



Date: February 9, 2009

To: Jennifer Merchant, Principal Management Analyst - Tahoe Manager  
Placer County Executive Office

Fr: Steve Teshara, President & Chief Executive Officer  
NLTRA Management Team

### **2nd Quarter Report - Fiscal Year 2008/2009**

This report provides a summary of the activities of the North Lake Tahoe Resort Association (NLTRA) for the second quarter of FY-2008/2009 (October through December). It is provided consistent with the reporting provisions of the 2008/2009 Agreement between the NLTRA and Placer County. As noted under the Special Projects Section, a complete wrap-up and ROI report for the 2008 Lake Tahoe Autumn Food and Wine Festival is attached hereto.

### **Tourism Industry Recognition**

"Lake Tahoe, recognized as the #1 U.S. travel destination by TripAdvisor for 2008, and the #1 destination by Orbitz users for winter 2008-09."

### **MONTHLY ECONOMIC INDICATORS**

<b>Monthly Percentages 2008 vs. 2007</b>			
	<b>October</b>	<b>November</b>	<b>December</b>
Resorts	+14.00	-47.00	-8.00
Lodging	-6.41	-6.53	-11.84
Restaurants	-4.00	-13.00	-16.00
Retail	-25.00	-5.00	-18.80
Other	-17.10	N/A	N/A
<b>Monthly Total</b>	<b>-5.16</b>	<b>-15.74</b>	<b>-11.98</b>

"Other" represents a category of businesses whose activities are too diverse to allow for a meaningful report in a specific category, but their percentages are reflected in the total.

## **Transient Occupancy Tax**

As of this writing, second quarter TOT collection data has not yet been provided by Placer County.

## **NLTRA Activities**

### **Tourism Division**

The Tourism Division is comprised of Marketing and Promotions, Public Relations, Special Projects and Web Support, Leisure Sales, Conference Sales, and Visitor Information Services.

### **Marketing**

This report marks the second quarter of year three of the North Lake Tahoe Marketing Cooperative (NLTMC). Funding available for marketing continues to benefit from the Cooperative, a partnership involving the NLTRA and the Incline Village Crystal Bay Visitors Bureau (IVCBVB). Consistent with the provisions of the NLTMC Agreement approved by the respective board of the NLTRA and IVCBVB, the Cooperative combines the marketing resources of the two organizations to market and promote North Lake Tahoe under a single brand and consumer marketing message. This program incorporates consumer marketing, conference and group marketing and sales, leisure sales, and public relations.

Adjustments in the media plan continued during the second quarter, based on changing economic conditions for many traveling consumers. Advertising in Northern California continued as a major focus, with gas prices trending downward and travelers more likely to vacation closer to home (the "Nearcation" trend).

Print advertising placed in destination and regional publications during the second quarter included San Francisco Magazine, Sunset Magazine, Outside Magazine, Newsweek, National Geographic Traveler, Fairways and Greens, Food and Wine, the Vancouver Sun, Women's Adventure, Ski Press, Skiing Magazine, Ski Press, and participation in the California Travel and Tourism (CTTC) insert in Travel & Leisure. The distribution of year round travel planners continued through the State of California and the State of Nevada, as well the AAA Tourbook. The outdoor board advertising on the western approach to the San Francisco Bay Bridge was placed again for November and December.

Various internet and Web campaigns were continued, including our new strategy of placement on popular newspaper Web sites. Monthly E-mail blasts were transmitted to the more than 45,000 names in our "opt in" electronic data base. Our winter newsletter was sent to more than 65,000 people in our consumer database in December, promoting a variety of activities and events in the North Lake Tahoe region. Several highly leveraged, cooperative campaigns continued during the quarter, including activities conducted by the North Lake Tahoe Wedding and Honeymoon Association, Regional Marketing Committee, Hotel Travel Index, Mountain Travel Research Project, Sierra Ski Marketing Council and the California Snow campaign.

## **Public Relations**

Twenty-four news releases, along with five video news releases, were distributed to our targeted media outlets during the second quarter, including distribution to national and regional print, broadcast and on-line channels.

The PR Team fielded 97 media inquiries from journalists about North Lake Tahoe, story research and potential story ideas, and coordinated six domestic press trips, including those for CNN, San Francisco Magazine, MSNBC, and the Robb Report.

Using a one-to-one advertising equivalency (consistent with the NLTRA's adopted Marketing Performance Reporting Document), ROI generated through PR activities and programs during the first two months of the first quarter totaled approximately \$744,000, with a combined circulation of 10 million. (Note: December media clips are still pending, so the quarterly total ROI will increase). Significant media "hits" generated through PR efforts included articles in the Los Angeles Times, Chicago Tribune, San Jose Mercury News and Self Magazine.

Currently, the PR Team is distributing a ski invitation to the top 50 ski journalists in the country, inviting them to experience the North Lake Tahoe destination first-hand, via a coordinated press trip. PR staff is also attending the California Media Blitz in New York City, and, in coordination with this trip, conducted "one-on-one" editorial meetings with Modern Bride Magazine, Meetings and Conventions Magazine, Budget Traveler Magazine and Fodor's Travel Publications.

## **Leisure Sales**

With international sales missions to the United Kingdom and Australia having taken place in the first quarter, the second quarter kicked off with a domestic ski call center swing through Colorado and Utah. These sales calls and trainings included the following companies - Resort Destination Marketing, Snow Ventures, Colorado Hosts, all three offices of Mountain Reservations, and two offices of Ski.com. In all, more than 100 ski specialists were trained and updated on the North Lake Tahoe destination for the 2008/09 winter season. Upon returning from the sales mission, the Leisure Sales Manager immediately spent a full day touring Amy Jansen around North Lake Tahoe. Ms. Jansen is the top Lake Tahoe expert for Mountain Reservations.

Following the international and domestic sales and training missions, focused on promoting North Lake Tahoe's unparalleled ski product, Leisure Sales turned its attention to training staff at the seven Ski Tahoe North resort partners on the increasingly popular Ski Tahoe North Interchangeable Lift Ticket. Each ticket manager and their front line staff were briefed on the product and given in depth training manuals that were assembled by Leisure Sales Manager Jeremy Jacobson. The resorts were provided with ticket redemption and training procedures, along with sample vouchers and lists of contracting ski wholesalers. New wholesalers added to the program for the 2008/09 season include Great Escapes, Travel Connection, Alaska Airlines Vacations, and Virgin Holidays Inbound Services.

For the second year in a row, the North Lake Tahoe Marketing Cooperative teamed up with the Reno Sparks Convention and Visitors Authority (RSCVA) and Lake Tahoe Visitors Authority (LTVA) to organize all of the Sierra Ski Marketing Council ski shows on behalf of Ski Lake Tahoe. The seven partner mountains, along with the region's three CVBs, were represented at ski shows in Vancouver, Seattle, Chicago, San Diego and Boston. Booths, collateral and promotional giveaways were also shipped to the LA Ski Dazzle show, where most of the partners had their own individual booths. NLTRA staff traveled to LA to conduct North Lake Tahoe ski destination training for Liberty/Go-Go Travel that was coordinated with Ski Dazzle. Staff took the opportunity to audit the LA show and assist participating partners. These ski shows spanned the period from early October through early December. A comprehensive ski show report was compiled by the three CVBs, recapping the ski show season, with recommendations for next season.

On the international front, the second quarter continued a period of significant exposure for North Lake Tahoe. This was especially true in the UK, where numerous articles were published as a result from earlier press trips. Multiple page features on North Lake Tahoe appeared in the Daily Mail Ski and Board, Document Snowboard, and Cooler magazines, in addition to a feature in the Good Ski Guide and a section in the Heaven on Earth GREEN travel book. Other international exposure included a North Lake Tahoe radio promotion in Australia and a visit from the South African TV show Top Billing, which featured North Lake Tahoe partner ski resorts in their show "Top Resorts," set to air in the third quarter.

Despite a slow start to North Lake Tahoe's 2008/09 ski season, Ski Tahoe North ticket sales and bookings on the North Lake Tahoe Express Airport Shuttle were both above second quarter numbers as compared with the same period in 2007. Late December snow combined with the Christmas-New Year holidays helped tourism activity and revenues finish the quarter with strength, particularly in view of continuing challenges in regional, national and international economies.

### **Special Projects**

The NLTRA Special Projects department continues to actively partner and support various community and resort property special events, as well as producing NLTRA special events and promotions and serving as the Web Master for GoTahoeNorth.com.

The following is a summary of Special Projects work during the second quarter:

#### ***Lake Tahoe Autumn Food & Wine Festival*** (September 5-7)

Note: Event took place in the first quarter. A complete wrap-up and ROI report is attached hereto.

#### ***Fabulous Fall Festival*** (September - November)

The Fabulous Fall Festival was developed as a PR and promotional campaign to generate awareness of North Lake Tahoe's "third season," a season of beautiful fall

weather, special events, and a less hurried pace than summer or winter. The campaign focuses on the period from Labor Day through mid-November.

A featured message on the GoTahoeNorth.com homepage linked to a landing page highlighting the variety of fall events, with a hotlink to individual event Web sites. A dedicated e-mail blast was sent to a targeted database of nearly 36,000 (the open rate was 12% and click through rate 3%). Additionally, a direct mail postcard was sent to a targeted database of more than 11,000.

Events promoted as part of the 2008 Fabulous Fall Festival included: The Tahoe Big Blue Adventure race, Lake Tahoe Autumn Food and Wine Festival, Martis Valley Plein Air Painting Event, Tahoe Vista Hawaiian Outrigger Regatta, Stand-Up Paddle Board Competition, Kings Beach Arts & Crafts Fairs, Commons Beach Concerts and Movies, Lake Tahoe Marathon Week, various triathlons, Oktoberfest, Truckee Wine, Walk & Shop, Art Bark Fest, Native American Basket Weavers Market, various cycling races, Chocolate Festival, and the NTHS Booster Club Elegant Affair Wine Tasting (partial list).

***Learn to Ski and Board/Learn More on the Northshore*** (December 13-14)

The Special Projects Manager spearheads this cooperative learn to ski program with nine participating ski resorts. In addition to event coordination, the NLTRA provides marketing and promotional support through public relations and print advertising in drive market publications. This year's program featured a \$25.00 per person, per day fee which included a group lesson, equipment rental and lift ticket. The NLTRA packaged the program with a lodging offer and Web page that linked directly to each participating ski resort.

***Continuing Web Site Development and Maintenance - [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com)***

The Special Projects Manager is responsible for the content and daily maintenance for the [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com) Web site; also assisting with content for the [www.NorthLakeTahoeChamber.com](http://www.NorthLakeTahoeChamber.com) Web site as well as content for cooperative marketing sites - [www.visitcalifornia.com](http://www.visitcalifornia.com) and [www.visitthehighsierra.com](http://www.visitthehighsierra.com). Of prime importance is maintenance of the master calendar of events, seasonal changeover and maximizing our destination's visibility on the California and High Sierra sites. The manager maintains close contact with members and their marketing firms/web masters to ensure that their Web listings and photography are fresh and current and that calendar submissions are reviewed and posted in a timely manner. The manager works with members to encourage and post "cool deals." During the second quarter, the Special Projects Manager played a key role in the implementation of Web based promotional campaigns in support of the Fabulous Fall Festival and Learn to Ski program.

***Technical and Advisory Support for Other Events***

Throughout the year, the Special Projects department lends expertise and assistance to new and established community events. During this quarter, these included the Tahoe Big Blue Adventure Race and the Lake Tahoe Marathon.

## **Conference Sales**

While the overall decline in economic activity seemed to somewhat slow the generation of conference leads versus prior year, the pace of second quarter conference bookings remained strong. In October, staff hosted site inspections for the Western Association of Fastener Distributors and the United States & Canadian Academy of Pathology. VCB staff coordinated the itineraries for each of these visits and accompanied the event planners during their tours. Both of these groups subsequently selected North Lake Tahoe for their meetings. The combined room revenue for these groups will be over \$300,000, in addition to all incremental spending by conference attendees during their stay.

In November, staff hosted inspections for Cox Media, System Planning Corporation, Management Association for Private Photogrammetric Surveys (MAPPS), and NCH Corporation. Cox, System Planning, and MAPPS all subsequently selected North Lake Tahoe for their meetings. Collectively, they will generate nearly 650 room nights and over \$130,000 in room revenue, in addition to incremental spending by attendees during their stay. NCH has selected North Lake Tahoe, but has yet to select a host hotel. It is anticipated that NCH will generate 1,000 room nights and approximately \$160,000 in room revenue.

In December, staff hosted site visits for Wells Fargo N.A. Wells Fargo has selected Lake Tahoe for their meeting, but due to budget cuts they have yet to select a host hotel; it is possible their Tahoe meeting may be postponed to next year. Also in December, staff attended the California Society of Association Executives (CSAE) Seasonal Spectacular trade show in Sacramento. Participation in this show provides us with the opportunity to promote North Lake Tahoe to meeting planners responsible for coordinating events for a wide variety of associations based in Sacramento and the surrounding region. This is a significant market segment for North Lake Tahoe, as associations account for anywhere between 25-45 percent of all bookings in any given year. VCB staff also hosted a client event for key customers the night prior to the show. Staff also attended the Association Forum Chicagoland Holiday Showcase in Chicago. Showcase offers an opportunity to meet with a large number of meeting planners and conduct multiple sales calls and other contacts in one day at one location. This year, more than 2,300 industry professionals were on the show floor.

The groups specifically referenced above represent only a percentage of the total number of clients and potential bookings conducted by Conference Sales staff during the second quarter, but are reported as highlights of activity during the October through December period.

The following are Conference Sales Revenue Statistics for the second quarter:

Total Statistics		North Shore Statistics		South Shore Statistics	
<u>October-08</u>		<u>October-08</u>		<u>October-08</u>	
Groups Booked	5	Groups Booked	4	Groups Booked	1
Projected Room Revenue	\$183,287	Projected Room Revenue	\$151,895	Projected Room Revenue	\$31,392
Groups Arrived	8	Groups Arrived	7	Groups Arrived	1
Revenue Arrived	\$372,342	Revenue Arrived	\$361,596	Revenue Arrived	\$10,746
<u>November-08</u>		<u>November-08</u>		<u>November-08</u>	
Groups Booked	2	Groups Booked	2	Groups Booked	0
Projected Room Revenue	\$232,963	Projected Room Revenue	\$232,963	Projected Room Revenue	\$0
Groups Arrived	1	Groups Arrived	1	Groups Arrived	0
Revenue Arrived	\$7,480	Revenue Arrived	\$7,480	Revenue Arrived	\$0
<u>December-08</u>		<u>December-08</u>		<u>December-08</u>	
Groups Booked	4	Groups Booked	4	Groups Booked	0
Projected Room Revenue	\$102,184	Projected Room Revenue	\$102,184	Projected Room Revenue	\$0
Groups Arrived	0	Groups Arrived	0	Groups Arrived	0
Revenue Arrived	\$0	Revenue Arrived	\$0	Revenue Arrived	\$0
<u>Combined Totals for the Quarter</u>					
Groups Booked	11				
Projected Room Revenue	\$518,434				
Groups Arrived	9				
Revenue Arrived	\$379,822				

North Shore Statistics-Breakdown by County

October-08			
Groups Booked	Room Nights	Delegates	Revenue
Placer County	134	62	\$35,608
Washoe County	572	170	\$116,287
Nevada County	0	0	\$0
<b>Total</b>	<b>706</b>	<b>232</b>	<b>\$151,895</b>
Groups Arrived			
Placer County	310	526	\$69,864
Washoe County	1821	609	\$291,732
Nevada County	0	0	\$0
<b>Total</b>	<b>2131</b>	<b>1135</b>	<b>\$361,596</b>
November-08			
Groups Booked	Room Nights	Delegates	Revenue
Placer County	98	60	\$22,363
Washoe County	780	250	\$210,600
Nevada County	0	0	\$0
<b>Total</b>	<b>878</b>	<b>310</b>	<b>\$232,963</b>
Groups Arrived			
Placer County	0	0	\$0
Washoe County	68	45	\$7,480
Nevada County	0	0	\$0
<b>Total</b>	<b>68</b>	<b>45</b>	<b>\$7,480</b>
December-08			
Groups Booked	Room Nights	Delegates	Revenue
Placer County	611	273	\$102,184
Washoe County	0	0	\$0
Nevada County	0	0	\$0
<b>Total</b>	<b>611</b>	<b>273</b>	<b>\$102,184</b>
Groups Arrived			
Placer County	0	0	\$0
Washoe County	0	0	\$0
Nevada County	0	0	\$0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>\$0</b>

**Visitor Information Services**

The NLTRA's year-round Visitor Information Center is open seven days a week, located in the historic Tahoe City Community Center. Summer seasonal services are provided at North Tahoe Beach (not applicable during this quarter).

Visitor Information Statistics for the Quarter

Tahoe City

Walk In Count	2008	2007	Percentage +/-
October	1187	1004	18.23%
November	679	653	3.98%
December	798	716	11.45%

  

Phone Count	2008	2007	Percentage +/-
October	242	411	-41.12%
November	225	311	-27.65%
December	576	445	29.44%

**Community Marketing Program**

Organization	Amount Approved	Date Approved	Project
Squaw Valley Institute	\$1,000	11/4/2008	
Ta-Hoe Nalu LLC	\$2,000	11/4/2008	
Northstar Village Retailers Association	\$10,000	11/4/2008	

## Community Partnerships and Planning

The emphasis of this NLTRA function is on building, expanding and maintaining the partnerships necessary to achieve Master Plan goals, objectives and implementation. Activities of the department continue to be based on the NLTRA's successful policy of leveraging our investments to the maximum extent possible. Activities are focused in the areas of Infrastructure, Transportation and Strategic Planning.

### Transportation

Program Expenditures During the Quarter:

Winter Transit Program	\$ 15,000
Summer Traffic Management	14,608
Night Service Transit	6,000
North Lake Tahoe Express	54,579
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	\$ 90,187

### Infrastructure

Project Expenditures During the Quarter:

Performing Arts	\$ 37,166
Squaw Valley Bus Stops	75,720
Master Plan Surveys and Study Updates	19,560
Homewood Bike Trail	165,000
Tahoe City Historic Walk	8,000
NT Conference Center-Capital Maintenance	20,000
Squaw Valley Signage	14,715
Northstar Community Multi-Purpose Trail	1,265
Kings Beach Commercial Core Improvement Project	307,273
Regional Wayfinding Signage	22,057
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Total	\$ 670,756

### Research and Planning

The NLTRA's approved TOT budget contains line items in Infrastructure and Transportation (Visitor Support Services) for research and planning expenditures. These include memberships, sponsorships and legislative advocacy, consistent with NLTRA strategic objectives.

### Infrastructure

RMC Consulting	\$ 925
Regional Plan Initiative	1,479
2008 Lake Tahoe Summit	161
Project Development-Olympic Heritage Museum	145
Houston Group, State of California Legislative Advocacy	1,125
Legislative Advocacy-State	101
Federal Legislative Advocacy	98

NLTRA Community & Visitor Survey	15,577
Total	<u>\$ 19,611</u>

**Transportation**

RMC Consulting	\$ 275
NLTRA Community and Visitor Survey	3,212
Regional Plan Initiative	1,250
Take Tahoe Waterborne Transit Planning	4,000
Federal Legislative Advocacy	5,500
Legislative Advocacy-State	101
Houston Group, State of California Legislative Advocacy	1,125
Total	<u>\$ 15,463</u>

FY 2008-09 NLTRA Contract Quarterly Expenditure Summary					
Quarterly Report for the 2nd Quarter Ending 12/31/08					
<i>Expenditure Area / Category</i>	<i>Quarterly Actual</i>	<i>Current Year YTD</i>	<i>Prior Year YTD</i>	<i>FY 2007-08 Budget</i>	<i>FY 2007-08 % Expended</i>
<b>MARKETING</b>					
<i>Personnel/Overhead - Direct Costs</i>	\$203,906	\$407,812	\$397,812	\$815,622	50%
<i>Direct Marketing/Programs</i>	\$166,477	\$332,954	\$396,732	\$665,906	50%
<i>Conference Marketing (VCB)</i>	\$56,499	\$112,998	\$124,920	\$225,996	50%
<i>Placer County Film</i>	\$0	\$0	\$0	\$54,400	0%
<i>Community Marketing Fund</i>	\$0	\$13,000	\$17,500	\$60,000	22%
<i>Unallocated Marketing Funds</i>	\$0	\$0	\$0	\$0	-
<b>Sub-Total</b>	\$426,882	\$866,764	\$936,964	\$1,821,924	48%
<b>VISITOR SUPPORT SERVICES</b>					
<i>Personnel/Overhead - Direct Costs</i>	\$25,093	\$51,493	\$50,032	\$98,700	52%
<i>Research and Planning</i>	\$15,361	\$17,294	\$12,163	\$45,000	38%
<i>Membership</i>	\$0	\$3,000	\$3,000	\$5,000	60%
<i>Transportation/Transit Programs</i>	\$90,184	\$285,774	\$268,109	\$1,014,725	28%
<i>Traffic Management Program</i>	\$0	\$0	\$0	\$30,000	0%
<b>Sub-Total</b>	\$130,638	\$357,561	\$333,304	\$1,193,425	30%
<b>TAHOE CAPITAL IMPROVEMENTS</b>					
<i>Personnel/Overhead - Direct Costs</i>	\$45,608	\$83,271	\$64,305	\$157,500	53%
<i>Research and Planning</i>	\$19,612	\$38,245	\$13,141	\$40,000	96%
<i>Membership</i>	\$0	\$0	\$5,000	\$10,000	0%
<i>Approved Capital Improvements</i>	\$670,757	\$774,705	\$1,069,245	\$827,151	94%
<b>Sub-Total</b>	\$735,977	\$896,221	\$1,151,691	\$1,034,651	87%
<b>NLTRA Contract Totals</b>	\$1,293,497	\$2,120,546	\$2,421,959	\$4,050,000	52%

FY 2008-09 NLTRA Contract Quarterly Revenue Summary					
Quarterly Report for the 2nd Quarter Ending 12/31/08					
Revenue Area / Category	Quarterly Actual	Current Year YTD	Prior Year YTD	FY 2007-08 Budget	FY 2007-08 % Received
<b>MARKETING</b>					
Tahoe Share - 8% TOT **	\$455,481	\$910,962	\$911,114	\$1,821,924	50%
Interest Earnings	\$0	\$0	\$0	\$0	-
Fund Balance Carryover FY 01-02	\$0	\$0	\$43,050	\$0	-
Fund Balance Carryover FY 06-07	\$0	\$0	\$102,362	\$0	-
Flex Funding From Infrastructure	\$0	\$0	\$15,000	\$0	-
Other	\$0	\$0	\$0	\$0	-
<b>Sub-Total</b>	\$455,481	\$910,962	\$1,071,526	\$1,821,924	50%
<b>VISITOR SUPPORT SERVICES</b>					
Tahoe Share - 8% TOT **	\$93,811	\$187,622	\$187,958	\$375,242	50%
Interest Earnings	\$0	\$0	\$0	\$0	-
Fund Balance Carryover FY 01-02	\$0	\$0	\$11,276	\$0	-
Fund Balance Carryover FY 06-07	\$0	\$0	\$48,686	\$0	-
Flex Funding From Infrastructure	\$204,546	\$409,092	\$259,832	\$818,183	50%
Other	\$0	\$0	\$0	\$0	-
<b>Sub-Total</b>	\$298,357	\$596,714	\$507,752	\$1,193,425	50%
<b>TAHOE CAPITAL IMPROVEMENTS</b>					
Tahoe Share - 8% TOT **	\$256,421	\$512,842	\$374,832	\$387,634	132%
Tahoe Share - 2% TOT	\$0	\$0	\$0	\$1,465,200	0%
Interest Earnings	\$0	\$0	\$0	\$0	-
Fund Balance Carryover FY 01-02	\$0	\$0	\$0	\$0	-
Fund Balance Carryover FY 06-07	\$0	\$0	\$0	\$0	-
Flex to VSS Account	(\$204,546)	(\$409,092)	(\$259,832)	(\$818,183)	50%
Flex to Marketing Account	\$0	\$0	(\$15,000)		-
<b>Sub-Total</b>	\$51,875	\$103,750	\$100,000	\$1,034,651	10%
<b>NLTRA Contract Totals</b>	\$805,713	\$1,611,426	\$1,679,278	\$4,050,000	40%

\*\* Tahoe Share - 8% TOT Revenues reduced by like expenditures for County Services as reflected in NLTRA Contract

North Lake Tahoe Resort Association  
Department Detail Activity Report  
For the Six Months Ending December 31, 2008

	Marketing	Conferences	Visitor Information	Marketing Subtotal	Visitor Support & Transportation	Chamber of Commerce	Management & General	Subtotal	Infrastructure	Total
<b>REVENUE AND OTHER SUPPORT</b>										
Member Dues		\$ 4,042		\$ 4,042		\$ 63,854		\$ 67,896		\$ 67,896
Special Events & Functions	\$ 86,168			86,168		9,387		95,555		95,555
Grants									27,250	27,250
Miscellaneous					14,441			14,441		14,441
Commissions & Booking Fees	13,855	62,083	\$ 1,450	77,388				77,388		77,388
Retail Sales & Other			7,980	7,980				7,980		7,980
Interest & Investment Income							\$ 2,273	2,273		5,772
Placer County Funding	668,958	154,904	87,000	910,862	\$ 596,712			1,507,574	\$ 878,458	\$ 2,386,032
<b>Total Revenue and Other Support</b>	<b>\$ 768,981</b>	<b>\$ 221,029</b>	<b>\$ 96,430</b>	<b>\$ 1,086,440</b>	<b>\$ 611,153</b>	<b>\$ 73,241</b>	<b>\$ 2,273</b>	<b>\$ 1,773,107</b>	<b>\$ 909,208</b>	<b>\$ 2,682,314</b>
<b>EXPENSES</b>										
Salaries and benefits	\$ 154,935	\$ 75,794	\$ 59,524	\$ 290,253	\$ 27,593	\$ 46,111	\$ 182,844	\$ 546,801	\$ 54,503	\$ 601,304
Rent & Utilities	13,058	6,651	2,790	22,500	4,673	4,691	13,058	44,922	4,673	49,596
Telephone Services	4,167	2,294	1,121	7,582	833	1,517	3,161	13,093	833	13,925
Internet Access	496			496				496		496
Mail Expenses	868	381	70	1,319		262	254	1,835	68	1,903
Insurance & Bonding	898	467	467	1,831	287	287	897	3,303	287	3,590
Supplies	1,935	814	737	3,487	398	642	1,187	5,713	398	6,112
Equipment Sup.& Maint.	2,816	1,286	1,461	5,563	637	637	2,581	9,418	637	10,055
Taxes, Licenses & Fees	315	164	252	730	101	189	2,351	3,370	101	3,471
Miscellaneous						7		7		7
Equip. Rental / Leasing	846	692	1,742	3,279	575	1,153	951	5,958	575	6,533
Training & Seminars							198	198		198
Project Costs					306,067			306,067	812,951	1,119,018
Professional Fees Legal/Accounting							19,523	19,523		19,523
Special Events	9,837			9,837				9,837		9,837
Autumn Food & Wine Costs	88,701			88,701				88,701		88,701
Membership Events/Newsletter						9,442		9,442		9,442
Cost of Goods Sold			6,475	6,475				6,475		6,475
Promotional/ Giveaways	1,719			1,719				1,719		1,719
Market Study Reports/Research	8,548			8,548				8,548		8,548
Marketing Cooperative/Media	303,000	112,998		415,998				415,998		415,998
Marketing Other	14,696			14,696				14,696		14,696
Programs	35,452			35,452				35,452		35,452
Associate Relations	224	95	95	414	58	58	182	713	58	771
Board Functions							2,872	2,872		2,872
Credit Card Fees	2,012		187	2,199		227		2,426		2,426
Automobile Expenses	288	283	57	627	474	843	752	2,697	474	3,171
Local Meals & Entertainment	341		36	377	31	497	924	1,828	53	1,880
Dues & Subscriptions	880			880	36	182	147	1,245	36	1,281
Travel	1,648			1,648				1,648		1,648
Allocated	115,122	38,040	16,704	169,866	14,598	18,522	(222,360)	(19,374)	19,374	
<b>Total Functional Exp. Before Depreciation</b>	<b>\$ 762,802</b>	<b>\$ 239,958</b>	<b>\$ 91,717</b>	<b>\$ 1,094,478</b>	<b>\$ 356,361</b>	<b>\$ 85,267</b>	<b>\$ 9,522</b>	<b>\$ 1,545,628</b>	<b>\$ 895,021</b>	<b>\$ 2,440,649</b>
Depreciation	\$ 3,750	\$ 1,950	\$ 1,950	7,650	\$ 1,200	\$ 1,200	\$ 3,750	13,800	\$ 1,200	15,000
<b>Total Functional Expense and Depreciation</b>	<b>\$ 766,552</b>	<b>\$ 241,908</b>	<b>\$ 93,667</b>	<b>\$ 1,102,128</b>	<b>\$ 357,561</b>	<b>\$ 86,467</b>	<b>\$ 13,272</b>	<b>\$ 1,559,428</b>	<b>\$ 896,221</b>	<b>\$ 2,455,649</b>
Change in Net Assets	\$ 2,429	\$ (20,879)	\$ 2,762	(15,688)	\$ 253,592	\$ (13,226)	\$ (10,999)	\$ 213,680	\$ 12,986	\$ 226,666

## ATTACHMENT

### **23<sup>rd</sup> Autumn Food and Wine Festival September 5-7, 2008 Northstar-at-Tahoe**

#### **Final Report**

#### **Festival Changes in 2008**

- The date was changed to the weekend after Labor Day in order to not be on the same weekend as the Squaw Valley Art Bark Festival, Reno Air Race, Truckee Renaissance Faire, and Truckee Wine Walk & Shop. Due to the fact that the venue is outdoors, weather is a major consideration in choosing a date.
- The Grape Stomp and Winery luncheon was moved from Gar Woods to the venue and held on Friday instead of Thursday. We dropped the ticket price from \$50.00 to \$25.00 per person for lunch. Live entertainment was added this year. The event sold out at 148 guests.
- Saturday's events were changed from all ticketed events to a free event open to the public with ticketed events for the marketplace wine tasting, wine and spirits related seminars. Most cooking demonstrations, the marketplace vendor fair, hands on cooking and children's activities were free.
- Marketplace and vendor fair was greatly expanded and extended from the central plaza to Gondola Way. The majority of Northstar retailers participated in the vendor fair.
- Live music was featured on the central stage, strolling entertainers and musicians throughout the venue added to the festival ambience.
- The Celebrity Chef Luncheon featuring Chef Joseph Keller and Storybook Vineyards was moved to Wild Goose Restaurant. The event sold out.
- We had a very strong line up of celebrity chefs and seminar leaders in attendance. Leading the line up was Bravo TV's 2008 Top Chef Winner, Stephanie Izard, Chef Joseph Keller, renowned cheese expert Laura Werlin, Sushi Master Taro Arai, Chef Lars Kronmark of the CIA, Douglas Dale of Wolfdale's and Lara Ritchie of the Nothing To It Culinary Center in Reno.
- The Northstar site fee increased from \$5,000 to \$15,000.
- In an effort to increase the visibility of the cooking demos to the audience we installed 60" plasma screen monitors with live video feeds in lieu of using the static mirrors over the demo kitchens. This resulted in an additional expenditure of \$4,100.00.

## ATTENDANCE

### Friday

Grape Stomp Participants	48
Grape Stomp Lunch Participants	100
<b>Total Tracked Attendance</b>	<b>148</b>

### Saturday

Market Place Wine Tasting	600
Classes	329
Comps	121
<b>Total Tracked Attendance</b>	<b>1,050</b>

### Sunday

Retail Grand Tasting	374
Restaurant Staff	108
Winery Staff	90
Marketplace Vendors	60
VIP's, Presenters, Event Staff	80
Sponsorship Trade	148
<b>Total Tracked Attendance</b>	<b>860</b>

**Event Total Tracked Attendance for 3 days: 2,058 (56% increase)**

### Results

PR ROI	\$ 130,000**
Total Web Impressions	54,790
Total Print Impressions	2,925,942
Total Internet Impressions	2,694,875
Total Radio Impressions	200,000
Total Impressions	5,875,607

### COMBINED ONLINE TICKET SALES ZIP CODE SURVEY

59	MD, FL, IL, TX, WY UT, AZ NJ, Las Vegas
99	Northern Nevada including Reno
16	LAX, San Diego, SoCal
24	Tahoe Local
106	SF Bay Area, Napa, Marin, East Bay
70	Sac, Placer County

<b>Out of town</b>	<b>251</b>	<b>71%</b>
<b>Local</b>	<b>123</b>	
<b>Total</b>	<b>374</b>	

\*\*Estimate, pending final report

**REVENUES**

Cash Sponsorship	\$ 29,900	Up 40% over Prior Year
Ticket Revenues	\$ 44,470	Up 10% over Prior Year
Auction/Raffle	\$ 11,784	Down 21% over Prior Year
Total Revenues	\$ 86,154	Up 12% over Prior Year

**EXPENSES**

Total Event Expenses	\$ 88,264	Up 24% over Prior Year
Net Profit/Loss	(\$ 2,110)	