

5/8/14 – LTVA

Directors: Dell Dillenger, Tom Davis, Rich Bodine, Jim Blossey, Pat Ronan, Jerry Bindel, Doug Williams, Darcy Nealis

Treasurers - \$10,814

### **Nancy Kerry – City of South Lake Tahoe City Manager**

- Capital Investors needed
- Welcome development
- BevMo is coming to town (FALL)
- South Shore Bikes is coming in to

### **New Programs:**

#### **Opengov.com**

- administrators and citizens can now interact with government financial information from anywhere at anytime.
- Navigate revenues and expenses with ease, whether viewing multi-year trends or drilling into the data to see object-level details
- OpenGov.com will give the citizenry unprecedented access to the City's finances, budgeting and process in "real time" budgeting.

#### **Fireworks – “Adopt A Beach” Program**

- Program brought to you by LTVA, League to Save Lake Tahoe, Forest Service, The Truxlers, and others. “Take Care” of our beaches campaign.
- This program launched in response to the need to keep our beautiful beach clean
- “Clean-up” program
- City will post small signs recognizing the service clubs and organization that “Adopt A Beach” each season.

#### **City Newsletter**

- Know what's going on in the city and sign up for City News [cityofslt.us/signup](http://cityofslt.us/signup)
- tons of information about service clubs, workshops and more
- Harrison Avenue (completing by October – There will be a Champions Plaza with local art)
- Measure P (Paid Parking)
- Red Flag Program (Fire Program)

#### **Measure P – [cityofslt.us/MeasureP](http://cityofslt.us/MeasureP)**

- all arguments, both “For” and “against” online in one place
- Answers to FAQ's
- FAQs in Spanish coming soon
- 40 parking pass available at city office
- all kiosk money goes to managing of the beach they are around
- citation money goes to police departments and services

### **Additional Information**

- Learn about Summer Kids Camp on their website
- Sign up for City Emergency Alerts & City News

### **Tourism Improvements District – Jerry Bindel**

What is TID – an monetary assessment that is passed onto our guests to pay when they stay in Lake Tahoe.

- Current TID is in effect from NOV 1<sup>st</sup> 2009
- Self assessment Tourism Marketing District
  - \$3.00/occupied room night
  - \$4.50/occupied room night for Prop Mgmt/Timeshare (non owner occupied)

- Funds cannot be diverted to other government programs

### **What is Tahoe TID**

- Current TID is for 10 yr term expires 2019
- 30-day window each year to disestablish TBID (50% of vote to disestablish)

### **Uses for LTVA for Marketing Expertise**

- LTVA has experienced, skilled, marketing experts on staff and on Board/Committees
- LTVA Operates the Visitors Centers
- SLTLA has 2 seats on the LTVA Board of Directors
- Positions on Sales and Marketing Committees

### **TID Assessments – 2013 (\$2,068,00)**

- this shows that Tahoe has been growing and there has been an increase in heads in beds since 2010

### **How do we compare?**

### **Marketing Budget – (In order of largest budget to smallest budget Nationwide)**

- 1) Las Vegas
- 2) Hawaii
- 3) Florida
- 4) Illinois
- 5) California
- 6) Texas

### **California Occupancy Percentages 2011 - 2013**

- See Graph
- Overall results is that with introducing a TID, there has been an steady increase and positive correlation with more heads-in-beds.

## **California Effective TOT Rates**

- See Graph
- What do we do so we don't start losing room rates?
- Challenge – there have been complaints that the price of rooms are too high because of the additional tax of the TOT, South Lake Tahoe is the highest.

## **South Lake Tahoe TID Use of Funds**

- Marketing/Promos 48.9%
- Public Relations 8.3%
- Visitor Center Operations 11.1%
- Special Events 10%
- Admin/Ops 16.7%
- City of SLT Admins 1%
- Contingency 5%

## **South Lake Tahoe TID Annual Budget – Marketing Programs**

### **Annual Budget - \$967,657**

AGENCY EXPENSE -- \$3,600  
AGENCY RETAINER -- \$210,000  
MEDIA & PRODUCTION -- \$1,560,000  
TOTAL DUNCAN CHANNON -- \$1,773,600  
ANNUAL PUBLICATIONS & PROGRAMS -- \$40,000  
TRIP ADVISOR -- \$75,000  
LAKEWIDE VCB PAY-PER-CLICK CO-OP -- \$46,000  
REGIONAL MARKETING COMMITTEE -- \$100,000  
SIERRA SKI MARKETING COUNCIL -- \$80,000  
SKI LAKE TAHOE INTERNATIONAL -- \$10,000  
WEDDING CO-OP ADVERTISING -- \$130,000  
TOTAL ADVERTISING -- \$2,254,600

## **Events and Programs – Contingency Fund Usage 2013 – 2014**

COMCAST 2014 SUMMER SPORTS BUY CAMPAIGN AUGMENTATION - \$49,508  
RACE OF THE SKY PADDLEBOARD RACE -- \$15,000  
2014 EVENTS BROCHURE -- \$5000  
SOUTH TAHOE WOODEN BOAT SHOW -- \$7000  
VALHALLA SUMMER FESTIVAL (JUN-SEPT) -- \$8000  
RUN TAHOE/LAKE TAHOE MARATHON -- \$20,000  
GETTING AWAY TOGETHER PBS SERIES -- \$25,000  
HEAVENLY HOLIDAYS -- \$50,000  
TRIPADVISOR LAKE TAHOE PAGE SPONSORSHIP -- \$35,000

## **South Lake Tahoe TID**

- Board Meetings 4<sup>th</sup> Thursday of Every Month

-- 5 Board of Directors Represent Different Segments of Lodging Businesses:

- Jerry Bindel, Chair, Property Mgmt/TS
- BilTreasurer, Lodging over 80 units
- Dan McHale, Lodging 41-80 units
- Kevin Chandler, Secretary, Lodging under 40 units
- Lisa Underwood, Property Mgmt/TS

**Tahoe Chamber – Sample the Sierra Planning Time**

- 5<sup>th</sup> Annual Sample The Sierra (AUG 31<sup>st</sup>)
- looking for vendors, caterers, restaurants
- moving location to Bijou
- would like lodging properties to sign up now as partners
- trying incorporate Celebrity Chef
- contact Emily Abernathy for more info [emily@tahoechamber.org](mailto:emily@tahoechamber.org)

**LTVA**

- Reminder to send guest to the visitors center for ideas, coupons, etc