



## NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

### Agenda

Thursday May 9, 9 – 11am

#### Call in information:

Call in number: 605-475-4842

Access code: 120318

The May meeting of the North Lake Tahoe Marketing Coop Committee will be held on Thursday, May 9 at 9am. The meeting will be held in the **Incline Village Crystal Bay Visitors Bureau**, located at 969 Tahoe Blvd, Incline Village.

**PUBLIC COMMENTS**—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

- |   |                 |
|---|-----------------|
| <b>A.</b> Call to Order   | Chair           |
| <b>B.</b> Public Comment (Pursuant to NRS 241.020)  | Chair           |
| <b>C.</b> Roll Call   | Chair           |
| <b>D.</b> Approval of Agenda (For Possible Action)  | Chair           |
| <b>E.</b> Approval of March 7, 2019 Coop Meeting Minutes<br>(For Possible Action) <b>Page 1</b> | Chair           |
| <b>F.</b> Update on NLTRA Staffing Changes  | Bonnie          |
| <b>G.</b> Update on The Abbi Agency Staffing Changes  | Jessica         |
| <b>H. MOTIONS/ACTION ITEMS:</b>   |                 |
| a. Review and Approval of Summer Concept <b>Page 6</b>  | Lindsay         |
| <b>I.</b> 18.19 Winter Campaign Recap   | Lindsay/Jessica |
| <b>J.</b> Update on Summer Music Campaign <b>Page 23</b>  | Amber           |

<b>K.</b>	Update on Spring Ski Photo and Video Shoot	Amber
<b>L.</b>	Peak Visitation Impact Research Project	Andy
<b>M.</b>	Update on International Sales	Sarah
<b>N.</b>	Review of March NLTMC Financials <b>Page 26</b>	Bonnie/Andy
<b>O.</b>	Discussion on Future NLTMC Meeting Schedule <b>Page 31</b>	Amber
<b>J.</b>	New Business	Chair
<b>K.</b>	Old Business	Chair
<b>L.</b>	Adjournment	Chair

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

#### Public Posting

Incline Village Post Office  
 Crystal Bay Post Office  
 Incline Village Crystal Bay Visitors Center  
 North Lake Tahoe Resort Association

IVGID  
 Incline Justice Court  
 Meeting Location



north lake tahoe

## **NLT Marketing Cooperative Committee Meeting Minutes – Thursday March 7, 2019**

The North Lake Tahoe Marketing Cooperative Committee Meeting was held at the Tahoe City Visitors Information Center, located at 100 North Lake Blvd., Tahoe City.

### **1.0 CALL TO ORDER**

The meeting was called to order at 3:05pm and a quorum was established.

### **2.0 PUBLIC COMMENTS**

No public comment

### **3.0 ROLL CALL**

Committee member: Daphne Lange, Andy Chapman, Christine Horvath, Brett Williams, Heather Bacon, Cindy Gustafson

Other in attendance: Allegra Demerjian, Kayla Anderson, Lindsay Moore, Walt McRoberts, Mike Mezzanotte, Amber Burke, Jason Neary, Bonnie Bavetta, Sarah Winters, Kressa Olguin

### **4.0 APPROVAL OF AGENDA**

**M/S/C (Chapman/Williams) (5/0) to accept the agenda with the adjustment of moving item d) January Financial Statements and e) Review of FY 2019/20 Budget Development Process after item a) Spring Creative Review.**

### **5.0 APPROVAL OF NOVEMBER 28, 2018**

**M/S/C (Gustafson/Williams) (5/0) to accept the November 28, 2018 Marketing Cooperative meeting minutes.**

### **6.0 UPDATE ON SPRING/PR EFFORTS – ABBI AGENCY**

Allegra reviewed Public Relations Winter Initiatives:

- Pitch Themes in Drive Markets: Big Snow – extended weekends, Spring Highlights and Events.
- Flight Markets: Big Snow and Spring Getaways
- FAM Focus: Luxe Family Travel, Meetings & Conventions, Peak Season – Outdoor and

PR Highlights - CA Markets: 1) NBC Los Angeles, "Go Adventuring, by Snowshoe, Around North Lake Tahoe." Reach: 1,171,257, Ad Value: \$10,834. 2) SF Chronicle "7 Tips For Getting The Most Out Of Big Snows At Lake Tahoe." Reach: 3,289,607, Ad Value: \$ 30,428.

PR Highlights – National: 1) Elite Daily "4 Last Minute Valentine's Day 2019 Trip To Take In the U.S. Reach: 3.8M, Ad Value: \$35,388. 2) The Wall Street Journal "After Long Drought, Record Snowfall in West Lifts Ski Areas." Reach: 12.7M, Ad Value: \$117,871. 3) Forbes "Summerhouse, "A Tahoe Luxury Properties Top-Tier Vacation Rental in Any Season." Reach: 34.3M, Ad Value: \$317,300.

The Abbi Agency hosted 5 top-tier international and domestic influencers, who enjoyed snowshoeing, skiing, regional cuisine, wine tasting and shopping in January. Total potential reach: 511.2k

PR looking into Spring:

- Desksides, March Southern California and New York City in May
- FAMs, Meetings & Conventions, Spring Experiences, Spring Skiing, Dual Days, "Off the Slopes" – Featuring art, history, fine dining, luxury apres.

- Themes, Spring Skiing, Dual Days, Offbeat Winter/Spring activities, Spring and Summer Events, Wellness.

Winter Social Strategies: "Tahoe Snow Tracker" has been very successful and effective. This is to produce videos and content promoting storm conditions and leveraging the online hype. Period: November – February, 220K impressions, 11.5K Engagements and 350+ shares.

Highlights: Over 12K engagements with giveaway, pushed us to 60K+ Instagram followers. Giveaway, Twitter/Insta Chats and Takeovers resulted in over 1K new followers total.

Winter Treasures Video includes Tahoe Lakeside S'mores Tour, Lakeside Sunsets, Dogs Days of Winter and WinterWonderGrass. Video Views: 52.5K+ and over 100+ Shares.

Social Media looking into Spring:

Treasures: WinterWonderGrass, Chickadee Ridge and Snowshoeing, Dual Days and Arts and Culture.

Social Engagement: Winter Wow UGC Campaign, Dual Days Giveaway, Social Takeovers and Facebook Lives, Events highlighted in real-time.

Influencers: "Dual-Days 3 Ways": Leveraging SMARI insights, position "Dual Days" beyond sports, connection of dual-seasons in one day, create personalized content.

Allegra shared that a Partner Communications Summit was hosted in January. Some of the regional asset sharing that are done on a regular basis: GTN.com press room, Editorial Calendar, Snow Image Sharing, Seasonal Taking Points, Business to Business Front Life staff synergies. A North Lake Tahoe Crisis Response Matrix was also developed speaking to "snow lite", too much snow and extreme crisis.

#### Comments:

- Given the recent impacts on the road closures, what kind of impact from a media perspective did this have? Allegra shared they continued to push safety messages out deferring to Cal-Trans website and continued educating or catching media saying, "Don't Come To Tahoe." This is a conversation that may warrant more discussion on when do we "go quiet"?
- Amber stated she reached out to Sergeant Strecker with CHP Truckee and thanked him for appropriately taking about the safety messaging and doing this in a thoughtful way.
- Cindy did speak to Carol with Lake Tahoe Visitors Authority regarding the inappropriate messaging done on social media from the Placerville CHP.
- Amber shared that additional Partner Summit will be done in the fall and spring talking about summer messaging and come up with a plan.
- Brett recommended on the Social Media side, (the user generated content) where we are engaging on the WinterWow to send it more in a spring direction as they are probably ready to see the sun. Christine also suggested the "Dual Days."

## **7.0 MOTIONS/ACTION ITEMS:**

### **1. Spring Creative Review – Augustine Agency**

Lindsay shared today presentation will touch on the following topics: Spring Creative Positioning, Art Direction Evolution, Destination Video Concept and Winter Shoot Planning.

#### Art Direction Evolution/Branding Element

This speaks more to some of the advertising and reporting templates and what has been referred to as a ripped paper look and not the mountain look it is supposed to bear a resemblance to. Mike reviewed the newer look where the ridgeline gets more transparent and has more dept, it also has trees and more texture.

Strategy:

- Think outside the box and redefine how the art direction communicates with the viewer.
- Utilize design to educate the audience and inspire trip planning.
- Promotes a sense of FOMO.
- Reinforce the multi-town experience.
- Communicate seasonality and personality through color.
- Explore scalability of art elements within multiple compositions.

Mike reviewed the topographic map concept have been revised with the feedback already received. He has played more with the color from dark to light to reinforce that this is the lake. These concepts look



outdoorsy and have an adventurous feel to them. One great thing is that the pin corresponds with the photography on the page. Mike also shared the seasonality colored palette and the possibility of having different icons within the pins.

#### Comments:

- The color revisions done to the topographic map really help identify the lake.
- It was recommended to remove the state line and add some land marks such as Tahoe City, Kings Beach and Incline Village for the digital ads.
- Walt with Richter 7 stated that the topographic map gave it more texture and richness to the point that it brought out a higher elevation of our brand.
- The map creates curiosity.
- Allegra stated there is a lot of opportunity with this map and visually it looks great.
- Heather shared she loved the artistic map element and the play of color.

#### Objectives for the Spring Campaign:

- Attract leisure travelers to the destination by creating an emotional connection.
- Increase spontaneous travel and overnight stays by positioning North Lake Tahoe as the preferred spring destination.
- Increase awareness of spring activities and experiences among markets already familiar with the destination (drive market).

#### Insights & Trends:

- 2019 will be the year of the “micro-trip” – squeezing in more curated travel itineraries into shorter time frames.
- Travel is increasingly driven by a location’s Instagram-ability.
- Health & wellness travel continues to be an increasing industry trend.
- Spring travelers seem to be trading in “fly-and-flop” vacations for experiences that offer a little more adventure.

Strategy: Leverage the unique value of the “dual day” experience.

#### Comments:

- Brett recommended that we utilize a couple of different images that helps drive overnight stays so day and night images.
- Andy brought up the timing based on the winter we had and when do we move into spring? Brett stated with the days getting longer we are there now.
- Walt stated with the Spring Campaign being launched soon in San Diego, they have thought about dropping Sacramento to focus on San Diego which will help drive longer overnight stays.
- Christine shared there is a lot of passholders in that market and season pass sales are launching too.

#### Destination Video:

The Augustine Agency has been building their video assets for a while now and are in the conceptual phase still, in making this destination video. The video would showcase the best of Tahoe and all four season and speak to all target markets in terms of audience and experiences they can have when they visit. There will a long version, short version, live online and can be used as a sales tool. Mike shared a rough story board and the overall concept.

#### Comments:

- Brett recommended minimizing the elevation piece. Mike shared they are scaling it more towards Human Nature.

#### Winter Shoot Planning:

Lindsay shared this is still in the planning stages and they have not reached out to anyone yet. They are hoping to shoot at the following locations: Northstar: Fireside/Apres, Vacation rental experience with hot tub, kitchen, big family room, Diamond Peak with snowplay and kids sledding, Lakeside with Nordic and something Pet Friendly and Gaming.

Comments:

- It was recommended that Augustine shared the timing schedule of the winter shoot and what they are planning so if partners have something they need, they can cross that off their list.

**M/S/C (Gustafson/Williams) (5/0) to approve the Spring Creative directions with considering the comments that were made.**

**2. SMARI Research 2019 Agreement – Daphne**

Best practices in the tourism industry indicate a need for accurate research that indicates effectiveness of advertising measures as well as provides meaningful feedback that can help shape the marketing decisions.

The committee embarked on the SMARI study this past Fiscal Year to gain a better understanding of our advertising effectiveness and we would like to continue this same study for 18/19 and beyond to gain consistent reporting metrics.

Daphne stated that these funds has already been allocated in the Marketing Cooperative budget in the amount of \$24,000. She is recommending approval today and shared that Denice would be coming back for another presentation but possible moving the timing forward a little bit.

Comments:

- Andy shared this year we are looking to capture South Lake Tahoe in the next study.

**M/S/C (Williams/Bacon) (5/0) to approve the SMARI Research Agreement for 2019.**

**3. Addendum to Agreement with the Augustine Agency – Daphne**

Daphne stated that the Augustine has been the agency on record for the past three years and has helped re-share the North Lake Tahoe brand and brought Richter 7 as our media buying arm. The combination of the two agencies has resulted in great results in campaign efficiency and targeting. The 2018/19 Fiscal Year would be the last of the initial 3-year agreement with Augustine. Given a few key external factors including entering into a TBID and change of staff, it is recommended to extend the current agreement for another year. This would allow for consistent messaging and keeping in place the agency teams Augustine and Richter 7. The budget allocated for this agreement would remain the same with no increases.

**M/S/C (Williams/Chapman) (5/0) to approve the addendum to the agreement with the Augustine Agency.**

**4. January Financial Statements**

Andy reviewed the North Lake Tahoe Marketing Cooperative balance sheet with the committee members.

- Cash as of January 31 is about \$531K, which is \$227K lower compared to last year same time.
- Accounts Payable and Credit Cards are at \$300K and down about \$250K compared to same time last year.
- On the Profit and Loss statement coop has a \$93K positive variance compared to the budget.
- Andy also reviewed a new process in progress. A new google doc was sent out to all departments with a 7-month actual 5 month projected reforecast spreadsheet. This will help identify budget savings that could be moved to opportunities.
- Andy shared the carry-over amount from last year was \$183K and we are hoping going forward that the carry-over funds are less.

Comments:

- Brett questioned if there is a target amount for the carry-over funds? Andy stated he \$25-30K would be ideal.

**M/S/C (Chapman/Williams) (5/0) to approve the January Financial Statements.**

**5. Review of FY 2019/20 Budget Development Process**

Andy did a quick update that both agencies will embark on the budget process starting next month. The funding contribution amounts will come in soon and he stated on the Nevada side the current fiscal year has been positive in collections.

**No action necessary on this item.**

## **8.0 CONFERENCE SALES EFFORTS AND JURISDICTIONAL BOOKING IMPACTS**

Andy and Jason did an update on Conference Sales efforts and brought up some question that will be brought up for more discussion for a variety of reasons. Some of the discussion topics for future meetings include:

- How is the CVB adjusting as the industry has changed?
- Washoe County has seen a substantial decrease in bookings and is clearly not getting the equitable return on their investment.
- Commission? This is another piece that needs to be looked at along with the entire budget.
- Most leads are now through platforms such as CVENT and other 3<sup>rd</sup> party agencies like HelmsBriscoe, HPN and ConferenceDirect. How do we look at this going forward?
- Where do we put travel trade and media resources?
- There is a Group Sales meeting on March 20<sup>th</sup> where this will be an item on the agenda. Cindy and Andy will also have higher level discussions regarding this.
- Jason stated the committee wanted to focus efforts on more Financial and Technology so discussion on where our partners would like to see continued efforts will be discussed at the March 20<sup>th</sup> meeting.

There will be more discussion at future meetings on these items.

## **9.0 UPDATE ON STAFF CHANGES AND ITERIM COOP OVERSIGHT**

Cindy shared that Daphne's last day is tomorrow, but she is staying on to oversee the SMARI research contract and also helping to prepare the budget for next fiscal year. Daphne stated going forward Amber will be the day to day contact on creative, will handle agency management and oversee creative assets. Sarah will take on reviewing the domestic FAM itinerary along with the International FAM itinerary which she already handles. Andy questioned a more roles and responsibilities going forward, and Cindy stated she will meet with him to go over this in more detail.

## **10.0 NEW BUSINESS**

- Heather stated that on February 21<sup>st</sup> Boulder Bay had its official kick off as the top floor design is complete. She had professional photography done and press releases if anyone is interested.
- Andy shared the Cal-Neva is continuing towards a project application coming up this spring or sometime soon.
- Cindy reminded everyone the new bike trail in Incline is opening sometime this summer. Let's keep and eye on how we roll this out with the Marketing Cooperative.

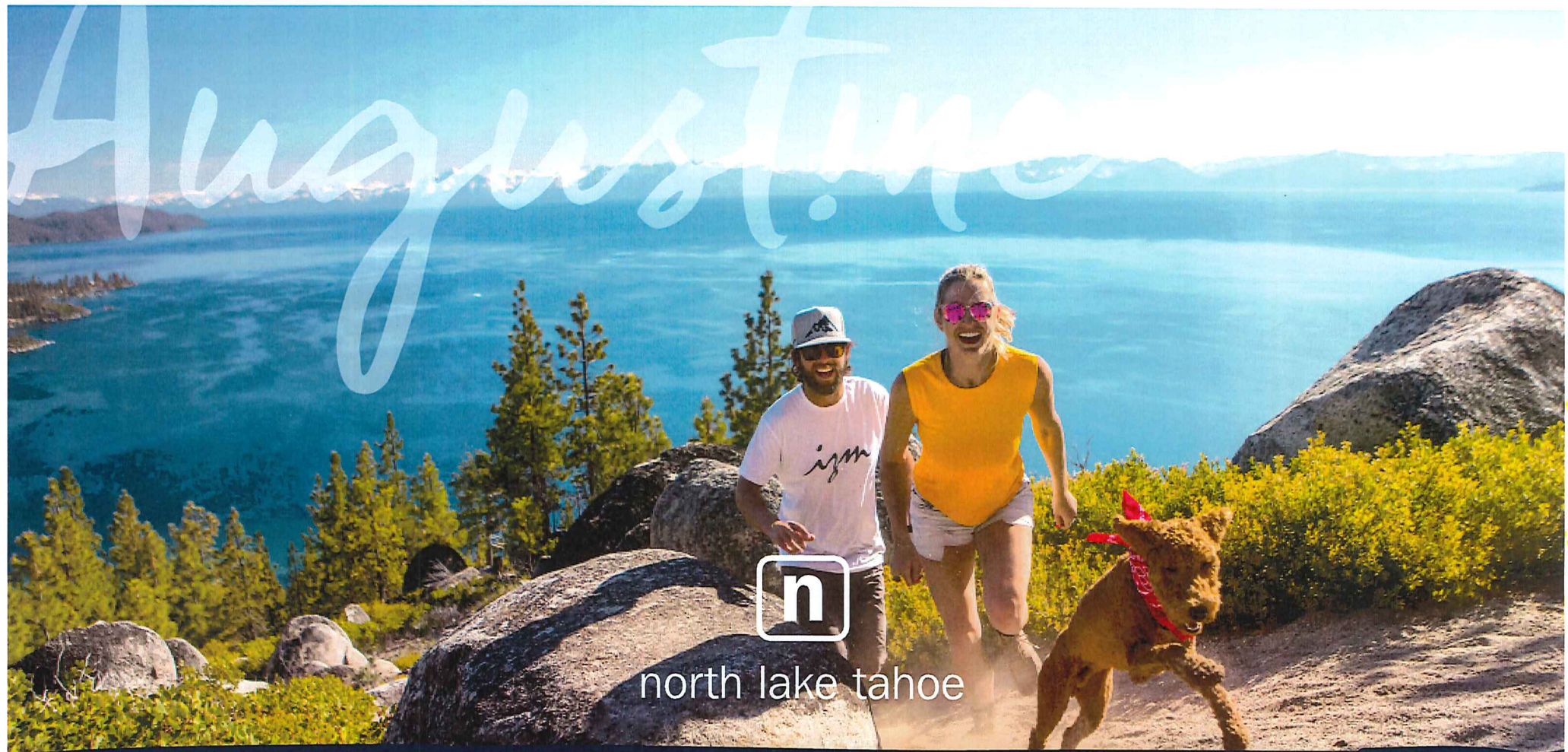
**Action: Follow up with Christine regarding Squaw's numbers on the Houston market.**

## **11.0 OLD BUSINESS**

None

## **12.0 ADJOURNMENT**

The meeting adjourned at 5:00pm.



north lake tahoe

North Lake Tahoe Summer Campaign



A photograph of a person standing on a yellow kayak in a lake. The person's legs are visible, and they are wearing dark shorts. The kayak is yellow with a white decorative pattern along the edge. The water is blue and calm. In the background, there are green trees and a clear sky. The text "SUMMER CREATIVE CONCEPTS" is overlaid in large, bold, white capital letters.

# SUMMER CREATIVE CONCEPTS





# OBJECTIVES

- Attract and motivate leisure travelers to the destination by creating an emotional connection.
- Increase midweek travel and/or extended overnight stays (3 + nights) by positioning North Lake Tahoe as the ideal summer destination.
- Increase awareness of summer activities and experiences among target markets (New York, Los Angeles and San Diego).





# INSIGHTS & TRENDS

- Scenery is a top-rated “strength” for choosing a destination.
- Travel is increasingly driven by a location’s Instagram-ability.
- Health & wellness is still a top industry motivator as travelers seek a “work-life balance”.
- Experiential trend continues to be at the forefront with travelers preferring destinations that make them feel like a kid again.



## **THE DIFFERENTIATOR**

Lake + Mountain + Towns + Events =  
Unique Visitor Experience

## **THE ADVENTURE**

Approachable world-class experiences  
that are individually defined

## **THE UNDISCOVERED**

New Experiences =  
A New Lease on Life

## **REFRESH AND REJUVINATE**

Summer is the ideal time for a  
much needed escape



The background of the slide is a photograph of a calm lake reflecting the surrounding green trees and a clear blue sky. A semi-transparent teal rectangle is overlaid on the center of the image, serving as a backdrop for the text.

# STRATEGY

LEVERAGE THE ABUNDANCE OF  
SUMMER EXPERIENCES TO HIGHLIGHT  
NORTH LAKE TAHOE AS AN IDEAL  
SUMMER VACATION DESTINATION





# TACTICS

LANDING PAGE

E-BLASTS

DIGITAL ADS

PAID SOCIAL

RETARGETING ADS

VIDEO



A photograph of a person in a green shirt standing in a forest, overlaid with a large green rectangle. The text "CONCEPT 1" is centered on the green rectangle.

# CONCEPT 1





# Summer's Official Playground

Most of us can't wait till summer to get away. It's that stirring deep inside each of us that longs to escape. School's out. The sun's out. And our desire to get out and enjoy it is human nature.

Thankfully, North Lake Tahoe is the perfect place to escape the nine to five with a thriving summer scene loaded with experiences meant to refresh, recharge and reinvigorate our souls.

There is no shortage of activities to check off everyone's list – from a scenic paddle to a picturesque hike, to lounging on the beach to hitting up the gaming and dining scene – there's so much to do in Summer's Official Playground.

**North Lake Tahoe, It's Human Nature.**



The background of the slide is a photograph of a calm lake under a blue sky with scattered white clouds. In the foreground, the wooden planks of a dock or pier are visible. A large, solid orange rectangle is centered on the slide, covering most of the image. The text 'CONCEPT 2' is written in white, bold, sans-serif capital letters across the middle of this orange rectangle.

# CONCEPT 2



# Seek Your True North

In life's journey, we are often uncertain of what we seek or where we're going. But our "true north" is our internal compass, it never changes. It always leads us where we need to go. And there's something about the summer season in North Lake Tahoe that beckons you – from the scenery to the atmosphere to the crystal blue water, no matter how many times you've been here, you can always have a new experience. North Lake Tahoe is so well positioned for the summer season with water activities, hiking, beaches, biking, golf, spa, gaming and sight-seeing, it truly is the ideal summer location. Anything you seek, you will find in your #TrueNorthLakeTahoe.

**North Lake Tahoe, It's Human Nature.**



# MESSAGING EXAMPLES

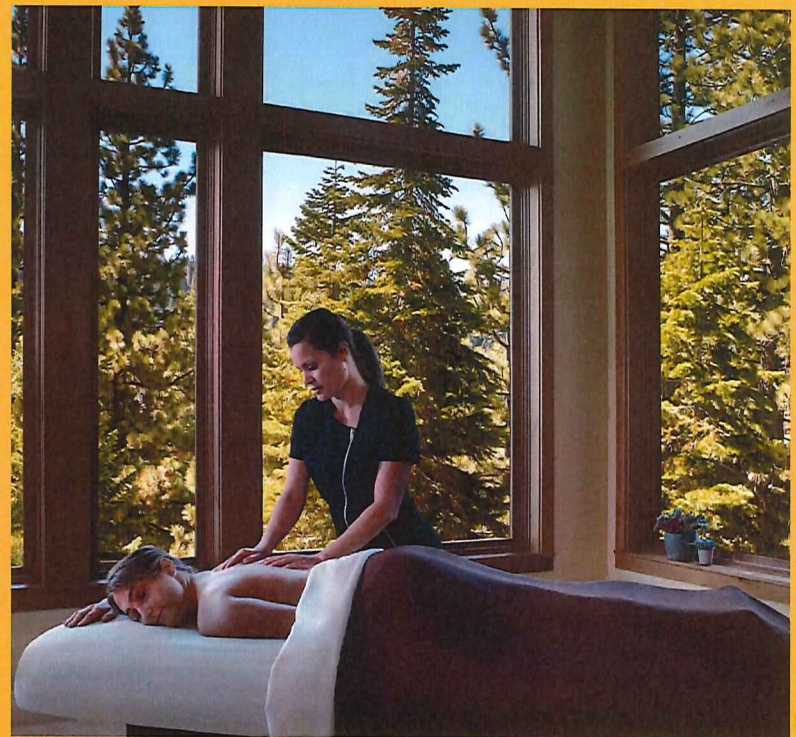
BEAUTIFUL VISUALS OF ACTIVITIES  
COULD HAVE HEADERS LIKE:

Seek: Some alone time  
Find your #TrueNorthLakeTahoe

Seek: Inner beauty  
Find: Beauty is everywhere

Seek: Kid friendly activities  
Find: Your inner child

Seek: A day at the beach  
Find: Life is a beach







# TACTICS



# TACTICS

## 1. SUMMER WELCOME KITS

Give out Summer Welcome Kits at the Visitor's Center with a sand pail, shovel, map of the area, branded items and partner sponsored swag/coupons. The Welcome Kit serves as a great tool to help drive people through the destination and experience a variety of activities.





# TACTICS

## 2. PLAY LIKE A LOCAL LUMINARY

Travelers want to experience a destination like a local and what better way is there to achieve that, than to get tips from our Local Luminaries. Play Like a Local Luminary will showcase inspirational and informative tips from local luminaries (and/or additional locals). The tips will live within the summer landing page and social media channels.

### TIP EXAMPLES

#### Tip #22

Rent a transparent kayak to see a whole new side of North Lake Tahoe.

- Jenni Charles

#### Local Tip #15

Hike the Flume Trail to Monkey Rock. Eat a banana.

- Nadia Guerriero

#### Local Tip #6

Beach bum it with the [Tahoe Beaches app](#) to find your ideal stretch of shoreline.

- Adrain Ballinger

#### Local Tip #9

Feed your grumbly bears with breakfast at the Old Post Office.

- Douglas Dale



# TACTICS

## 3. SOCIAL MEDIA ACTIVATION

Using #MySummerPlayground or #MyTrueNorthLakeTahoe Followers will post images or videos depicting how they enjoy North Lake Tahoe.

This will create user generated content that can be used on the landing page.

The activation could also be incentivized with prize packages.







**THANK YOU!**

## MEMORANDUM

Date: May 6, 2019

TO: North Lake Tahoe Marketing Cooperative

FROM: Amber Burke, Director of Marketing, NLTRA

RE: NLT Summerlong Music Campaign Update

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**Action Requested:**

No action required. Staff update on 2019 NLT Summerlong Music Campaign.

**Background:**

The NLTRA In-Market Tourism Development Committee approved an allocation of \$20,000 to promote the NLT summer music offerings to in-market visitors.

In conjunction, the NLTMC will do the following to support the summer music campaign out of market:

***Sacramento Pops in the Park Event Sponsorship***

- Rate: \$2,500
- Dates: 6/1 East Portal Park, 6/8 Bertha Henschel Park, 6/15 East Portal Park, 6/22 Glenn Hall Park
- Includes:
  - 10x10 booth at all concerts
  - Logo on signage/flyers/website
  - Full page ad in program
- 2018 Results:
  - In 2018 NLTRA paid for and executed this sponsorship. Staff brought two lodging packages and saw the following results:
    - Biltmore saw 20 room bookings via the promotion (at event 2 weeks)
    - Tahoe Mountain Lodging saw 1 booking (6 inquiries) via the promotion (at event 1 week)

***100.1fm The X Radio Buy (Reno)***

- Rate: \$6,120
- Dates: June 17 – September 8
- Buy:
  - :60 second ad, runs 25x/week
  - Weekly live call in – will be distributed among music partners
  - 640x550 dpi web banner ad and link on [www.myradiox.com](http://www.myradiox.com)
  - Table space at First Thursday's, Nevada Museum of Art – 6/6, 7/11, 8/1, 9/5

**Fiscal Impact:**

Funds were already allocated in the NLTMC budget.

**Attachments:**

- In-Market Tourism Development Summer Music Campaign





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Chamber | CVB | Resort Association

## 2019 In-Market Tourism Development Summerlong Music Campaign

### THE ABBI AGENCY CONTRACT

#### Music Content Refresh

- Refresh previous years' Music content to highlight current campaign messages and design elements.
  - Revise Facebook canvas ad and re-launch to in-market visitors
  - Revise digital content (blog posts + Trip Ideas) and Music website page
  - Create "mini-moments" videos to promote music in engaging social posts, posting 2-3x per month across NLT social channels throughout the program
  - Provide partners with campaign toolkit, encouraging sharing amongst all North Lake Tahoe visitor-facing entities

#### "Treasures of Tahoe" Music Experience

- Develop 1 music-focused summer treasure
  - Inclusion of drone and on-site footage, video pre- and post-production, social advertising and blog and newsletter features
- Host 1 Instagram Meetup at a music event for regional influencers to provide expanded reach of campaign

#### Social Advertising

- Two social ads through the NLT channels, targeted to in-market visitors
  - Canvas Ad
  - Treasures of Tahoe Ad

### PRINT (SUPPLEMENTAL)

#### North Lake Tahoe Summer Visitor Guide

- Full page, 4C ad
  - Distribution: 70,000+
    - In-room distribution at 90+ regional lodging properties
    - 150 regional weatherproof racks
    - Tahoe City & Incline Village Visitor Centers
    - Digital version on GTN.com
    - Distribution: NLT, SLT and Reno

#### Rack Card Distribution through Certified Folder

- South Lake Tahoe Region (128 sites) - 3 months (June – August)

#### Moonshine Ink – Summer Lovin' Special Publication

- ½ page, 4C ad
  - Circulation: 11,000
    - Inserted in May issue & distributed at key locations through the summer
    - Distribution: NLT

## DIGITAL (SUPPLEMENTAL)

Tahoe.com - \$7,500 (split \$3,800 In-Marketing TD/\$3,700 NLT Coop)

- 2018 Campaign Results
  - 625,000 impressions, delivered June – Labor Day
  - 20,000 impressions on Tahoe.com
  - Inclusion in Tahoe & 5 NLT Markets “Things to Do” on Tahoe.com
  - Banner ads & enhanced listings on LakeTahoeThisWeek.com event calendar
  - Inclusion in 9 lodging partner emails sent directly to summer visitors as a “top pick” event
- Distribution: NLT & SLT
- Includes geo-fencing to target people already interested in music
- Campaign runs June – early September

# **North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

March 31, 2019

11:45 AM

04/22/19

Accrual Basis

# North Lake Tahoe Marketing Cooperative

## Balance Sheet

As of March 31, 2019

	Mar 31, 19	Mar 31, 18	\$ Change	% Change
<b>ASSETS</b>				
Current Assets				
Checking/Savings				
1000-00 · Cash	596,054	395,921	200,133	51%
Total Checking/Savings	596,054	395,921	200,133	51%
Accounts Receivable				
1200-00 · Accounts Receivable	13,946	103,860	(89,913)	(87)%
Total Accounts Receivable	13,946	103,860	(89,913)	(87)%
Other Current Assets				
1300 · Reimbursements Receivable	1,150	0	1,150	100%
1350-00 · Security Deposits	100	100	0	0%
Total Other Current Assets	1,250	100	1,150	1,150%
Total Current Assets	611,250	499,881	111,369	22%
Other Assets				
1400-00 · Prepaid Expenses	14,687	2,377	12,310	518%
Total Other Assets	14,687	2,377	12,310	518%
<b>TOTAL ASSETS</b>	<b>625,937</b>	<b>502,258</b>	<b>123,680</b>	<b>25%</b>
<b>LIABILITIES &amp; EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	363,922	42,876	321,046	749%
Total Accounts Payable	363,922	42,876	321,046	749%
Credit Cards				
2080 · Bank of the West Credit Cards				
2080-02 · MC_4222 Jason	0	3,597	(3,597)	(100)%
2080-05 · MC_2107 Greg	0	1,417	(1,417)	(100)%
2080-09 · MC_3126 Sarah	0	2,923	(2,923)	(100)%
Total 2080 · Bank of the West Credit Cards	0	7,936	(7,936)	(100)%
Total Credit Cards	0	7,936	(7,936)	(100)%
Total Current Liabilities	363,922	50,812	313,109	616%
<b>Total Liabilities</b>	<b>363,922</b>	<b>50,812</b>	<b>313,109</b>	<b>616%</b>
Equity				
32000 · Unrestricted Net Assets	189,433	176,268	13,164	8%
Net Income	72,583	275,177	(202,594)	(74)%
Total Equity	262,016	451,445	(189,430)	(42)%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>625,937</b>	<b>502,258</b>	<b>123,680</b>	<b>25%</b>

# North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

March 2019

	Mar 19	Budget	Jul '18 - Mar 19	YTD Budget	Annual Budget
<b>Income</b>					
4000-00 · LTIVCBVB Funding	95,000	95,000	741,057	741,057	942,000
4001-00 · NLTRA Funding	121,652	121,652	1,094,871	1,094,866	1,459,822
4004-00 · IVCBVB Entertainment	0	0	6,000	6,000	8,000
<b>Total Income</b>	<b>216,652</b>	<b>216,652</b>	<b>1,841,928</b>	<b>1,841,923</b>	<b>2,409,822</b>
<b>Gross Profit</b>	<b>216,652</b>	<b>216,652</b>	<b>1,841,928</b>	<b>1,841,923</b>	<b>2,409,822</b>
<b>Expense</b>					
<b>5000-00 · CONSUMER MARKETING</b>					
5001-00 · Broadcast / Radio - High Notes	0		13,472	20,000	20,000
5002-00 · Consumer Print	16,500	0	40,500	40,000	40,000
5002-01 · Native Display	0	5,250	13,713	33,500	50,000
5004-00 · Trip Advisor	3,232	3,125	78,432	60,625	95,000
5005-00 · Paid Social	14,030	4,400	106,285	97,250	135,000
5005-01 · Digital Display	24,800	6,963	113,610	86,578	115,004
5005-02 · Retargeting Video	0	570	0	7,320	10,000
5007-00 · Creative Production	23,036	10,000	128,889	86,000	121,000
5010-00 · Account Strategy & Management	7,000	7,000	63,000	63,000	84,000
5010-01 · Digital Management & Reporting	3,000	3,000	27,000	27,000	36,000
5010-02 · Website Strategy & Analysis	2,000	2,000	18,000	18,000	24,000
5013-00 · Outdoor	0	0	111,000	95,000	95,000
5015-00 · Video	731	0	13,993	19,000	25,000
5017-00 · Rich Media	11,658	0	45,000	25,000	50,000
5018-00 · Media Commission	8,808	2,965	71,512	73,493	98,796
5018-01 · Digital Ad Serving	0	625	609	5,625	7,500
5018-03 · Strategic Marketing Plan	0	0	0	3,500	3,500
5020-00 · Search Engine Marketing	9,068	2,500	37,141	37,200	50,000
5022-00 · Email	0	0	23,078	28,875	45,000
5023-00 · Additional Opportunities	0	0	0	40,479	40,479
5025-00 · Expedia	0	0	0	22,500	30,000
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>123,863</b>	<b>48,398</b>	<b>905,234</b>	<b>889,945</b>	<b>1,175,279</b>
<b>5110-00 · LEISURE SALES</b>					
5107-00 · Creative Production	9,953	500	12,536	1,000	2,500
5111-00 · FAMs - Domestic	0	0	947	1,000	1,250
5112-00 · Training / Sales Calls	113	0	1,392	2,000	3,500
5113-00 · Additional Opportunities	0	0	5,097	5,000	7,000
5115-00 · Travel Agent Incentive Program	0	0	0	1,000	1,000
5120-00 · Domestic - Trade Shows	0	0	2,843	4,750	4,750
5131-00 · FAMs -Intl - Travel Trade	1,741	2,000	4,149	5,750	6,500
5132-00 · FAMs -Intl - Media	283	1,000	5,131	9,000	12,000
5133-00 · Ski-Tops	0	1,250	537	3,250	3,250
5134-00 · Intl Marketing - Additional Opp	0	0	3,555	6,000	13,000
5136-00 · Tour Operator Brochure Support	0	3,000	5,500	3,000	6,000
5137-00 · Co-op Opportunities	0	3,500	4,000	10,500	13,000
5141-00 · Australian Sales Mission	0	0	2,456	0	5,500
5142-00 · UK Sales Mission	4,750	0	4,750	0	5,500
5143-00 · Mountain Travel Symposium	0	0	4,381	2,500	5,500
5144-00 · IPW - POW WOW	(4,490)	0	5,440	10,000	9,000
5145-00 · TIA Annual Dues	0	0	2,635	2,500	2,500
5146-00 · UK / Black Diamond	0	0	24,607	33,750	45,000
5147-00 · AUS / Gate 7	0	0	25,939	30,750	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	2,322	2,695	4,195
5152-00 · Go West	1,816	0	1,816	1,500	1,500
5154-00 · Canada					
5154-01 · Canada Sales Mission	(953)		940		
5154-00 · Canada - Other	0	0	27,388	20,000	25,000
<b>Total 5154-00 · Canada</b>	<b>(953)</b>	<b>0</b>	<b>28,328</b>	<b>20,000</b>	<b>25,000</b>
5155-00 · California Star Program	0		3,500	3,500	3,500
<b>Total 5110-00 · LEISURE SALES</b>	<b>13,213</b>	<b>11,250</b>	<b>161,960</b>	<b>172,945</b>	<b>235,445</b>
<b>5200-00 · PUBLIC RELATIONS</b>					
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,200	2,200	19,800	19,800	26,400
5201-00 · National, Regional, & Local PR	5,000	5,000	45,000	45,000	60,000
5202-00 · PR Program/ Content Dev - Blogs	1,800	1,800	16,200	16,200	21,600
5204-00 · Media Mission(s)	3,902	5,300	6,891	10,600	10,600
5206-00 · Digital Buy/ Social Media Boost	500	500	4,500	4,500	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	2,700	2,700	3,600
5208-00 · International Travel Media FAMs	1,000	0	6,466	9,000	12,000

# North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

March 2019

	Mar 19	Budget	Jul '18 - Mar 19	YTD Budget	Annual Budget
5209-00 · Domestic Travel Media FAMS	494	3,209	16,227	28,876	38,500
5210-00 · Content Dev - Newsletters	2,000	2,000	18,000	18,000	24,000
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	36,000	36,000	48,000
5212-00 · Social Giveaways & Contests	0	0	4,600	5,550	8,900
5213-00 · Facebook Live	0	1,620	1,500	4,860	6,480
5214-00 · Social Takeover	0	1,100	6,688	9,700	13,000
5215-00 · Content Campaign-Local Luminary	0	0	27,000	11,000	22,000
5200-00 · PUBLIC RELATIONS - Other	(6,618)		326		
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>14,579</b>	<b>27,029</b>	<b>211,699</b>	<b>221,786</b>	<b>301,080</b>
<b>6000-00 · CONFERENCE SALES</b>					
6002-00 · Destination Print	0	0	12,300	12,000	20,500
6003-00 · Geo-Fence Targeting	0		3,000	3,000	3,000
6004-00 · Email	2,500	850	9,250	7,650	10,200
6004-01 · Newsletter	0	1,650	0	4,300	5,950
6005-00 · Paid Media	749	1,234	6,290	9,338	12,154
6006-00 · CVENT	0		13,196	13,196	13,196
6007-00 · Creative Production	1,475	2,000	23,336	15,000	20,000
6008-00 · Conference PR / Social Outreach	1,000	1,000	9,000	9,000	12,000
6010-00 · Collateral Production	0	2,500	0	7,500	7,500
6018-00 · MCC Media Commission	390	485	7,249	6,433	8,450
6018-01 · MCC Digital Ad Serving	0		36	200	200
6019-00 · Conference Direct Partnership	0		0	5,000	5,000
6128-00 · HelmsBriscoe Strategic Partner	500	0	4,500	0	6,000
6152-00 · Client Events / Opportunities	0	0	15,304	10,500	18,000
6153-00 · Chicago Sales Rep Support	0	0	6,540	5,000	10,000
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>6,613</b>	<b>9,719</b>	<b>110,001</b>	<b>108,117</b>	<b>152,150</b>
<b>6100-00 · TRADE SHOWS</b>					
6111-00 · Site Inspections	578	750	4,703	4,250	7,000
6115-00 · Chicago Holiday Showcase	0	0	0	3,000	3,000
6116-00 · CalSAE Seasonal Spectacular	0	0	4,142	3,000	3,000
6118-00 · ASAE Annual	0		5,946	4,250	4,250
6120-00 · AFW Client Event	0		821	3,000	3,000
6120-01 · Sac River Cats Client Event	0		2,003	3,000	3,000
6127-00 · CalSAE Annual	406	1,700	5,552	6,700	6,700
6136-00 · Mountain Travel Symposium	0	2,395	0	4,895	4,895
6143-00 · Connect Marketplace	0	0	2,402	2,500	10,000
6144-00 · ASAE XDP	951	0	1,426	2,500	4,000
6150-01 · Luxury Meeting Summit Northwest	1,188	1,500	2,838	3,000	3,000
6150-02 · Luxury Summit Meeting Texas	0		5,769	4,500	4,500
6150-03 · Luxury Meeting Summit NorCal	0	0	1,650	1,500	2,800
6150-05 · Luxury Meeting Summit PHX/SD/OC	1,980		5,786	4,200	4,200
6151-00 · Destination CA	249	0	249	0	1,500
6154-00 · HelmsBriscoe ABC	287	0	4,787	4,000	5,500
6156-00 · Connect California	0	1,250	0	5,000	5,000
6156-02 · Connect Chicago	0	0	3,700	4,000	4,000
6156-03 · Connect New England	0	0	112	3,750	6,250
6156-04 · Connect Georgia	0		4,877	5,750	5,750
6157-00 · HPN Partner Conference	0		3,718	3,700	3,700
6157-01 · HPN Spring Training CE (RSCVA)	0	1,500	0	3,000	3,000
6160-00 · AllThingsMeetings Silicon Valley	0	0	1,038	500	1,500
6160-01 · AllThingsMeetings East Bay	0		1,756	2,000	2,000
6161-00 · Connect Southwest	0		3,700	4,450	4,450
6162-00 · Connect Tech & Medical	0		4,746	5,250	5,250
6163-00 · Connect Financial	4,260	0	4,697	5,250	5,250
6164-00 · Connect Mountain Incentive	4,851	1,500	5,299	5,250	5,250
6165-00 · Bay Area Client Appreciation	0	0	0	0	5,000
6166-00 · Sports Commission	0	0	795	1,600	2,900
6167-00 · Nor Cal DMO	0	1,000	429	3,500	4,500
<b>Total 6100-00 · TRADE SHOWS</b>	<b>14,749</b>	<b>11,595</b>	<b>82,940</b>	<b>107,295</b>	<b>134,145</b>
6106-00 · CalSAE Seasonal Spectacular	0		(2,537)		
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>					
5008-00 · Cooperative Programs	0	0	25,851	27,000	51,000
5009-00 · Fulfillment / Mail	370	0	10,359	10,500	13,000
5021-00 · RASC-Reno Air Service Corp	25,000	0	75,000	75,000	100,000
5123-00 · HSVC - High Sierra Visitors	0	0	2,000	2,250	2,250
7001-00 · Miscellaneous	0	250	61	2,250	3,000
7002-00 · CRM Subscription	833		7,500	10,000	10,000
7003-00 · IVCBVB Entertainment Fund	306	2,000	3,507	6,000	8,000
7004-00 · Research	422	0	6,439	21,000	45,000
7005-00 · Film Festival	0		15,000	15,000	15,000
7006-00 · Special Events	0	0	0	20,000	45,000
7007-00 · Destimetrics / DMX	0	0	25,013	25,014	33,352

# North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

March 2019

	Mar 19	Budget	Jul '18 - Mar 19	YTD Budget	Annual Budget
7008-00 · Opportunistic Funds	467	10,000	77,900	16,600	16,600
7009-00 · Tahoe Cam Usage	0	177	1,062	1,593	2,124
8700-00 · Automobile Expense*	501	200	3,816	1,800	2,400
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0		(5,779)		
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>27,898</b>	<b>12,627</b>	<b>247,728</b>	<b>234,007</b>	<b>346,726</b>
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	3,583	3,750	32,250	33,750	45,000
8003-00 · Website Hosting Maintenance	0	0	20,071	15,000	20,000
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>3,583</b>	<b>3,750</b>	<b>52,321</b>	<b>48,750</b>	<b>65,000</b>
<b>Total Expense</b>	<b>204,498</b>	<b>124,368</b>	<b>1,769,345</b>	<b>1,782,845</b>	<b>2,409,825</b>
<b>Net Income</b>	<b>12,154</b>	<b>92,284</b>	<b>72,583</b>	<b>59,078</b>	<b>(3)</b>



## MEMORANDUM

Date: May 6, 2019

TO: North Lake Tahoe Marketing Cooperative

FROM: Amber Burke, Director of Marketing, NLTRA

RE: North Lake Tahoe Marketing Cooperative – Meeting Schedule

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**Action Requested:**

Select upcoming NLTMC meeting dates for the 19.20 Fiscal Year.

**Background:**

In previous meetings, a discussion occurred to make the NLTMC meetings bi-monthly. Below are proposed dates, all taking place from 9am – 11am, alternating between the NLTRA Office and the IVCBVB Office.

**Proposed Meeting Dates:**

- June 6, 2019
- August 8, 2019 (Fall Media/Creative Review)
- October 3, 2019 (Winter Media/Creative Review)
- December 5, 2019
- February 6, 2020 (Spring Media/Creative Review)
- April 9, 2020 (Summer Media/Creative Review)
- June 4, 2020

**Fiscal Impact:**

No fiscal impact.