



north lake tahoe

Chamber | CVB | Resort Association

P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

AGENDA AND MEETING NOTICE

MARKETING COMMITTEE

Tuesday March 25th, 2014 2pm

TAHOE CITY PUBLIC UTILITY DISTRICT – TAHOE CITY

NLTRA Mission

“to promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”

NLTRA Tourism Division Mission

“to promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.”

Meeting Ground Rules

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

Marketing Committee Members

NLTRA Board:

Eric Brandt, Primary
Brendan Madigan, Primary
Valli Murmane Alt.

Committee

Members:

Heather Allison (Chair)
Julie Maurer
John Monson
Becky Moore
Neil Sogard
Marguerite Sprague
Cara Whitley
Brett Williams
Brad Wilson

Placer County Rep:

Jennifer Merchant

Quorum

6 Committee Members with 1 Board Member

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee 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 Committee on items addressed under Public Forum. (3 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – February 25th, 2014 (3 min)
- E. Review of Winter Consumer Marketing Efforts and Results – Nick Wootten, SOT (30 min)
- F. Discussion on Summer 2014 Consumer Media Direction – Nick Wootten/Committee (30 min)
- G. Discussion and Possible Recommendation to NLTRA Board on BACC Committee \$50,000 Product Development program – BACC Representatives (30 min)
- H. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Website Content
 - o Social Marketing

- I. Committee Member Comments (*5 minutes*)
- J. Standing Reports (posted on www.nltra.org)
 - February MTRiP Report
 - February Web/GeoTracking Report
 - February Lodging Referral Report
 - January Reno Tahoe International Airport Report
 - Conference Activity Report

Posted and Emailed



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MARKETING COMMITTEE MEETING MINUTES

Tuesday, February 25, 2013 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Julie Maurer, Neil Sogard, Brett Williams, Brendan Madigan, Marguerite Sprague and John Monson

RESORT ASSOCIATION STAFF: Andy Chapman, Judy Laverty-Capach, Sandy Evans Hall, Marc Sabella, Greg Howey and Anna Atwood

OTHERS IN ATTENDANCE: Jackie (Diamond Peak), Kirsten Guinn, Shelley Fallon, Pam Pokorny, Liz Bowling, Georgette (Tahoe Summerfest) and Joy Doyle

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order by sit-in Chair Julie Maurer at 2:04 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Andy requested to move up agenda item H after item E.

3.2 **M/S/C (Williams/Sprague) (6/0) to approve the agenda with above amendments.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM JANUARY 28, 2014

4.1 **M/S/C (Williams/Monson) (6/0) to approve the Marketing Committee minutes from January 28, 2014.**

5.0 FUTURE MARKETING INITIATIVES FOR MASTER PLAN UPDATE (BHAGs) – COMMITTEE DISCUSSION AND INPUT

5.1 Andy reported that the original NLTRA Master Plan created in 1996 is almost 20 years old and it's time that the organization updates this plan. He shared the Executive Committee and staff have already compiled a list of ideas and he needs this Committee to provide their input. Andy shared that some of the big initiatives that we may want to tackle could relate to branding, marketing and infrastructure. Sandy added it's time to dream and look into the future and this requires a bit broader thinking. Most strategic goal planning has a 3-5 year time frame but Master Plan serves a 10-20 year time frame and

some items on the list could be beyond their term on the Committee or Board. She shared this is an exercise that will be taken to all the committees and to the public.

This is what the Committee members recommended to add to the list:

- Airlift into access airports (Reno/Sacramento). Charters, seat guarantee, wholesale tour and travel efforts related to air service
- Expand the funding streams beyond TOT or lodging partners. Would realtors contribute to effort? How can we add partners to the funding stream?
- More and consistent marketing funding to be more effective in destination markets
- Strike zone strategy as opposed to event strategy. What time period do you place it in? Event and strike zone are connected to maximize return
- Potential focus on winter strike zone for event effort
- Triangle-wide marketing efforts and not jurisdictional
- Functional and useful multi-lingual app
- Participatory sports efforts
- Environmental and stewardship messaging

5.0 REVIEW OF FY 2014/15 BUDGET DEVELOPMENT PROCESS – MARC SABELLA

5.1 Andy introduced Marc Sabella as our Finance Director to the committee. Marc shared the 2014-15 Fiscal Year projected budget timeline process:

- Month of April – Complete First Draft of Preliminary Budget
- End of April - Preliminary Budget goes to Committees for Input
- June 25 – Board of Directors Approves Budget for 2014/15 Year

Marc stated this is the first committee to look at the outlined 2014/15 Budget Development process and it will go to the Finance Committee this Thursday.

6.0 PRESENTATION ON 2014 SNOWFEST – PAM POKORNY

6.1 Pam Pokorny shared that the lack of snow this year has made things a bit challenging as far as budgets. She has worked closely with NLT Chamber/CVB/Resort Association on marketing efforts and there are great articles out on Snowfest. Pam has also done TV and radio interviews to help cross promote the marketing efforts. For the first time ever Snowfest set-up a housing partnership through Greg Howey in the Conference Sales Department which she think will work great for this and future years.

Pam reported that Squaw Valley may be canceling the torchlight parade this year but it has not been confirmed yet. All other events in Squaw will go off like planned. She also thinks it's important to keep the event at the current dates and not in January as these dates are embedded with locals and others that travel in for the event. She encouraged everyone to attend the Snowfest Kick-Off Party at Garwoods this Thursday from 5-8 pm.

7.0 REVIEW OF REMAINING WINTER MEDIA EFFORTS – ANDY CHAPMAN

7.1 Andy reported on the remaining winter media efforts for Northern and Southern California. For the Northern California winter media plan:

- TV is still running through mid-March pushing the ski message out
- The bulk of the online continues on with Expedia and Pandora being wrapped up
- Social media efforts continues
- Out of Home (bulletins, posters & shelters) continues
- Search continues on

Southern California media plan was mostly focused on online efforts, which some have wrapped up but others are still going (Spotify and LA Times). Andy also shared that one of the bigger stunts that was planned for Mammoth was canceled due to weather. He thanked everyone for donating and shared they will be returned.

Action to Andy: John Monson requested information on how the Booth Camp stunt/event performed. Follow up with School of Thought.

Andy also shared the Snow Rebuttal Campaign that was done was very successful. This campaign was to help change the perception in the Bay Area that Tahoe didn't have any skiing. This committee approved and recommended to the board that we spend \$42,000 of marketing reserve funds which the board approved. He shared that School of Thought will be here next month to do a recap of winter efforts and as well as pre-planning for summer.

8.0 FIVE YEAR DESTIMETRICS WINTER SEASON SUMMARY – ANDY CHAPMAN

- 8.1 Andy shared he asked our partners at DestiMetrics to put together a 5 year custom winter season summary. The report included: Occupancy, Average Daily Rate and RevPar (revenue per available room). The report was to gage how we are doing this winter compared to previous years and the report included bookings as of January 31, 2014. He shared we are trending down for Occupancy so far compared to last year but still up from 2 years ago. Average Daily Rate is up compared to last 5 years and RevPar is a little slightly from last year but up compared to 2 years ago. Andy stated he will ask DestiMetrics to do the same report at the end of February and March to see what our gains are. Julie questioned if Ralph has ever looked at a yearly percentage increase for the properties. Do the properties see a for example a 3% rate increase year over year in their rack rates or are they just maintaining? Julie shared it would be interesting to look at that compared to average daily rate.

Action to Andy: Check with DestiMetrics if report could include yearly rate percentage increase. See above request from Julie.

9.0 DEPARTMENTAL REPORTS

- 9.1 **Advertising** – This report is located in the departmental section of the Marketing packet. Nick from School of Thought will be at next month's Marketing meeting.
- 9.2 **Conference Sales** – Greg shared the report located in the departmental section of the Marketing packet. Greg shared Jason did a couple of site tours last month and he has one coming up soon with Black in LA. Greg reported he just attended MPINCC in San Francisco which had great attendance. Jason will be heading to Palm Springs for CalSAE and their annual Elevate conference that we are sponsoring this year. This is a program that will be hosted at the Resort at Squaw Creek next year. Greg is heading to Meeting Industry Council in Denver next month.
- 9.3 **Leisure Sales** – This report is located in the departmental section of the Marketing packet. Jeremy is busy with media and FAM right now.
- 9.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet. She shared she has met with Northstar regarding Autumn Food & Wine and programming is 75% complete. Judy had been busy putting together a 10 year weather history study from 2003 - 2013. She is happy to share this with anyone that may need this.

9.5 Web – This report is located in the departmental section of the Marketing packet. Shelley is focusing efforts on Spring and Summer events and web content.

9.6 Social – This report is located in the departmental section of the Marketing packet. Liz shared some highlights. The Après Ski book had 164 downloads so far and created some buzz. She is working with Ginger on the Community Awards and with Judy on Snowfest. Liz shared she had some big placements in New York Times.

Neil questioned how School of Thought targeted the Southern California market. Andy shared he would get the information from School of Thoughts and get back to him.

Action to Andy: Follow up with School of Thought on how they target the Southern California market.

10.0 COMMITTEE MEMBER COMMENT

10.1 John recommended that we come to Sugar Bowl and try their amazing Bloody Marys.

11.0 STANDING REPORTS

11.1 The following reports were posted on www.nltra.org:

- FEBRUARY MTRiP REPORT
- FEBRUARY RENO TAHOE AIRPORT REPORT
- FEBRUARY WEB/GEO TRACKING REPORT
- FEBRUARY LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

12.0 ADJOURNMENT

12.1 The Marketing Committee meeting adjourned at 3:45 pm.

Submitted By:
Anna Atwood, Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association



North Lake Tahoe Resort Association
March 25th, 2014

BACKGROUND

NLTRA with our Partner in the North Lake Tahoe Marketing Cooperative, the Incline Village Crystal Bay visitors Bureau, conducted an extensive consumer marketing campaign this past winter. Consumer media was placed in both the Bay Area as well as Southern California. Additionally, the NLTRA Board directed staff to utilize \$42,000 of Marketing Reserve Funds to institute a Current Conditions Campaign in January to promote the North Tahoe ski product and to combat the negative perceptions in the market place regarding the skiing conditions.

SITUATION

Nick Wootten, Media Director for School of Thought, will present the winter's efforts and related results. Attached to this staff report are the three media buys including Bay Area, Southern California and the Current Conditions Campaign.

NORTH LAKE TAHOE 2013-2014 NORTHERN CA - WINTER LEISURE PLAN

Media	Placement	Detail	Nov	Dec	Jan	Feb	Mar	April	Quantity	Rate	Budget
TV	Targeted Zone Bay	Zones: Contra Costa, Marin, Peninsula, San Francisco & San Networks: ESPN, Bravo, Hltz, Disc, NatGeo, TBS, CSI, USA, Zones: Contra Costa, Marin, Peninsula, San Francisco & San Networks: ESPN, Bravo, Hltz, Disc, NatGeo, TBS, CSI, USA,							1014 Spots	NA	\$34,728
	Spotlight Club	Networks: ESPN, Bravo, Hltz, Disc, NatGeo, TBS, CSI, USA,							1011 Spots	NA	\$1,011
									Total: 2,025 Spots		\$35,739
Online	West Coast Ski Destinations - Bay Area DMA's	Banners on the Alberta, British Columbia, Idaho, Montana, Utah, Colorado, Nevada, Oregon, California, Northern Tahoe, and Lake Tahoe (NV) States of TripAdvisor							300,000	\$19.00	\$5,700.00
	Lake Tahoe, CA Content	DMA: Bay Area - Banners on the Lake Tahoe, CA pages							30,000	\$23.00	\$690.00
	Ski Segment	DMA: Bay Area							575,000	\$15.00	\$8,625.00
									Total: 905,000		\$15,015.00
Travelocity	Vacation Package Page	DMA: Nor Cal							90,000	\$13.00	\$1,170.00
	Homepage	DMA: Nor Cal							350,000	\$13.00	\$4,550.00
	ROS	DMA: Nor Cal							76,000	\$13.00	\$988.00
	Flights Page	Anyone that has searched for/mountain on Travelocity							268,000	\$13.00	\$3,484.00
									Total: 794,000		\$10,192.00
Expedia	Activities Results Page	DMA:San Francisco/ Oakland/ San Jose/ Modesto/ Stockton							140,000	\$25.00	\$3,500.00
	Hotels Search (left link)	DMA:San Francisco/ Oakland/ San Jose/ Modesto/ Stockton							151,667	\$15.00	\$2,275.01
	Hotels Search (right link)	DMA:San Francisco/ Oakland/ San Jose/ Modesto/ Stockton							150,625	\$16.00	\$2,410.00
	Vacation Packages Search	DMA:San Francisco/ Oakland/ San Jose/ Modesto/ Stockton							156,250	\$16.00	\$2,500.00
									Total: 598,542		\$10,685.01
Spotify	Audio Package	Northern California Demo: A18-54							1,250,001	\$14.40	\$18,000.00
	Billboard Package	Northern California Demo: A18-54							444,444	\$16.00	\$7,111.11
	Relational Skyscraper	Northern California Demo: A18-54							300,000	\$10.00	\$3,000.00
	Relational Leaderboard	Northern California Demo: A18-54							200,000	\$10.00	\$2,000.00
									Total: 2,194,445		\$35,111.11
Pandora	Audio Spot	DMA: San Francisco Demo: A18-54							1,041,667	\$12.00	\$12,500.00
	Title	Custom title plays w/ audio in banner							1,041,667	\$0.00	\$0
	Companion Banner	DMA: San Francisco Demo: A18-54							235,000	\$0.00	\$0
									Total: 2,083,334		\$12,500.00
OpenSnow.com	Banner	Section: California/ Colorado/ Utah							300,000	\$12.00	\$3,600.00
	Banner	Section: California/ Colorado/ Utah							300,000	\$10.00	\$3,000.00
	Banner	Section: The Tahoe Daily Snow							360,000	\$10.00	\$3,600.00
	Banner	Section: The Tahoe Daily Snow							235,000	\$12.00	\$2,820.00
									Total: 1,200,000		\$13,020.00
Social	Facebook Like Ads & Page Posts Targeted to relative Facebook members, but only purchased on a cost per like. Targeting: A 18-44 w/ kids: Active Skiers or outdoor enthusiasts								17,000 Likes	\$1.47 / Like	\$25,000
Unified Social	Facebook Geo, Habitat, Interest Targeting	Custom produced content									
									Total: 7,280,331		\$77,707
OOH	Bulletins	Harrison 93 R W/O Fremont W/S F/SW							608,848	\$2,000.00	\$1,217,696.00
	Bulletins	Van Ness & Jackson NW/S F/S							1,275,760	\$10,000.00	\$12,757,600.00
	Bulletins	Nazareti 125 R N/O Geary Blvd W/S F/S							1,091,032	\$4,000.00	\$4,364,128.00
	Bulletins	Geary Blvd & Spruce SW/S F/E							972,048	\$4,000.00	\$3,888,192.00
	Bulletins	Harrison & 38d St SW/S F/E							588,600	\$8,000.00	\$4,708,800.00
	Bulletins	Market & Laguna F/SW							1,637,080	Bonus	\$0
	Bulletins	Market 150 R N/O 14TH W/S F/S							465,512	Bonus	\$0
	Bulletins	Oak N/O Franklin F/W							596,660	\$4,000.00	\$2,386,640.00
	Bulletins	SF/East Bay (5 boards)							8,000,000	Bonus	\$0
	Wallcapes	9th-Lombard E/O Webster-1th F/E							334,032	\$2,000.00	\$668,064.00
	Shelters	9th-Broadway W/O Salmone S/S-1th F/E							1,351,584	\$5,000.00	\$6,757,920.00
	Posters	Ferry Buildings (5 Shelters)							700,000	\$500.00	\$350,000.00
	Bulletins	San Jose (10 Posters)							5,600,000	Bonus	\$0
	Bulletins	Triangle / Bay Shore							1,918,692	\$3,000.00	\$5,756,076.00
									Total: 25,176,748		\$103,000.00
Print	2/3 page ad Full color	Issue: Nov - Feb 7x18.5" Insert Release: 3x4,000 HT - 50K							3,324,000	\$31,667.00	\$105,250.00
SEM	CPC Click program	Ad Groups: Skiing/Snowboarding, Winter Travel, GetAWay							9,600 Clicks	\$1.25 CPC	\$12,000.00
	CPC Click program	Ad Groups: Skiing/Snowboarding, Winter Travel, GetAWay							6,400 Clicks	\$1.25 CPC	\$8,000.00
									Total: 8,000 Clicks		\$10,000.00
									Media Total		\$207,696
									Traditional Commission		\$5,309.34
									Digital Commission		\$12,947.77
									Final Total		\$226,043

NORTH LAKE TAHOE 2013-2014 SOUTHERN CA - WINTER PLAN

Media	Advertiser	Product	Creative	Start	End	Rate	Quantity	Rate	Budget						
Specific Media	NLT Display - Southern California Package	BEH targeting A 25-44 with kids, active skiers, snowboarders, snowmobilers, consumers who have gone skiing on vacation in the past year, GEO Southern California	300x250 / 728x90 / 160x600				8,000,000	\$2.25	\$18,000.00						
			LATimes.com - Travel Channel	728x90			100,000	\$19.20	\$1,920.00						
			LATimes.com - Travel Channel	300x250			100,000	\$1.60	\$2,160.00						
			LATimes.com - Travel Channel	728x90			50,000	\$16.20	\$810.00						
			LATimes.com - Travel Channel	300x250			100,000	\$18.90	\$1,890.00						
			LATimes.com - Lifestyle Channel	300x250			1,000,000	\$7.20	\$7,200.00						
			LATimes.com Syndication Targeting	728x90			50,000	\$10.50	\$525.00						
			LATimes.com Syndication Targeting	300x250			100,000	\$12.00	\$1,200.00						
			LA Times	Travel Run of Channel (ROC)	728x90				100,000	\$19.20	\$1,920.00				
					300x250				100,000	\$1.60	\$2,160.00				
728x90						50,000	\$16.20	\$810.00							
300x250						100,000	\$18.90	\$1,890.00							
Home Page, Entertainment, and Lifestyle ROC	300x250					1,000,000	\$7.20	\$7,200.00							
Syndication Targeting - Winter Travelers; Winter Sports Travelers, Travel Influencers	728x90					50,000	\$10.50	\$525.00							
Syndication Targeting - Winter Travelers; Winter Sports Travelers, Travel Influencers	300x250					100,000	\$12.00	\$1,200.00							
TripAdvisor	West Coast Ski Destinations	160x600 / 300x250 / 728x90 / 300x600						598,000	\$19.00	\$11,362.00					
		728x90						50,000	\$0.00	\$0.00					
		300x250						244,332	\$15.00	\$3,667.98					
		Expedia	DMA: So. Cal	160x600				100,000	\$25.00	\$2,500.00					
				300x250				512,900	\$16.00	\$8,208.00					
				160x600				225,000	\$18.00	\$4,050.00					
				300x250				100,000	\$0.00	\$0.00					
				Spotify	DMA: Los Angeles - San Bernardino/ Orange County/ Ventura/ Riverside Counties	:30 audio/ 300x250/ Text				1,250,001	\$14.40	\$18,000.00			
						800x435/ 160x600				444,444	\$18.00	\$8,000.00			
						160x600				300,000	\$10.00	\$3,000.00			
728x90								200,000	\$10.00	\$2,000.00					
Pandora	DMA: Los Angeles					:15 sec audio				1,041,667	\$12.00	\$12,500.00			
						500x500				1,041,667	\$0.00	\$0.00			
		300x250							\$0.00	\$0.00					
		OpenSnow.com	Section: California/ Colorado/ Utah			300x250				270,000	\$12.00	\$2,700.00			
						728x90				187,500	\$10.00	\$1,875.00			
						728x90				195,000	\$10.00	\$1,950.00			
				300x250				206,250	\$12.00	\$2,475.00					
				300x250				240,385	\$13.00	\$3,125.00					
				Social	Facebook Like Ads & Page Posts: Targeted to relative Facebook users who are likely to be interested in snow sports. Targeting: A 18-44 w/ kids; Active Skiers or outdoor enthusiasts	Custom produced content				17,000 Likes	\$1.47 / Like	\$25,000			
						Golf	Peersonville, Hwy 395 E1 1845 S/O New Ranch Road	140" x 48"				1,095,320	\$2,250.00	\$4,500.00	
20" x 26" 0"										808,840	\$2,250.00	\$1,820.00			
14"										43,572	\$17.70	\$765.00			
14"										354	\$54.00	\$19.08			
Events / Events	Mammoth Mountain	Teams of 10 / 1/11-1/12								500,000	NA	\$20,000.00			
		Street Team - Experiential Marketing								500,000	NA	\$20,000.00			
		Teams of 10 / 1/18-1/19								-	N/A	\$5,000.00			
		Pop Up Bootcamp Locations - SF								-	N/A	\$5,000.00			
		12/19, 12/21, 12/28,								-	N/A	\$5,000.00			
		Dec + Jan - Dates TBD						-	N/A	\$5,000.00					
		SEM	CPC Click program	Ad Groups: Skiing/Snowboarding, Winter Travel, GetAway				1,000,000	\$50.000	\$50,000					
				Ad Groups: Skiing/Snowboarding, Winter Travel, GetAway				12,000 Clicks	\$1.25 CPC	\$15,000					
				Ad Groups: Skiing/Snowboarding, Winter Travel, GetAway				4,800 Clicks	\$1.25 CPC	\$5,000					
				Google	Ad Groups: Skiing/Snowboarding, Winter Travel, GetAway	4x sets per ad group				16,800 Clicks	\$1.25 CPC	\$20,000			
4x sets per ad group								Total	\$222,085	\$4,416.00					
Mediab Total	Traditional Commission					\$16,333.35				Total	\$16,333.35				
						Digital Commission	Ad Serving	\$7,166				Total	\$7,166		
								Final Total		\$250,000				Total	\$250,000

NORTH LAKE TAHOE 2014 - Snow Rebuttal Campaign

Media	Placement	Detail	Creative	Dec	Jan	Feb	Quantity	Rate	Budget
CBS Radio	KMYQ (Movin 99.7)	Monday-Thursday Schedule All Day Parts Includes Streaming Spots	:30 sec produced spot				65 Spots 19.3% reach 1,100,000 Impressions	\$171.34 CPP	\$5,500
	KITS (Live 105)	Monday-Thursday Schedule All Day Parts Includes Streaming Spots	:30 sec produced spot				274 Spots 17.7% reach 736,300 Impressions	\$228 CPP	\$12,500
							352 Spots		\$18,000
OOH	Digital Bulletin	I-80 1500 ft N/O University (Berkeley) E/S F/S	14'x48'				3,816,248	\$10,625.00	BONUS
	Digital Bulletin	I-80 1500 ft N/O University (Berkeley) E/S F/N	14'x48'				2,862,184	\$10,625.00	BONUS
	Digital Bulletin	I-880 .5 mi N/O Hegenberger F/S	20'x60'				3,154,748	\$14,450.00	\$1,500.00
	Digital Bulletin	I-880 .50 mi N/O Hegenberger F/NW	20'x60'				3,103,864	\$14,450.00	\$1,500.00
	Digital Bulletin	I-680 S/O Benicia Bridge F/SE	14'x48'				1,172,076	\$12,750.00	\$500.00
	Digital Bulletin	I-680 S/O Benicia Bridge F/NE	14'x48'				1,554,276	\$12,750.00	\$500.00
	Digital Bulletin	Hwy 92 .50 mi W/O Clawriter Rd F/E	14'x48'				1,185,052*	\$13,600.00	\$500.00
	Digital Bulletin	Hwy 92 .50 mi W/O Clawriter Rd F/W	14'x48'				878,572*	\$13,600.00	\$500.00
	Digital Bulletin	Bay Bridge & Toll Plaza F/W	20'x60'				3,994,184	\$24,225.00	\$13,000.00
	Digital Bulletin	US 101 EL S/O University (Palo Alto) % F/SE	16'x29'				731,800	\$12,750.00	\$500.00
Digital Bulletin	US 101 EL S/O University (Palo Alto) % F/NW	16'x29'				570,374	\$12,750.00	\$500.00	
							20,959,754		\$19,000
								Media Total	\$37,000
								Traditional Commission	\$2,220.00
								Final Total	\$39,220



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Resort Association
March 25th, 2014

BACKGROUND

NLTRA with our Partner in the North Lake Tahoe Marketing Cooperative, the Incline Village Crystal Bay visitors Bureau, have begun our FY 2014/15 budget process. Included in this process is a determination of the resources available for the July to September period. Our current budget year (FY 2013/14) includes resources available for consumer marketing during the May – June period. Although the budget process for FY 2014/15 has only just begun, historically we have projected the summer resources for consumer marketing prior to the final completion of the new budget.

Attached to this staff report is the prior summer media consumer media budget.

SITUATION

Nick Wootten, Media Director for School of Thought, will review our past summer's efforts and related results. The committee is being asked to provide guidance on the 2014 summer consumer media effort and direction. Staff and agency will return to the committee at its next meeting to review the recommendation.

NORTH LAKE TAHOE 2013 SUMMER PLAN											
Media	Placement	Creative	May	June	July	August	September	Insertions /Months	Issue	Spots/ Impressions	Totals
Television											
Comcast Spotlight	Spots to run in Contra Costa/Marin/Mid Peninsula/SF/San Jose/South Peninsula Zones within the following Networks: Comedy, Discovery, ESPN (Sun KLB only), NBC, Food, NatGeo, USA	:15/:30 Spot						2	TV Total	2,688 Spots/ 3,338,444 Impressions	\$42,500
									Print Total	3,338,444	\$42,500
Print											
Spirit Magazine	April Insertion	1/2P4C						1	April	3,234,000	\$8,000
Sunny Day Guide	Bonus Insertion	1/4 PG						1	TBD	-	\$0
									Print Total	3,234,000	\$8,000
OOH											
	Bulletin - Lombard E/O Scott N/S F/W	12'x24'						2		1,095,320	\$3,000
	Bulletin - Masonic N/O Geary Blvd W/S F/S	14'x48'						2		2,182,064	\$8,000
	Bulletin - Franklin N/O Oak F/S	14'x48'						2		1,927,744	\$8,000
	Bulletin - Geary Blvd & Spruce SW/S F/E	14'x48'						1		1,744,096	\$4,000
	Bulletin - Broadway & Polk NE/S F/W	14'x48'						1		621,572	\$20,000
	Bulletin - Harrison & 8th St SW/S F/E	14'x48'						2		1,582,704	\$12,000
	Bulletin - Broadway N/O Sansome S/S F/E	21'x16'9"						2		344,570	\$4,000
	SF Ferry Building	68'H x 47'25"W						2		960,000	\$150
	Larkspur Ferry Building	68'H x 47'25"W						2		960,000	\$150
	Bulletin - SF Bay Area (Bonus - 4 units)	14'x48'						2		2,880,000	\$0
	Poster - SF Bay Area (Bonus - 5 units)	10'5x22'8"						2		1,600,000	\$0
	Bulletin - Oakland Bay Area (Bonus - 4 units)	14'x48'						2		2,880,000	\$0
	Poster - Oakland Bay Area (Bonus - 5 units)	10'5x22'8"						2		1,600,000	\$0
									OOH Total	20,388,470	\$58,300
Digital Display											
Comcast Spotlight	Mail Center Sign in & Fixed Homepage Marketplace	300x250								476,571	-
									Comcast Total	476,571	\$0
Pandora	Audio Everywhere - Mobile (70%) Web (30%) - SF/Sac (30%) - SF/Sac	1x1								1,200,000	\$14,400
	Audio Everywhere - Accompanying banner: Mobile (70%) Web (30%) - SF/Sac	300x250								1,200,000	\$0
	Audio Everywhere - Accompanying title: Mobile (70%) Web (30%) - SF/Sac	500x500								1,200,000	\$0
									Pandora Total	3,600,000	\$14,400
Trip Advisor	Banners on the Lake Tahoe Page	300x250/300x600/728x90						3		200,000	\$3,600
	Banners on the Reno/Mammoth Lakes/Yosemite Pages	300x250/300x600/728x90						3		400,000	\$7,200
	Banners on the Napa/Sonoma Pages	300x250/300x600/728x90						3		200,000	\$3,600
	ROS Bonus	300x250/728x90						3		50,000	\$0
									Trip Advisor Total	850,000	\$14,400
									Digital Ad Serving Fee	\$2,100	\$2,100
									Online Total	4,926,571	\$30,900
SEM											
Google Search	Content Relevant Ad Groups: Ex - Summer Activities, Competitive Locations, Summer Travel, Family Vacations, etc.							12		4,000 Clicks	\$7,800
Bing/ahoo Search	Content Relevant Ad Groups: Ex - Summer Activities, Competitive Locations, Summer Travel, Family Vacations, etc.							12			\$4,200
									SEM Total	0	\$12,000
											\$152,700
											\$9,978
											\$162,678



North Lake Tahoe Resort Association
March 25th, 2014

BACKGROUND

As the committee may remember, back in the Fall of 2013, the NLTRA received from Placer County a fund balance carry over in the amount of \$395,000. The NLTRA Board of Directors approved the use of those funds to be spend in the Southern California consumer media market, for enhancement in our video and photography assets, consumer research in our HPSI target market, for a winter lakeshore marketing effort, and for a program that would be developed by the BACC group for product development and promotion.

This final item, the product development and promotion, has been developed by the BACC with consultation with the NLTRA marketing staff.

SITUATION

BACC representatives will review the enclosed proposal as well update the committee on their meeting/workshop last week. The BACC is developing a Scope of Work that will be presented to the NLTRA Board of Directors at its April meeting.

**Product Development Scope of Work
May 2014 – September 2014
Request for: \$50,000**

High Notes

Purpose

To promote the variety of live music events taking place around the North Shore of Lake Tahoe, Incline Village, Squaw Valley and Northstar throughout the summer season. Geared specifically to those looking for a live music experience, this campaign would strengthen the already existing NLTRA program by bringing it in-market with the same recognizable creative campaign used out-of-market.

Strategic Goals

- Strengthen existing NLTRA High Notes program via in-marketing campaign
- Simplify user experience when searching live music events through NLTRA in-market mobile site
- Increase visitation to live music events in the North Lake Tahoe region

Budget

- \$20,000

Action Items

- Create High Notes button on front page of GoTahoeNorth.com in-market mobile site to directly link visitors to the High Notes calendar
- Create filters within Events Calendar on GoTahoeNorth.com so visitors can easily decipher live music events
- Launch in-market media buy to promote High Notes encompassing the following media formats – radio, print, television, digital, social media and printed collateral

Key Performance Indicators

- Increased visitation to live music events over prior year
- In-market visitation to GoTahoeNorth.com

Peak Your Adventures

Purpose

“Peak Your Adventures” is the summer campaign to “Tough the Lake”. The purpose is to promote North Lake Tahoe activation beginning Memorial Day Weekend through October, to specifically drive summer visitors to the mountain Resort destinations, Squaw Valley and Northstar California, while also increasing engagement on the North Lake Tahoe Facebook page.

Strategic Goals

- Increase summer visitation to mountain communities, specifically Squaw Valley and Northstar California.
- Bridge the Tough the Lake and Peak Your Adventures promotions to create a year-round campaign to drive in-market visitors to explore the entire region during their stay.
- Grow participation in social media campaign emphasizing the beauty and uniqueness of the North Lake Tahoe Region.

Budget

- \$30,000

Action Items

- Reimagine social media photo contest with monthly raffle drawing
- Contract with 3rd party social media agency to develop, set-up, and manage the social campaign including creative, campaign management, social media advertising buys, PR and earned media opportunities, and campaign analytics monitoring and recap
- Launch in-market media buy to promote Peak Your Adventures encompassing the following media formats – radio, print, television, digital, social media and printed collateral

Key Performance Indicators

- Participation in social media photo contest
- Likes on campaign Facebook page
- Campaign analytics

Business Association and Chamber Collaborative Committee

\$50,000 Product Development

Campaign: High Notes (June 2014 - September 2014)
 Budget Allocation: \$20,000

Campaign: Peak Your Adventures (May 2014 - September 2014)
 Budget Allocation: \$30,000

CAMPAIGNS

High Notes

Purpose: To promote the variety of live music events taking place around the North Shore of Lake Tahoe in the summer season. Geared specifically to those looking for a live music experience, this campaign would strengthen the already existing NLTRA program by bringing it in-market with the same recognizable creative

Components: * Include High Notes Button on GoTahoeNorth.com In-Market Mobile Site
 * High Notes In-Marketing Media Buy

Mobile Site: Create a button on the front page of the GoTahoeNorth.com in-marketing mobile site to directly link visitors to the High Notes calendar.

Budget: \$2,000

Media Buy: Launch a media buy encompassing the following media formats - radio, print, television, online and printed collateral.

Budget: \$18,000

	Size & Frequency	June	July	August	September
Radio					
KTKE	:15 second spot, 40x	\$350	\$350	\$350	\$350
Print Media					
Lake Tahoe Action	1/2 page, 4C, Weekly	\$1,100	\$1,375	\$1,100	\$1,100
The Weekly	1/2 page, 4C, Weekly	\$2,100	\$2,625	\$2,100	\$2,100
Moonshine Ink	1/2 page, 4C, Monthly	\$459	\$459	\$459	\$459
Television					
Tahoe TV	Marketplace Billboard Package	\$124	\$124	\$124	\$124
Printed Materials					
Posters	11" x 17", 100 Posters	\$125			
Visitor Center Kiosk - Rental		\$150	\$150	\$150	\$150
Visitor Center Kiosk - Materials		\$100			
Monthly Totals		\$4,258	\$4,933	\$4,133	\$4,133

Campaign Total **\$17,457**

Creative: Use existing High Notes creative with modifications - smaller ad size and less text. The copy will mention on-going live music and live music events (free or ticketed) in the following North Lake Tahoe communities - West Shore, Tahoe City, Kings Beach, Incline Village, Squaw Valley and Northstar. Creative will direct visitors to HighNotes.com, a subset of GoTahoeNorth.com for easy navigation for the music lover, without the clutter of all other events being listed.

Peak Your Adventures

- Purpose:** "Peak Your Adventures" is the summer campaign to "Touch the Lake". The purpose is to promote North Lake Tahoe activation over Memorial Day Weekend, activity through June and to specifically drive summer visitors to the mountain, shopping destination resorts - Squaw Valley and Northstar California while also increasing engagement on the North Lake Tahoe FB page.
- Creative:** Need new creative materials for this campaign
- Components:**
- * Social Media Photo Contest Managed by a 3rd Party Social Media Agency
 - * In-Market Media Buy
 - * Monthly Raffle Drawing
- Raffle Prizes:** Monthly raffle drawing 1 winner May through August (\$150 value) and 1 grand prize winner drawing in September (\$400 value)
- Budget:** \$1,000
- Campaign Mgmt:** Utilize 3rd party social media advertising agency (Out & About) to develop, set-up, and manage the social "Peak Your Adventures" campaign. Agency will provide creative, campaign management, social media advertising buys, PR & earned media opportunities, and campaign analytics monitoring & recap.
- Budget:** \$21,500

	April	May	June	July	August	September
Function	Cost	Cost	Cost	Cost	Cost	Cost
Contest Platform/Application Development	\$2,000					
Campaign Set-Up	\$1,500					
Facebook, Twitter, Instagram Ads		\$2,000	\$2,000	\$2,000	\$2,000	\$1,000
PR/Earning Media & Advertising		\$1,000	\$1,000	\$1,000	\$1,000	
Campaign Management		\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Monthly Totals	\$3,500	\$4,000	\$4,000	\$4,000	\$4,000	\$2,000

Campaign Total **\$21,500**

Media Buy:

Launch a media buy encompassing the following media formats - radio, print, television, online, and printed collateral.

Budget:

\$7,500

	Size & Frequency	May	June	July	August	September
Radio						
KTKE	:15 second spot, 40x	\$350	\$350	\$350	\$350	\$350
Print Media						
Lake Tahoe Action	1/2 page, 4C, Bi-Weekly	\$550	\$550	\$550	\$550	\$550
Television						
Tahoe TV	Marketplace Billboard Package	\$124	\$124	\$124	\$124	\$124
Digital Ads						
TahoeTopia.com	Side Tile, 125x125 pixels, 12 month commitment	\$75	\$75	\$75	\$75	\$75
NorthTahoePlayground.com	125x125 pixels, 4C, 4 tiles on site	\$75	\$75	\$75	\$75	\$75
TheTahoeWeekly.com	300x500 pixels, 4C, 6 month commitment	\$125	\$125	\$125	\$125	\$125
Printed Materials						
Posters	11" x 17", 100 Posters	\$125				
Visitor Center Kiosk - Rental		\$150	\$150	\$150	\$150	\$150
Visitor Center Kiosk - Materials		\$100				
Monthly Totals		\$1,674	\$1,449	\$1,449	\$1,449	\$1,449

Campaign Total **\$7,470**