have asked that the marketing efforts not be done in drive-markets as weekends are incredibly busy. She stated as the pandemic comes to an end it would be great to do a workshop to look at flights and new opportunities.
- Hummer questioned what some of the native direct sites? McRoberts stated they got between 5-10 proposals, but they decided on Outside Magazine for the winter season.
- Wilson recommended that as travel returns, that we start looking at data from 2019. Burke stated that the GPS data from 2019 started in July so it's not all available but this is on the radar for the strategy meeting planned for April.
- Wendy reminded everyone about the new airline out of Reno, aha that flies into some of our smaller cities.

Action to staff (Amber): Follow up with some of our constituents to find out where they are advertising.

Motion to approve the summer media plan recommendations OLK/CRAFFEY/UNANIMOUS

6. Update on Expanded Spring Media Markets
Burke updated the committee that most of the Spring media plan was allocated towards Dallas, Houston, and Los Angeles. At the last meeting it was determined to investigate the coastal markets if there were opportunities after the re-forecast were completed.

McRoberts shared some of the data that determined the target markets for the coastal areas, Monterey, and Fresno. The budget is \$75K and the tactics are very similar to those being used in the regular spring campaign.

Comments:

- Horvath stated there may be an opportunity on working with aha airline on the Palm Springs market with a "beat the heat" message. The Palm Spring flight is one of their most successful flights.
- Hummer stated she struggles to understand the decision on Fresno as it is one lowest index income markets, and they don't support environmental causes. She questioned what markets are being targeted? Certain income? McRoberts went into detail about what personas are being targeted and that it fits the ecofriendly purpose.

Action to staff (Amber): Share Arrivalist data for Spring 2019/2020 with the committee members.

7. Update on Independence Week Drone Show Sponsorship
Burke shared she was gone during the discussion last month for the Firework discussion but was filled in on committee members comments. NTBA has been working with a drone provider because of the scheduled show last September, that got canceled due the Caldor fire, so conversations quickly took place to negotiate a contract for NTBA and TCDA.

A 3-year contract was negotiated for both Kings Beach on July 3rd and Tahoe City on July 4th. This was brought to the Board of Directors and approved at the March Board of Directors meeting. The two organization will still do fundraiser to help sponsor their portion of the show. Burke also shared there will be a survey going out to the community after the drone show and there is an option out after the first year. This shift aligns with the region's commitment to sustainability and stewardship and addresses community concerns related to fire risk and environmental impacts.

Burke is working on a press release and all contracts has been signed.

Comments:

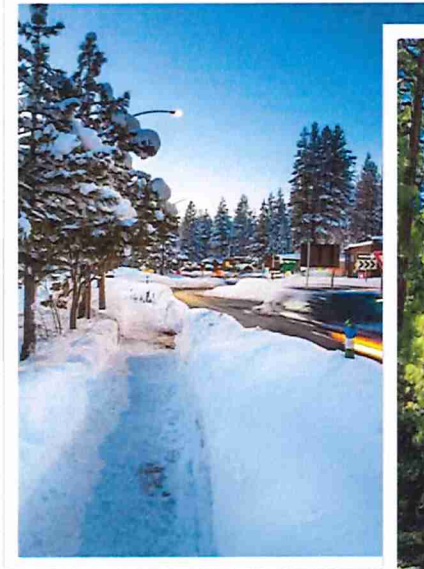
- Horvath recommended when the survey goes out there needs to be a good education component on why it's changing from fireworks to drones.
- Horvath also recommended including the "why's" in the press release.
- Hummer recommended getting endorsements from the Fire Department.

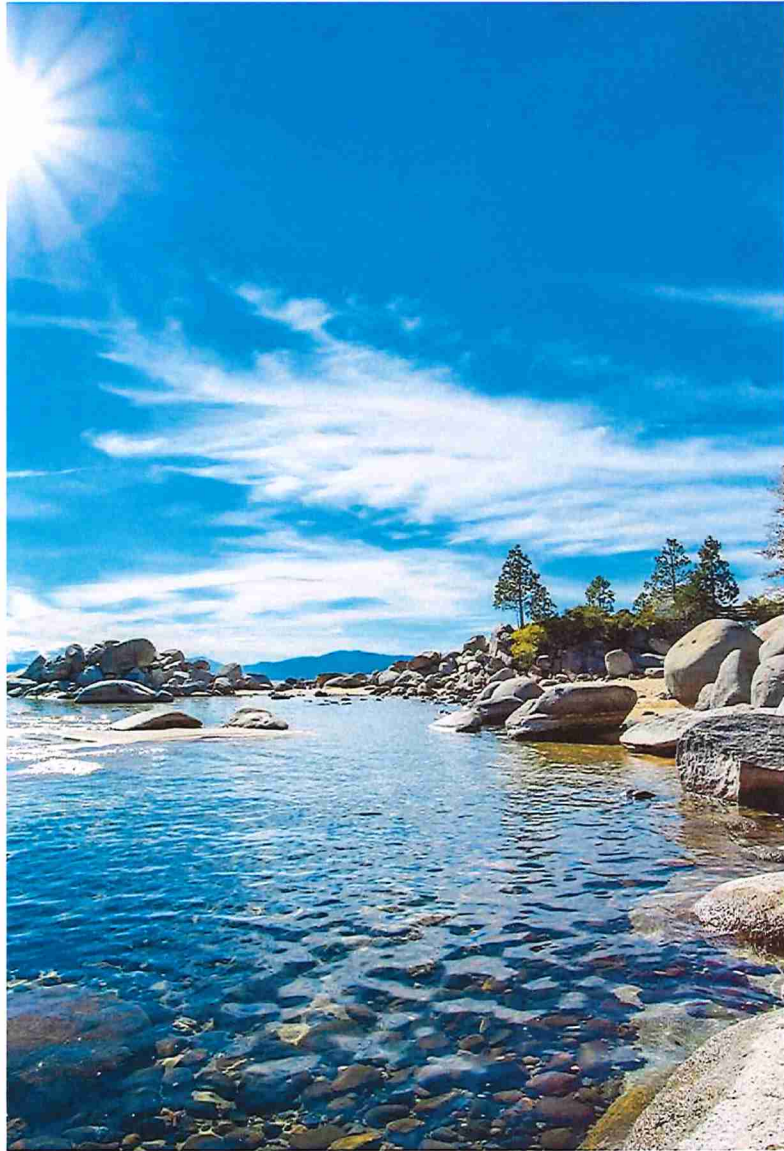
8. Update on Tourism Cares Meaningful Travel Summit in NLT
Tourism Cares Conference will be in North Lake Tahoe on May 18-20. This summit will focus on climate change, conservation of natural resources and the critical role sustainability plays holistically for popular tourism destinations. There will be many educational speakers and hand-on volunteer programming with local non-profits. Burke will share a link to how you can register for this summit.
9. Departmental Reports these reports can be viewed on our [website](#).
10. Standing Reports- these reports can be viewed on our [website](#).
11. Committee Member Comments – No committee member comments.
12. Adjournment – The meeting adjourned at 3:10pm.

Minutes submitted by,
Anna Atwood
NLTRA

Tourism Master
Plan/CAP Grants
and Measure A

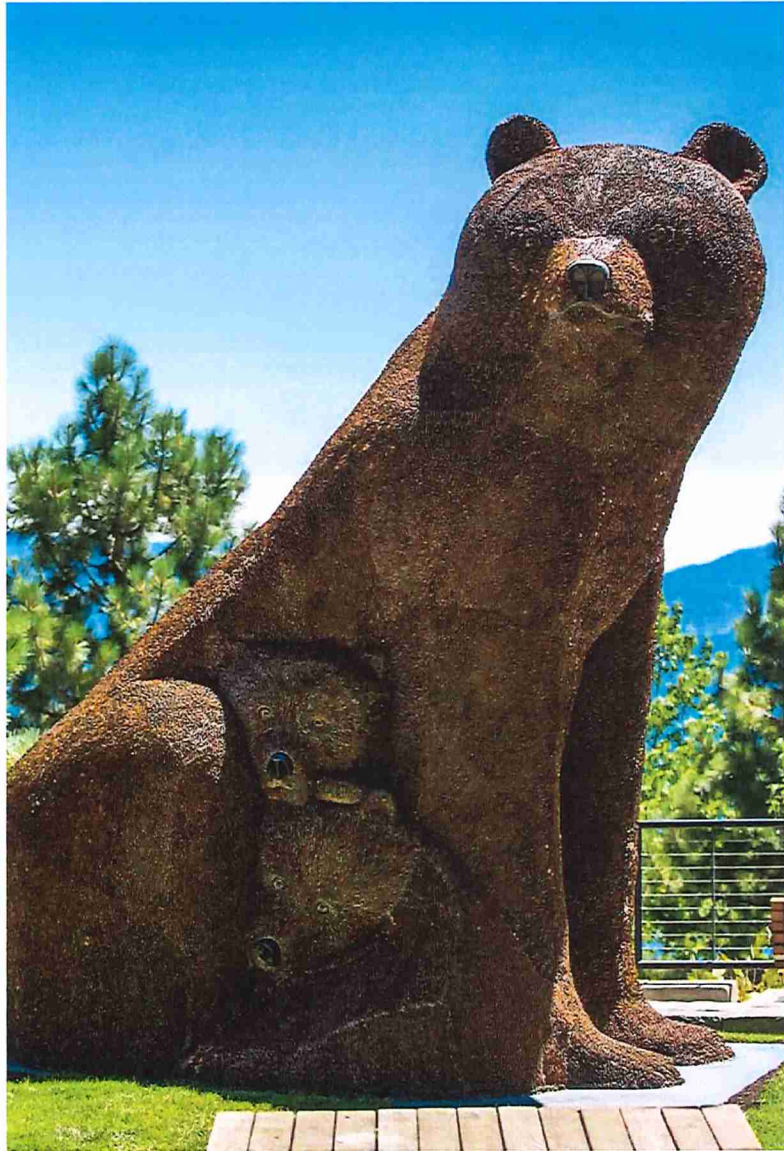
April 26, 2022





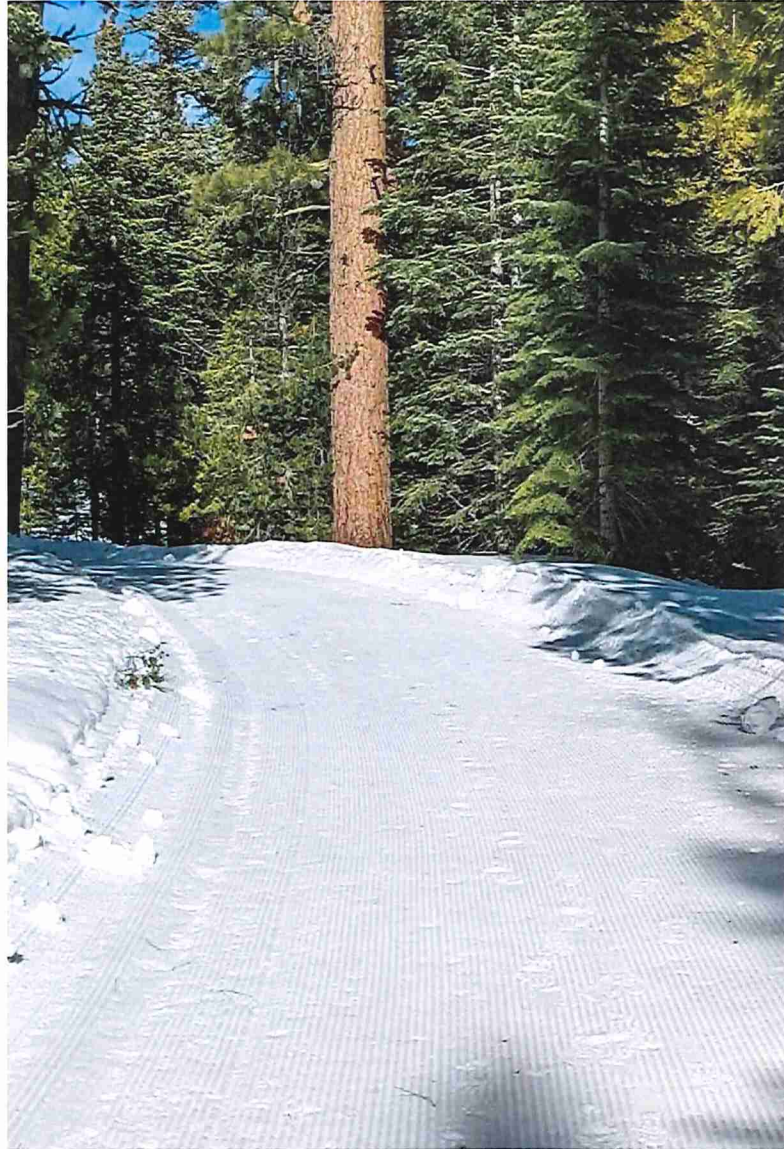
Capital Projects Advisory Committee Details

- Co-convened by Placer County and the Resort Association
- 13 seats include representation from:
 - Business Associations
 - Special Districts
 - Ski Resorts
 - Resort Association At-Large
 - Placer County At-Large



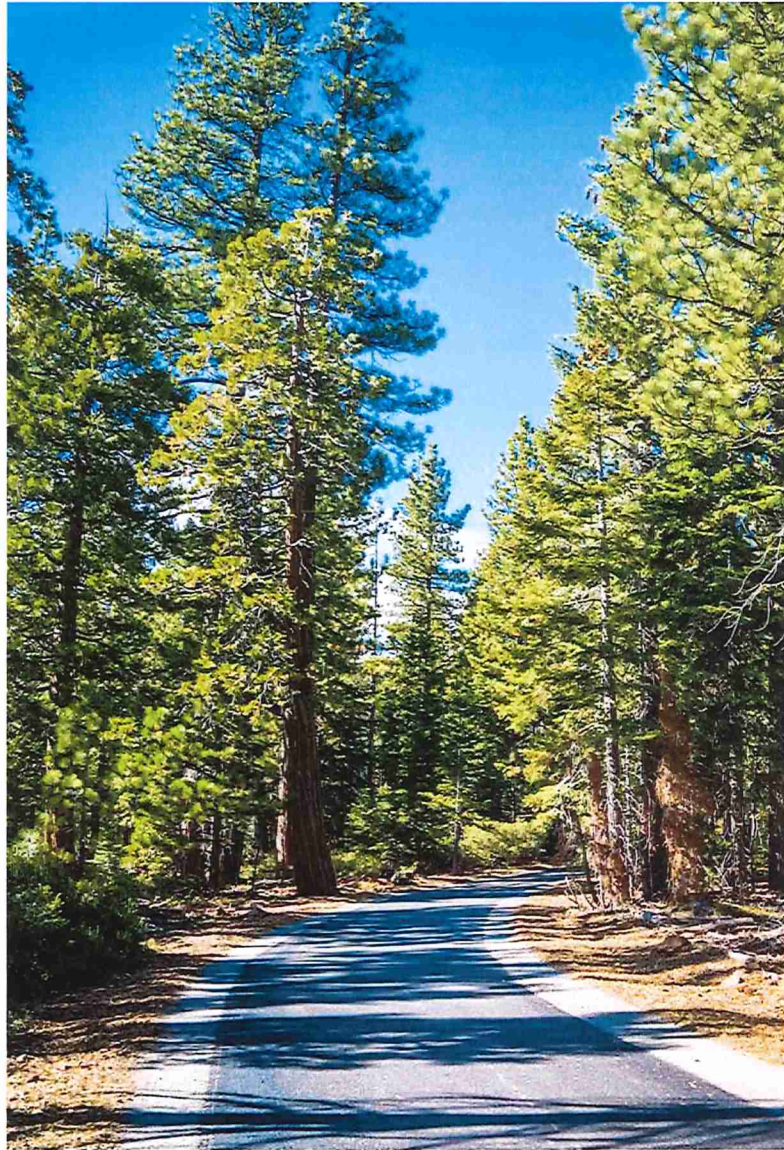
Committee Objectives

- Review grant applications for capital projects
- Ensure projects are consistent with Tourism Master Plan priorities
- Hold public meetings to review projects and further engage community
- Recommend expenditure of 2% TOT funds



FY21-22 Grant Cycle

- \$4,945,500 in available TOT Funding
- 13 applications received in Oct. 2021
- \$4,598,815 in total requests
- CAP Committee deliberation and recommendations in November and December
- BOS approved recommendations on January 25, 2022



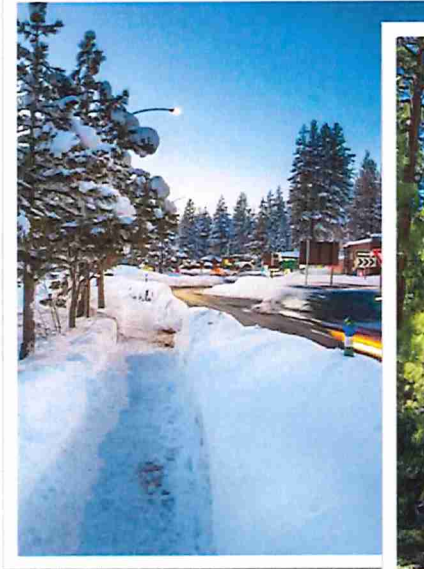
Project Highlights

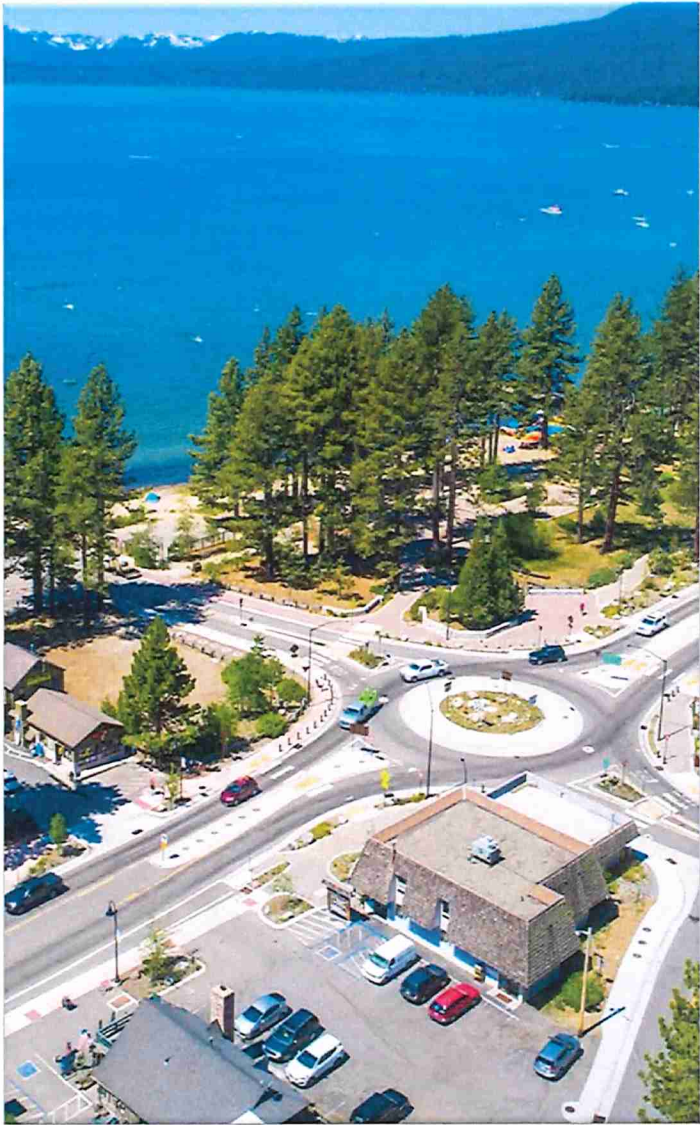
- \$3.24 million recommended to support projects in eastern Placer County
- Includes construction, planning, environmental studies, and project design
- Nine implementing agencies/organizations
- Address top priorities in Tourism Master Plan
- Diverse geographic spread of projects

Approved Projects

FY 2021-22 Fall TMP Grant CAP Committee Recommendation		
Applicant	Project Name	TOT Funds Recommended by CAP Committee
Northstar Community Services District	Martis Valley Trail	\$ 1,000,000.00
Truckee Trails Foundation	Waddle Ranch Trail Loop	\$ 67,730.00
Placer County	Resort Triangle Trails	\$ 900,000.00
Tahoe Cross Country	Tahoe Cross Country Lodge Entitlement Process	\$ 151,240.00
Donner Summit Association	Donner Summit Recreation Plan	\$ 34,400.00
South Yuba River Citizens League	Van Norden Meadow Restoration and Recreation Project	\$ 500,000.00
Sierra State Parks Foundation	Tahoe City Gateway Trail	\$ 121,000.00
North Tahoe Public Utility District	North Tahoe Regional Park Tennis and Pickleball Reconstruction Project	\$ 182,432.25
North Tahoe Public Utility District	Tahoe Vista Recreation Area Marina Trail and Scenic Overlook Improvement Project	\$ 214,200.00
Tahoe City Public Utility District	Sequoia Trail Crossing	\$ 41,660.00
Tahoe City Public Utility District	Changeable Message Sign	\$ 15,750.00
Tahoe City Public Utility District	Solar Trash Compactor	\$ 15,021.00
		\$ 3,243,433.25

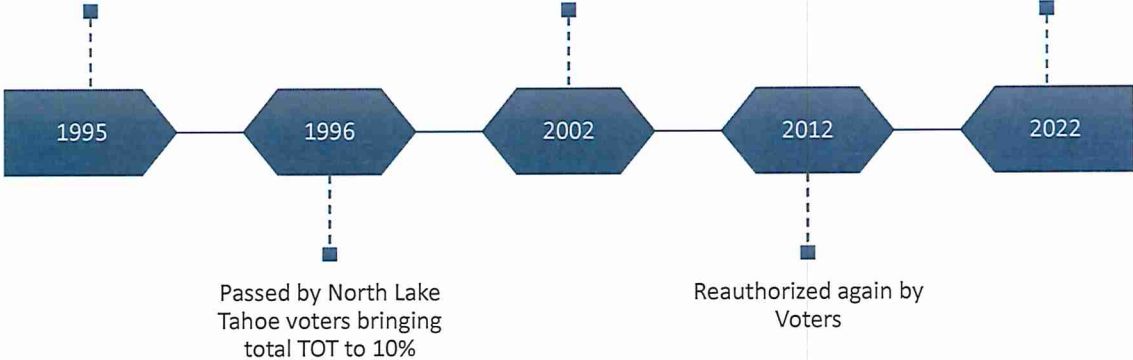
Measure A:
Proposal to
Reauthorize 2%
TOT in North Lake
Tahoe





History of 2% TOT

Supervisors approve additional 2% in North Lake Tahoe. Based on new case law, vote of electorate was needed to pass.





Current 2%

- Generates about \$4 million annually for our local region
- Secured matching funds of more than \$300 million in local projects
- CAP Committee recommends project for funding to Board of Supervisors

Transformative Projects: 1996- 2021



Olympic Valley Trail

Kings Beach
Commercial Core

Tahoe City Transit
Center

Night and Seasonal
TART Services

Lakeside Trail

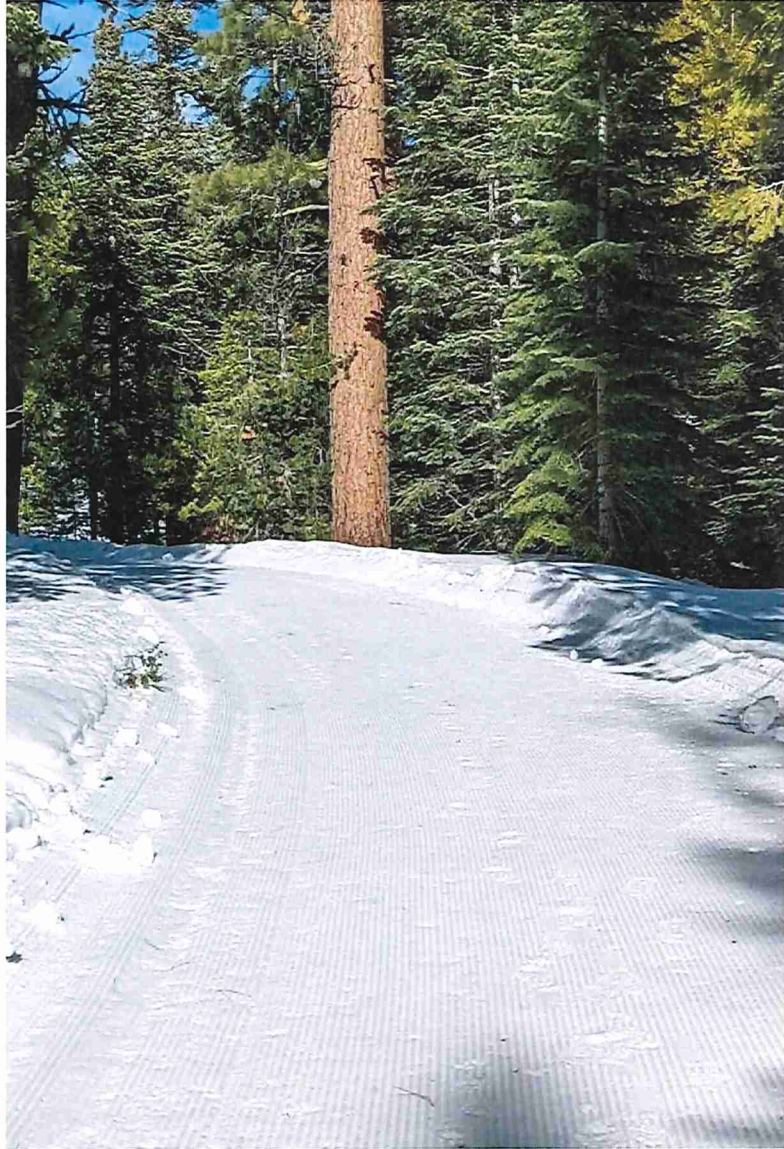
Homewood Trail

Winter Trail Access

Tahoe City Golf
Course/Winter Sports
Park

Martis Valley Trail

Hwy 89/Fanny Bridge



2021 Community Survey

- 71% feel North Lake Tahoe has “great need” or “some need” for additional funding to provide local services
- 81% initial support for TOT ballot measure

Quality of Life Priorities from Community Survey

It has become nearly impossible for people working in North Lake Tahoe to live in the area.

We need to address more housing options affordable for our local workforce.

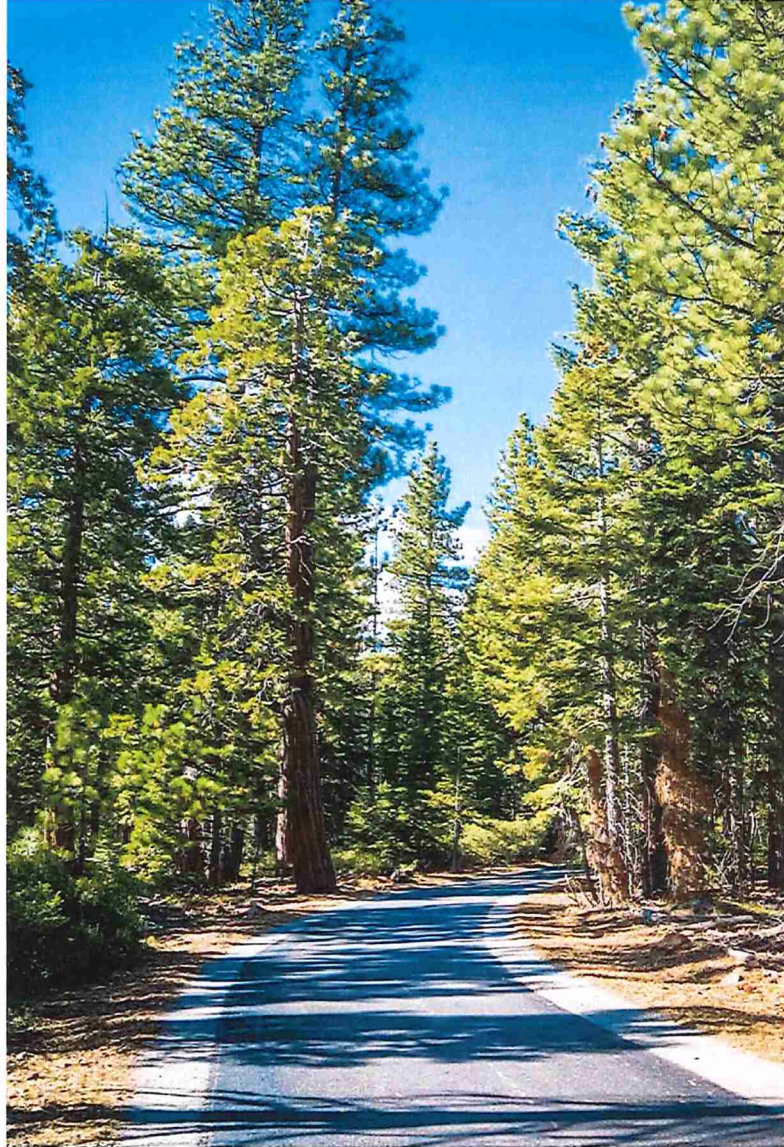
We need to continue addressing community priorities for TOT funding such as:

- Local bike and trail maintenance
- Removing trash and litter from streets/public spaces
- Maintaining public parks, beaches and shorelines
- Reducing traffic congestion



Measure A Ballot Language

To maintain North Lake Tahoe's local critical quality of life services such as addressing workforce housing needs; reducing traffic congestion and trash/litter in public places/streets; maintaining public beaches/parks/trails/shoreline recreation areas; and other general services, shall a measure continuing – without increasing – the existing 2% North Lake Tahoe hotel tax paid only by hotel/short-term rental guests, generating approximately \$4,000,000 annually until ended by voters with oversight, and all funds exclusively for North Lake Tahoe, be adopted?



Election Information

- April 22: Voter Guides Mailed
- May 9: Ballots Mailed
- May 23: Last Day to register to vote online or by mail
- June 7: Election Day
- PlacerCountyElections.gov



Questions?

North Lake Tahoe Resort Association

Tourism Development
Committee Update

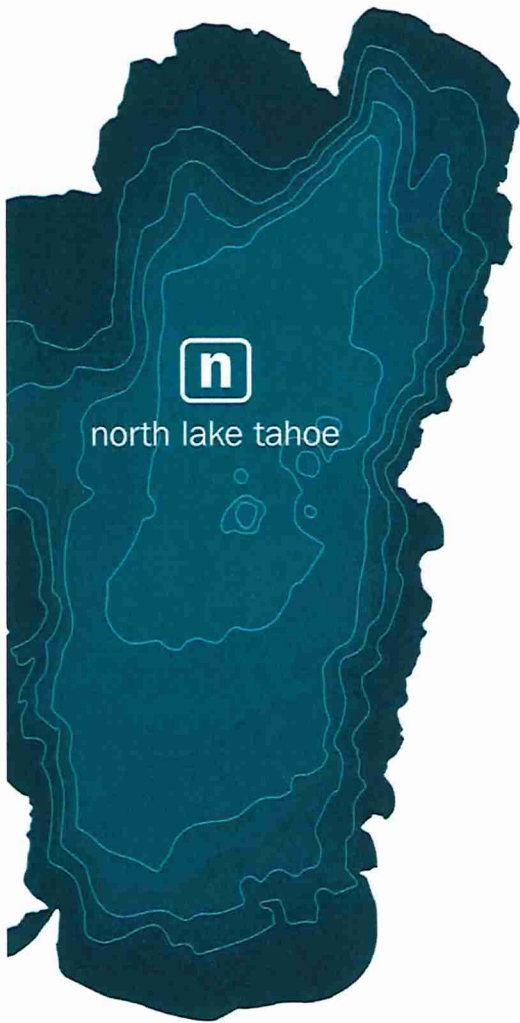


north lake tahoe



NLTRA Mission

“The North Lake Tahoe Resort Association promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental sustainability to benefit our residents, businesses, and visitors.”



Stewardship Principles

1. Elevate the experience of Lake Tahoe for all
2. Honor our region's history and local culture
3. Ensure that our natural resources are cared for by visitors and residents
4. Create opportunities that support a balance for business owners, workers and residents
5. Engage our partners in collaborations toward common outcomes

Position Statement

NLTRA is deeply committed to a sustainable community in balance with our vibrant visitor economy. We are focused on communicating about the NLT region, managing visitation and mitigating impacts, generating revenue and reinvesting locally, fostering employment, and protecting quality of life for residents through:

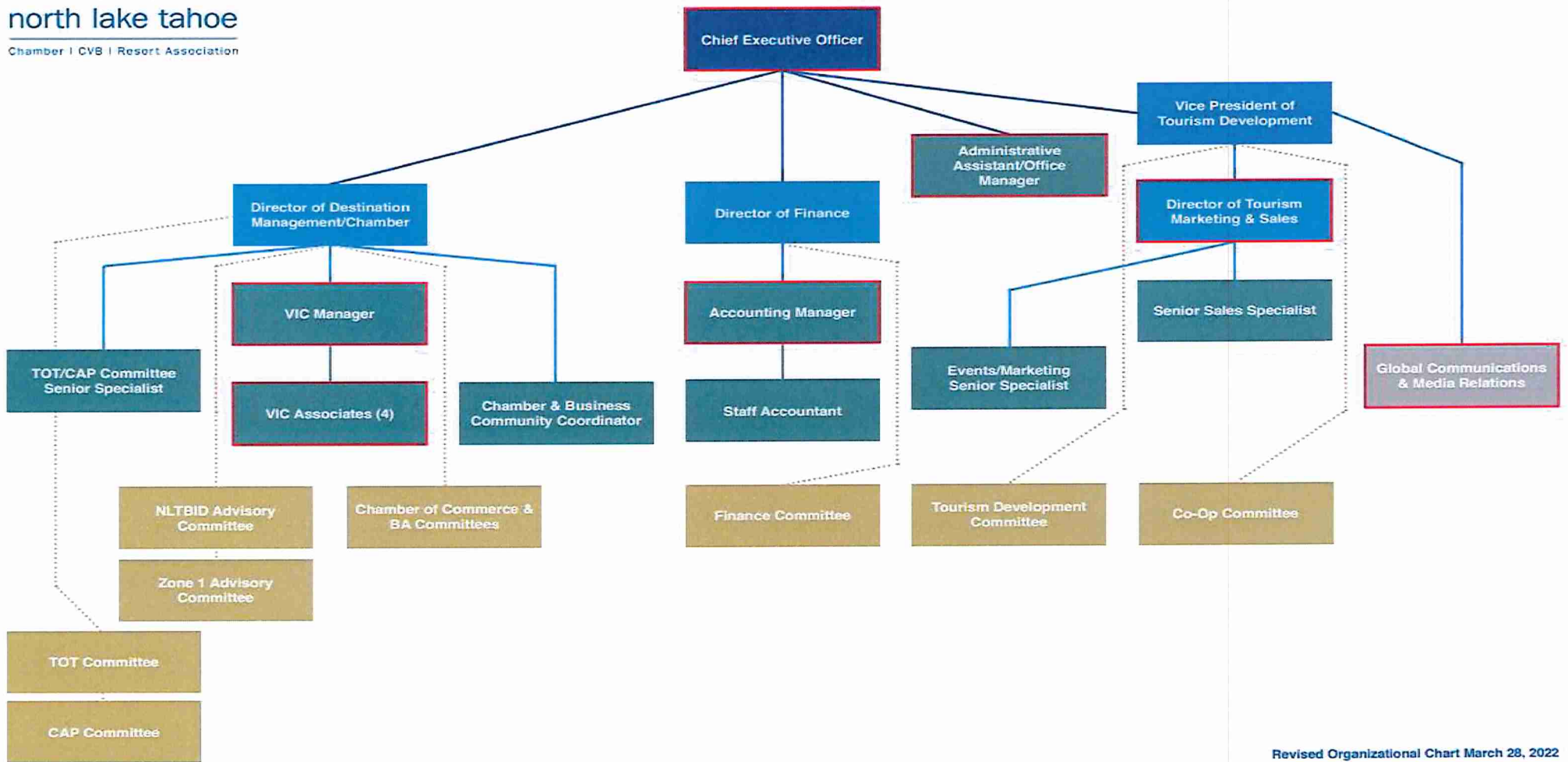
- Providing local governance that transparently manages and distributes Tourism Business Improvement District (TBID) funds to support tourism management
- Guiding the investment of TOT dollars to support transportation and workforce housing initiatives
- Advocating to County and State government on the needs of the tourism industry and supporting our local business community
- Developing compelling promotional communications that shape our visitor base, influence how our visitors and community engage with the destination, and drive desired economic impact



NLT TBID Services

- NLT TBID is an assessment district providing specific benefits to payors by funding:
 - Marketing, promotions and special events
 - Visitor services & visitor centers
 - Sustainability and mitigation of tourism impacts
 - Business support and advocacy
 - Economic development, transportation, other opportunities
- The NLT TBID Management District Plan (MDP) specifies the use of TBID funds and outlines the budget by category

NLTRA Organizational Structure



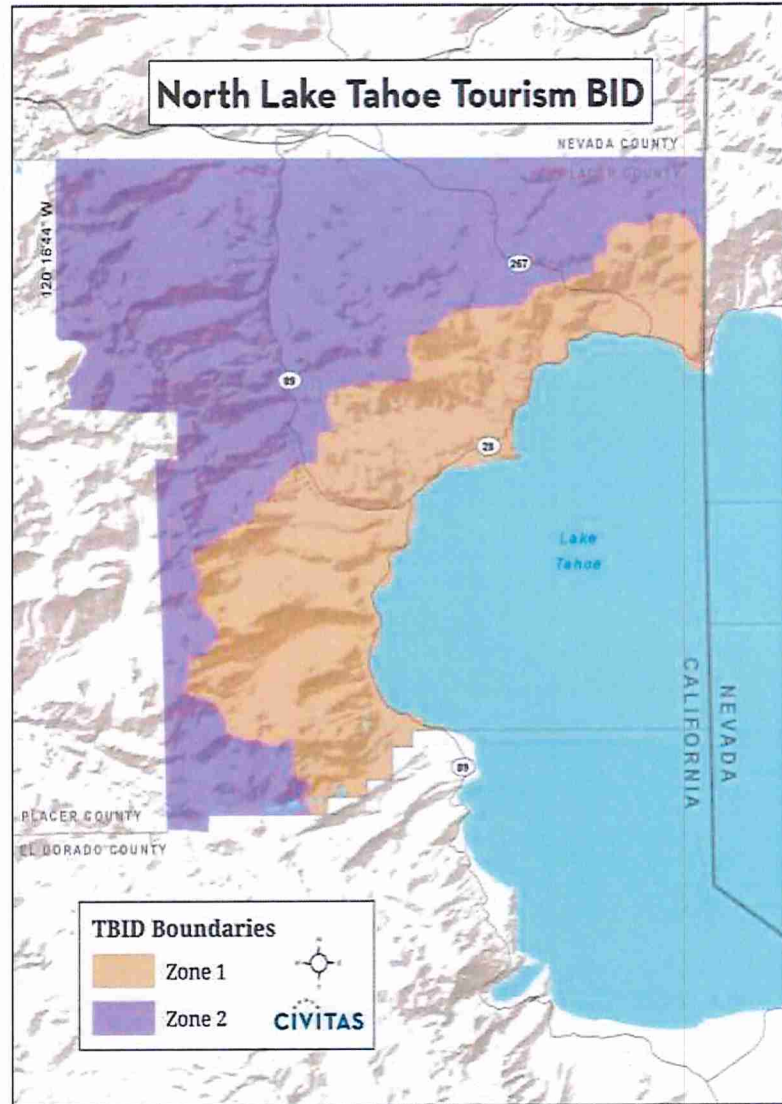
Revised Organizational Chart March 28, 2022

New Committees with TBID Formation

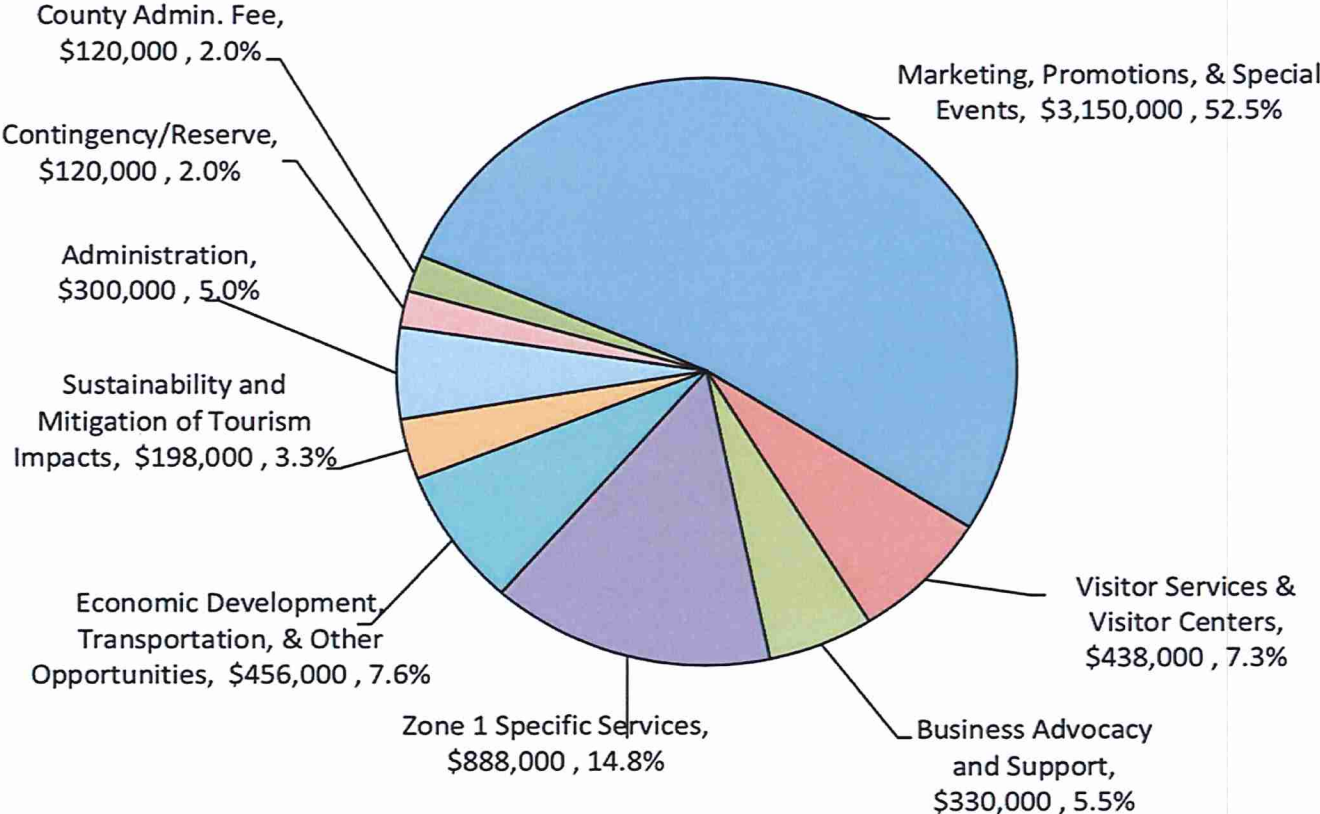
- NLT TBID Advisory Committee
- NLT TBID Zone 1 Advisory Committee
- NLTRA TOT Committee



TBID and Zone 1 Region



North Lake Tahoe Tourism Business Improvement District Initial Annual Budget - \$6,000,000



NLT TBID Governance

NLTRA is the NLT TBID Owners' Association charged with managing the funds and implementation of programs

- NLT TBID Advisory Committee will advise the NLTRA Board on the implementation of the TBID Management District Plan
- Zone 1 Advisory Committee will recommend to the NLTRA Board the uses and implementation of Zone 1 specific funds



NLTRA TOT Committee

Recommends to the County of Placer Board of Supervisors on expenditure of TOT allocated for housing & transportation (2.1% TOT)

- Focus on identifying affordable housing and transportation projects
- Members to include representation from workforce housing and transportation organizations or experienced individuals
- Committee size TBD
- Members appointed by NLTRA Board of Directors
- Up to 2 advisory members appointed by County CEO office, individuals with housing and transportation expertise
- Outlined in five-year agreement with County of Placer



CAP Committee

Recommends capital projects to the County Board of Supervisors that support implementation of the Tourism Master Plan

- Funding from TOT (2%)
- Members appointed by community organizations, special districts, NLTRA and County of Placer
- 13 members
- County of Placer and NLTRA co-chair/co-convene



Committees Summary – Direct Report to NLTRA Board

Committee:	NLT TBID Advisory	NLT TBID Zone 1 Advisory	NLTRA TOT	CAP
Source of Funds:	<i>NLT TBID</i>	<i>NLT TBID</i>	<i>TOT (2.1%)</i>	<i>TOT (2%)</i>
Approx. Funding:	<i>\$5.2 million</i>	<i>\$800,000</i>	<i>\$4 million</i>	<i>\$4 million</i>
Governing Use of Funds:	<i>TBID Management District Plan</i>	<i>TBID Management District Plan Zone 1</i>	<i>Housing & Transportation Initiatives</i>	<i>Tourism Master Plan Implementation</i>
Recommends to:	<i>NLTRA Board</i>	<i>NLTRA Board</i>	<i>NLTRA Board</i>	<i>NLTRA/County CEO</i>
Final Approval:	<i>NLTRA Board</i>	<i>NLTRA Board</i>	<i>County BOS</i>	<i>County BOS</i>

Partners

- County of Placer
- Incline Village Crystal Bay Visitors Bureau (IVCBVB)
- Tahoe Regional Planning Agency (TRPA)
- Truckee/North Tahoe Transportation Management Association (TNT TMA)
- Sustainable Recreation and Tourism Consortium
- Mountain Housing Council
- Tahoe Fund
- North Tahoe Public Utility District/Tahoe City Public Utility District
- North Tahoe Fire Protection District
- Visit Truckee/Town of Truckee
- Truckee Airport District/ Reno Airport Services





Thank you!