



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, May 14, 2015 – 3:00pm

Tahoe City Visitor Information Center

Mission of the North Lake Tahoe Chamber of Commerce

"To take specific actions to help improve the opportunity for local businesses to achieve and sustain success: to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community."

Meeting Ground Rules inclusive of the 9 Rules of Civility

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

<p>Business Association and Chamber Collaborative Members</p> <p><u>NLTRA Board:</u> Kaliopé Kopley Adam Wilson</p> <p><u>Committee Members:</u></p> <p>Caroline Ross, Chair Squaw Valley Business Assoc.</p> <p>Stephen Lamb PlumpJack Inn</p> <p>Stacie Lyans Tahoe City Downtown Assoc</p> <p>Jaclyn Woznicki Trunk Show</p> <p>Kay Williams West Shore Assoc.</p> <p>Rob Weston West Shore Sports</p> <p>Mike Young Incline Community Business Assoc.</p> <p>Blane Johnson Sun Bear Realty</p> <p>Amber Burke Northstar California</p> <p>Danny Cox Northstar California</p> <p>Joy Doyle North Tahoe Business Assoc.</p> <p>Michael Gelbman Sierra Sun</p> <p>Ginger Karl NLTRA</p> <p><u>County Representative</u> Cadence Matijevich</p> <p><u>Quorum</u> 3 members including 1 NLTRA Board Director</p>	<p>ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED</p> <p>A. Call to Order - Establish Quorum</p> <p>B. Public Forum: Any person wishing to address the Membership Advisory 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 minutes)</p> <p>C. Agenda Amendments and Approval-MOTION</p> <p>D. Approval of the Meeting Minutes-MOTION</p> <ul style="list-style-type: none">• April 9, 2015 (pg 1-4) <p>E. 2014/2015 Marketing Grant Presentation-Northstar-MOTION</p> <p>F. 2014/2015 Marketing Grant Presentation-Squaw-MOTION</p> <p>G. Touch the Lake Contest Re-Cap (pg 5-21)</p> <p>H. 2015/2016 BACC Programs Funding Request</p> <ul style="list-style-type: none">-High Notes, Peak Your Adventures, Touch the Lake-Approved-Retainer Fees (pg 22-24) <p>I. 2015/2016 Shop Local Marketing Request Discussion</p> <ul style="list-style-type: none">-Marketing Committee Direction & \$20K Initial Budget Request (pg 25-27)-Shopping Graph from Sub-Committee Meeting (pg 28)-New Budget for \$10K Shop Local Seed Money Request (pg 29)-Current Year-Round Program-\$1,025 Spend Approval-MOTION-Merchandising Options-MOTION-Truckee Involvement-Suggested Budget for \$10K "Shopping" Product Request-Shop Local Presentation Development-Offline Sub-Committee <p>J. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)</p> <p>K. Adjournment</p>
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PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Thursday, April 9, 2015 – 3 pm

North Lake Tahoe Visitor Center

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Adam Wilson, Stephen Lamb, Stacie Lyans, Kay Williams, Rob Weston, Amber Burke, Joy Doyle, Michael Gelbman, Ginger Karl, Cadence Matijevich

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Valerie Lomeli, JT Thompson

OTHERS IN ATTENDANCE:

A. Call to Order - Establish Quorum 3:07 pm

B. Public Forum –

- Joy Doyle, the NTBA will be hosting a free small business seminar, April 16th 2015
- Cadence Matijevich, April 27th & 28th the Board of Supervisors will be at the North Lake Tahoe Event Center

C. Agenda Amendments and Approval

M/S/C (Michael Gelbman/Amber Burke) (10/0/0) Motion to approve agenda amendments

D. Approval of the Meeting Minutes

M/S/C (Joy Doyle/Cadence Matijevich) (10/0/0) Motion to approve Business Association and Chamber Collaborative Committee minutes for March 12, 2015

E. 2014/15 Marketing Grant Presentation – West Shore Association, Rob Weston and Kay Williams

- Rob and Kay passed out handouts that included information on their marketing plan for the West Shore Association, which includes a marketing budget and new programs for the West Shore

M/S/C (Michael Gelbman/Stacie Lyans) (9/1/0) Motion to approve West Shore Association grant of \$10,000

F. 2014/15 Marketing Grant Presentation – NTBA, Joy Doyle

- Joy went over the NTBA grant presentation and informed the Committee of their 3-year plan, that was adopted in 2012
- The NTBA is seeing great results within their organization with the marketing money that has been given to them, and the funds will be used on previous expenses

Group discussion:

- Cadence wanted to make sure that Placer County logo be on all future marketing campaigns of the NTBA
- Committee was supportive and had encouraging words for Joy's great efforts of marketing NTBA to the local community

M/S/C (Kay Williams/Amber Burke) (10/0/0) Motion to recommend North Tahoe Business Association grant of \$10,000

M/S/C (Joy Doyle/Michael Gelbman) (10/0/0) Motion to recommend Tahoe City Downtown Association grant of \$10,000

G. BACC Programs Funding Request – Discussion & Plan

- **High Notes, Peak Your Adventure, Touch the Lake, Shop Local**
- **Shop Local Marketing Plan Development – Offline Sub-Committee**
- **Budget for \$10K Shop Local-Offline Sub-Committee**

Few topics included regarding High Notes, Peak Your Adventure, Touch the Lake, Shop Local:

- Sandy explained the Grant process and supports the decision to ask for the full amount, although she doesn't feel that destination funding is the best source of funding for Shop Local. She requested that reaching out to the local businesses may help support the Shop Local program, and also reach out to resorts
- Amber mentioned Northstar needs to go through their grant process (EPIC Promise) and she'll have a better understanding of what the resort can offer
- JT explained to the Committee, he supports the programs and the Marketing Committee will make the final decisions
- Committee considerations for marketing ideas for High Notes: Radio, Jambase.com was a suggested idea which is much cheaper than Pandora
- Ginger will reach out to the Abbi Agency for hashtag ideas for Peak Your Adventure and more suggestions for marketing the programs listed above
- Joy asked who will approve the marketing, JT said the Marketing Committee will make the final decisions and should have more information and possible content for the April meeting
- Committee agreed on asking for \$80k, with the extra \$10k going to Shop Local, so all four programs would have \$20k for Marketing
- Amber and Joy will help assist Ginger on the presentation for the Marketing Committee, April 28th meeting

H. 2014/2015 Shop Local Campaign Report

- Current Year-Round Program
 - Kit Sales Update
 - \$1,055 in profit sales, and 60 kits have been sold
 - Ginger requested the Committee to help with promoting the Shop Local program within the Committees social networks and Members
 - Actions after Meeting:

- Kit Making
 - Committee assisted with putting together kits throughout the meeting and few Committee members stayed after the meeting to assist more
- Social Media Pledges
 - There had only been two pledges, by Ginger and Joy. Videos can be seen on Shop Local Facebook page and NLTRA

I. Peak Your Adventures Proposal – UPDATED VERSION

- Proposal update from Abbi Agency Included the following:
 - Continue to bridge the gap between Touch the Lake (winter) and Peak Your Adventure (summer) campaigns
 - Use social media contest and strategies driven by hashtags, to drive traffic to mountain reports in North Lake Tahoe to encourage targeted activity ideas and wide-spread promotion throughout summer (including Northstar, Squaw Alpine, Granlibakken, Homewood and Sugar Bowl)
 - Engage with an audience already in North Lake Tahoe through geotargeting and hashtags, driving them to visit specific mountain destinations during their stay
- Group Discussion
 - Amber suggested that the campaigns be moved around resorts monthly, in case resorts need the signage during the same time. Moving around will help with more exposure for participating resorts
 - Committee wanted to know how Peak Your Adventures campaigns received followers
 - Ginger and JT responded to Committee that it comes from the Facebook and Social Media pages and assistance of GoTahoeNorth.com website

J. Touch the Lake Contest #4 Re-Cap & High Notes Revision w Truckee Re-Cap

- Concerns from the Committee that the GoTahoeNorth.com website is cluttered and doesn't have efficient landing pages
- JT informed the Committee the GoTahoeNorth.com is being re-done and will have landing pages that will be user friendly and the Chamber Website, which is connected with the GoTahoeNorth.com website has over 60,000 visitors a month, which is why all campaigns are on the website
- Adam suggested to revise all the contracts that are currently with Abbi Agency to see how the money is being spent and on what projects
- Committee wanted to know where the eight flags for High Notes will be placed and what website will be referred
 - Flags will be distributed at one venue each, and the banners will have the GoTahoeNorth.com website identified

K. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)

- Ginger passed out The North Lake Tahoe Visitor Guide submission flyers, and asked the Committee to sign up if they haven't already

- Ginger requested that Committee members sign up for the Made in Tahoe booth on Memorial Day weekend. Lindsay, Ginger, Joy, if she's in town, and Stephen will be there to assist
- Amber Burke informed the Committee that Nate is no longer on the Committee and Danny Cox will be his replacement
- Adam requested to have the meetings on Thursdays at 3 pm for the remainder of the year, Committee agreed with request
- JT requested the Committee to submit winter/summer photos for the new website
- Sandy informed Committee of the NT Master Plan workshops that will be held starting April 20th

L. Adjournment

5:01 pm

Submitted By:
Valerie Lomeli
Executive Assistant
NLT Chamber/CVB/Resort Association



Touch The Lake Winter Campaign Recap

Digital Engagement



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Touch the Lake Campaign

Campaign Goals:

- Reach visitors in the North Lake Tahoe region through social media channels and resort locations
- Collect User-Generated Photos
- Encourage fans to go beyond the resorts in the winter and visit the lake communities of North Lake Tahoe

Tools:

- Graphics for social posting and sharing
- Graphics for print ads
- Rack Cards designed, printed, and distributed to participating resorts
- Offerpop application to run the contest on Facebook, generate analytics and collect photo submissions
- Social measurement tools to track hashtags and other sharing data including SproutSocial, Facebook Insights, Topsy and Iconosquare

Strategy:

- Paid social media outreach through Twitter ads, Facebook boosted posts and Facebook link campaigns to target users by location
- Re-posting images shared by users
- Outreach to resorts for campaign shares



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5



Results by the Numbers

1,563 Photo Entries

1,675 Hashtag Uses

43,860 Campaign Engagements

685,896 Campaign Impressions



Results by Channel

Facebook Data

- Paid Campaign Impressions: 273.3k
- Total Number of Likes: 90.7k *
- Gained During Campaign: 3.7k*
- Gender Demographic : 51% female; 49% male*
- Total Impressions: 11.7m*
- Total Shares and Likes: 129.1k*

Twitter Data

- Campaign Impressions: 86.5k
- Campaign Engagements: 1,3k
- New Followers: 2.8k*
- Link Clicks: 5.8k*
- Gender Demographic: 41% female, 59% male*
- Total Mentions: 626*

Instagram Data

- Total Campaign Likes: 22.1k
- Total Photos with tag: 1.7k
- New Followers: 715*

*This data is associated with the North Lake Tahoe brand pages as a whole during the time of the campaign.

**All campaign data was collected during the span of the campaign, from Nov. 1, 2014 – Apr. 30, 2015.



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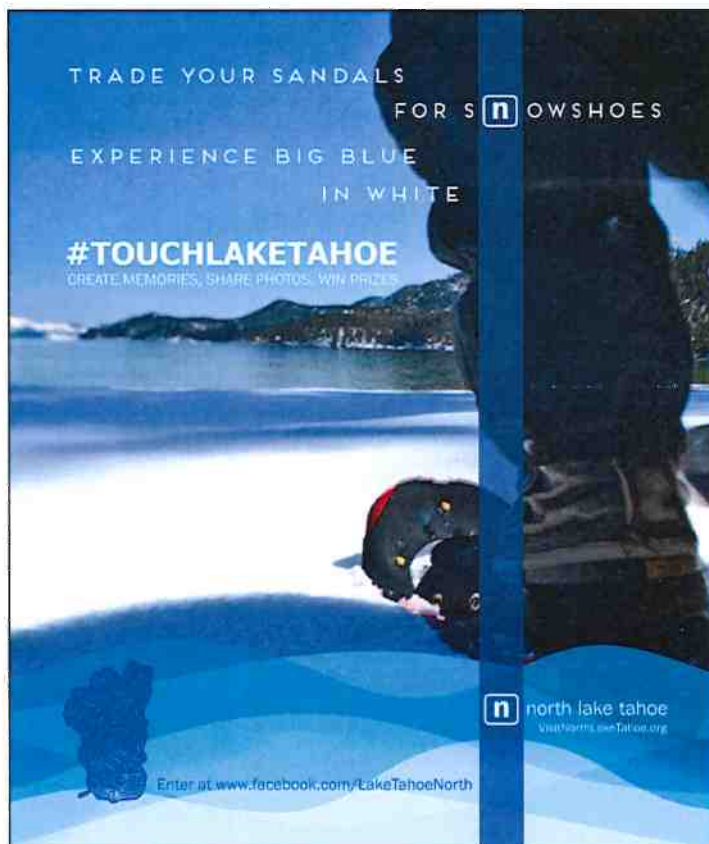
Rack Card

The Abbi Agency created and printed a rack card to distribute among participating resorts and other North Lake Tahoe locations.





Print Ads



The Abbi Agency created four ads and coordinated media buys in three publications:

- Tahoe Weekly Banner (3x): 72,000 impressions
- Sierra Sun: 40,000 impressions
- Tahoe Quarterly: 50,000 impressions

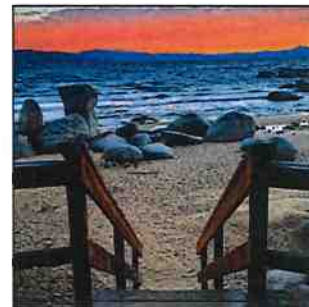
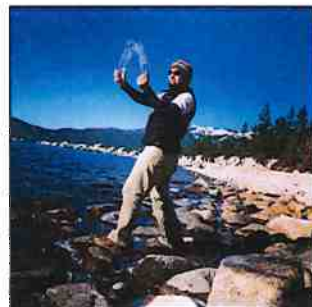
Total Print Ad Impressions: 162,000





Contest #1: Nov. and Dec.

The #TouchLakeTahoe campaign engaged with audiences in North Lake Tahoe, prompting visitors and tourists alike to explore communities near the lake during winter months. The first two months of photo contest hinged on awareness for the hashtag and overall campaign, and drove fans and followers to social media channels to share their experience with the hashtag.



Start Date: Nov. 1
End Date: Dec. 31

Results:

- **Total photo submissions: 286 (247 submitted through Instagram, 16 through Twitter)**
- **Number of times the #hashtag was used: 345**



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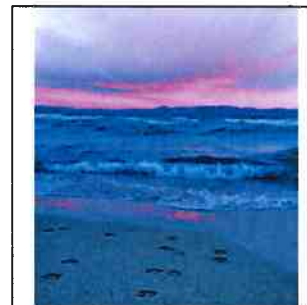
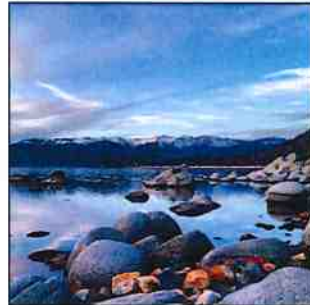


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Contest #2: January





The #TouchLakeTahoe campaign engaged with audiences in North Lake Tahoe, prompting visitors and tourists alike to explore communities near the lake during winter months. In January's photo contest, users were encouraged to visit the North Lake Tahoe communities in the middle of winter for unique and stunning views, and then to submit photos of those views via the social media contest.



Start Date: Jan. 1
End Date: Jan. 31

Results:

- **Prize: \$200 gift certificate to Plumpjack Café and Bar**
- **Total photo submissions: 328 (292 submitted through Instagram, 5 through Twitter)**
- **Number of times the #hashtag has been used: 642**

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Contest #3: February

The #TouchLakeTahoe campaign engaged with audiences in North Lake Tahoe, prompting visitors and tourists alike to explore communities near the lake during winter months. Through monthly photo contests with large prize packages, fans and followers were driven to social media channels and encouraged to share their experience with the hashtag. In February, the focus of “Date on the Lake” encouraged users to post pictures of those they love at the lake.



Start Date: Feb. 1
End Date: Feb. 28

Results:

- Prize: \$200 package to Sunnyside Restaurant
- Total photo submissions: 353 (292 submitted through Instagram, 5 through Twitter)
- Number of times the #hashtag has been used: 962
- Unique visitors to contest tab: 1.7k



Contest #4: March

The #TouchLakeTahoe campaign engaged with audiences in North Lake Tahoe, prompting visitors and tourists alike to explore communities near the lake during winter months. Through monthly photo contests with large prize packages, fans and followers were driven to social media channels and encouraged to share their experience with the hashtag. In March, the contest had a scavenger hunt feature, asking for different types of pictures each week.

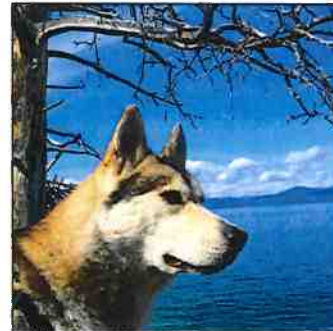
Week 1: Lake Selfie



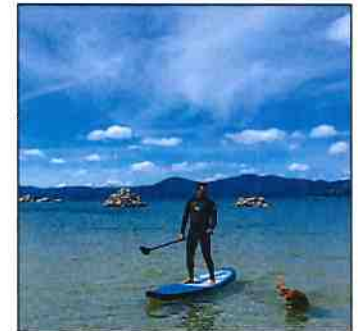
Week 2: St. Patty's Green



Week 3: Furry Friends



Week 4: Get Active



Results:

- **Prize: One-night stay at Mourelatos**
- **Total photo submissions: 422 (398 submitted through Instagram, 11 through Twitter)**
- **Number of times the #hashtag has been used: 1,407**
- **Unique visitors to contest tab: 1.7k**



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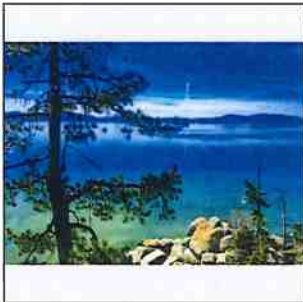


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Contest #5: April

The #TouchLakeTahoe campaign engaged with audiences in North Lake Tahoe, prompting visitors and tourists alike to explore communities near the lake during winter months. Through monthly photo contests, fans and followers were driven to social media channels and encouraged to share their experience with the hashtag. April's #TouchLakeTahoe contest encouraged users to be First on the Lake in warmer months, and to get active on the beach, paddleboarding, kayaking and other lake activities.



Start Date: Apr. 1
End Date: Apr. 30

Results:

- **Prize: 2-night stay at Granlibakken Resort**
- **Total photo submissions: 174 (163 submitted through Instagram, 5 through Twitter)**
- **Number of times the #hashtag has been used: 1.7k**
- **Unique visitors to contest tab: 1.4k**



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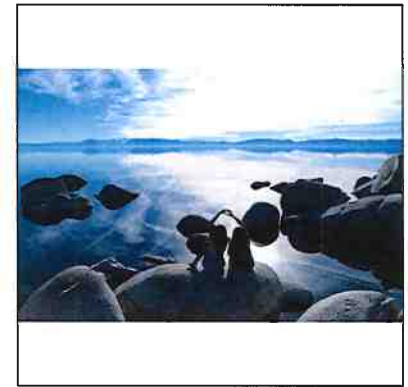
Contest Winners



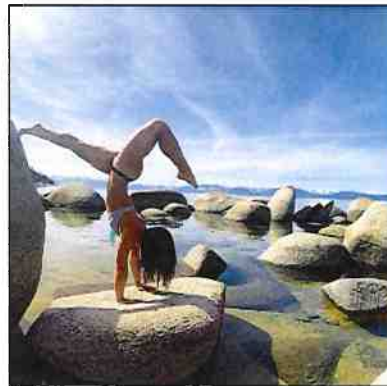
December: Jenelle Potvin



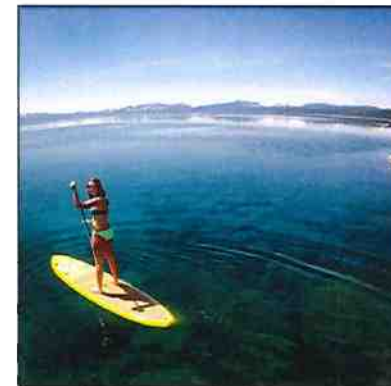
January: Heidi Peinthor



February: Britt Hobart



March: Alyssa Workman



April: Kristen Agaman



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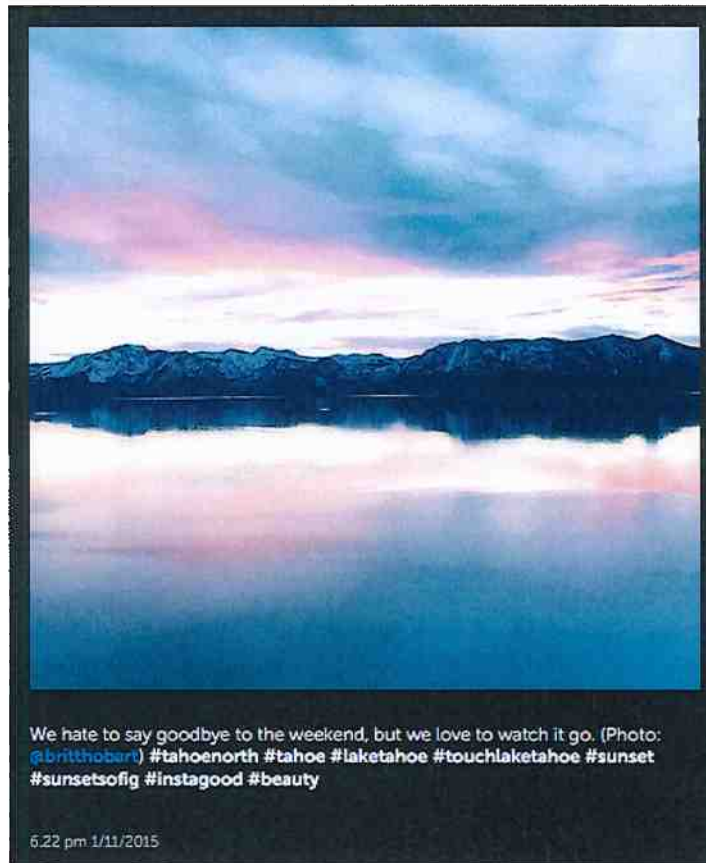
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Post Highlights



Instagram Post, Jan. 11

- Impressions: 5,245
- Likes: 554
- Comments: 16

We hate to say goodbye to the weekend, but we love to watch it go. (Photo: [@britthobart](#)) #tahoenorth #tahoe #laketahoe #touchlaketahoe #sunset #sunsetsofig #instagood #beauty

6:22 pm 1/11/2015



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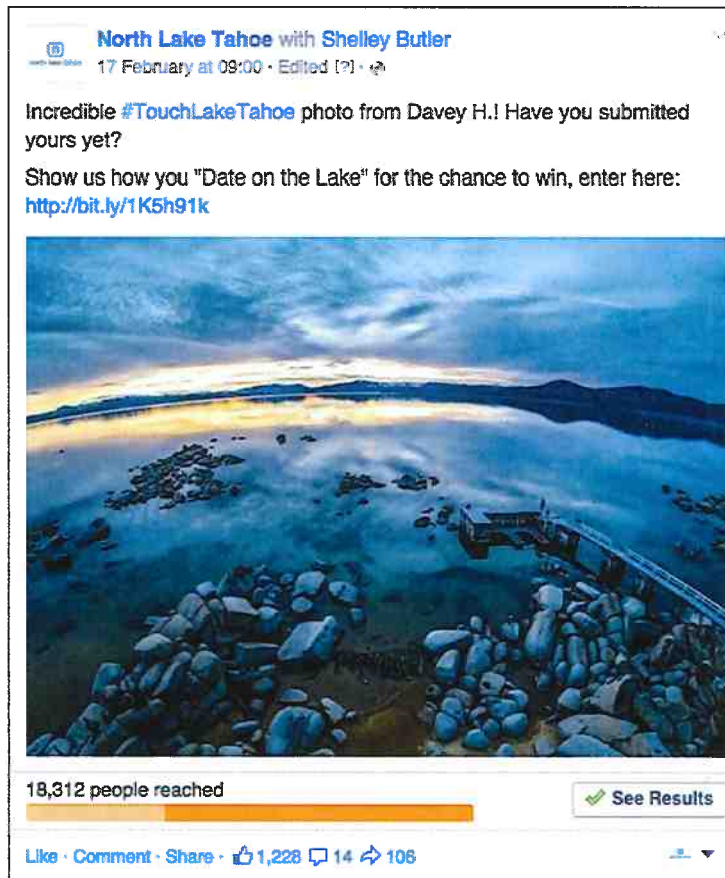


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Campaign Post Highlights



Facebook Post, Feb. 17

- Impressions: 18,312
- Likes: 1,340
- Comments: 32
- Shares: 106



Campaign Post Highlights

North Lake Tahoe Like Page
Sponsored

Follow our weekly theme and submit your [#TouchLakeTahoe](#) photo for the chance to win!




Photo Contest
It's time for a Scavenger Hunt Photo Contest! [Click here](#) for our weekly themes, then submit your picture for the chance to win!

[LAKE Tahoe NORTH.OFFERPOP.COM](#) Learn More

Like · Comment · Share · 134 5 19

Facebook ad, March

- Impressions: 25,452
- Clicks: 734
- Cost per click: \$0.24



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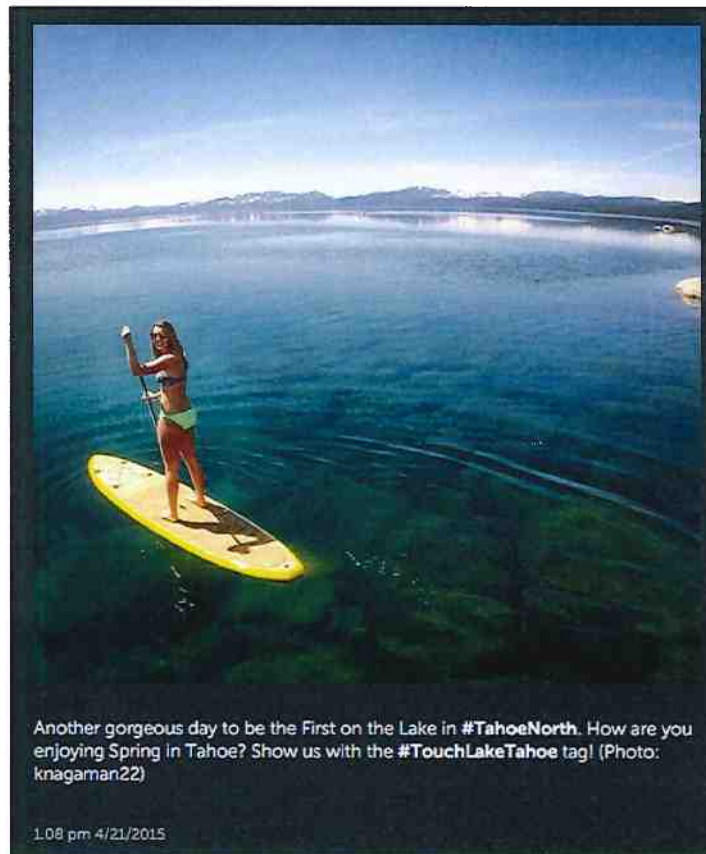
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Post Highlights



Instagram Post, Apr. 21

- Impressions: 5,245
- Likes: 585
- Comments: 26



Thank You



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Ginger Karl

From: Ty Whitaker
Sent: Monday, April 27, 2015 11:33 AM
To: John Thompson; Allegra Demerjian; Abbi Whitaker; Ginger Karl
Subject: BACC Budget Breakdown
Attachments: SNAPSHOT Budget.pdf

Hi JT -

Per our conversation I wanted to follow-up with a breakdown of the BACC contracts and allocation of the budgets.

The first project we completed was Peak Your Adventure 2014. The Abbi Agency (TAA) retainer included design, social media posting, reporting, contest platform and project management.

Peak Your Adventure 2014

Snapshot Breakdown

TAA Retainer	\$9,832.55
Digital Media Buy and Prize	\$10,001.00
Print Media Buy	\$1,200.00
Design + Printing Post Cards	\$467.45
Total	\$21,501.00

The second project we completed was Touch The Lake 2014-2015. The Abbi Agency (TAA) retainer included design, social media posting, reporting, contest platform and project management. There was a lot of design involved with this campaign based on the entire revamp of the brand and messaging.

Touch The Lake 2014-2015

Snapshot Breakdown

TAA Retainer	\$15,500.00
Digital Media Buy and Prize	\$3,250.00
Print Rack Cards	\$238.53
Print Media Buy	\$4,510.00
Total	\$23,498.53

Peak your adventure proposal will be presented on May 28th. The Abbi Agency (TAA) retainer will include, social media posting, reporting, contest platform and project management.

Peak Your Adventure 2015

Snapshot Breakdown

TAA Retainer	\$8,800.00
Digital Media Buy and Prize	\$3,400.00
Design + Printing	\$2,400.00
Photography + Video	\$2,500.00
Print Media Buy	\$2,900.00

Total \$20,000.00

The current project we have started is High Notes 2015. The Abbi Agency (TAA) retainer will include social media posting, reporting, contest platform and project management. Design had a separate line item and was not included in the TAA retainer. High Notes final proposal will also be presented on May 28th.

High Notes 2015

Snapshot Breakdown

TAA Retainer	\$8,800.00
Digital Media Buy and Prize	\$3,400.00
Design + Printing	\$2,400.00
Photography + Video	\$2,500.00
Print Media Buy	\$2,900.00
Total	\$20,000.00

Please contact me directly if you have any questions and/or concerns. We have an excel sheet that breaks down each budget with specific digital/print media buy cost with platform and publication if that would be helpful.

Attached is the above listed tables.

Thank you,

Ty

Ty Whitaker

owner/chief operations officer

ty@theabbiagency.com

cell: (775) 722-3424

work: (775) 323-2977

@tywhitaker

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Peak Your Adventure 2014	
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High Notes 2015	
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Digital Media Buy and Prize	\$3,400.00
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Photography + Video	\$2,500.00
Print Media Buy	\$2,900.00
Total	\$20,000.00

Total TAA \$42,932.55

**5.0 REVIEW AND APPROVAL OF BACC MARKETING GRANT REQUEST FOR FY 15-16
– GINGER KARL AND CAROLINE ROSS**

5.1 Ginger Karl and Caroline Ross presented a request on behalf of the Business Association Chamber Collaborative (BACC) for \$80,000 for the 2015-16 fiscal year, four "in-market" programs. These four programs are: Peak Your Adventures, Touch the Lake, High Notes and Shop Local. Ginger and Caroline gave a quick recap of the three existing programs: Peak Your Adventure, Touch the Lake & High Notes. Allegra with the Abbi Agency reported that the High Notes Campaign will be more accessible online and it will have a new logo as the old logo of the guitar looked too much like the Hard Rock Hotel logo. They will also continue to target social media and online ads. They will also include new photography and videos and continue with contests and other promotions. Some of the comments on the High Notes Campaign included:

- 1) Are we looking at the concert line-up, (especially big names) to target our out-of-market guests so they get excited and can plan their trip accordingly? Allegra with the Abbi Agency shared they will be looking at the line-up of big ticket sellers and will be determining the markets and make sure they place their media buys in a timely manner. Judy Lavery also recommended that the Abbi Agency work with the different business associations such as TCDA and NTBA.
- 2) The Marketing Committee requested to see the creative for High Notes before it goes out and Allegra can send it out digitally when it's ready.
- 3) How does the TCPUD work with the NLTRA to collaborate on some of the headline acts that we would like to hit strike-zone mid-June? Sandy responded that our organization's job is to market and promote the High Notes program.

Action to JT: Share the creative for the High Notes Campaign with the committee members when it's ready.

5.2 Ginger and Caroline presented the marketing plan and budget for the Shop Local Program. They touched on some of the key goals of this program:

- Create a Branding & Awareness Campaign - Keeping Dollars in the Local Economy, Reduce Consumer Footprint, Protect Local Character and Support Friends & Neighbors
- Create Business Awareness of Campaign by: Providing Business Outreach, Advantages of Website, Providing Social Media Exposure, Branded On-Site Banners
- Create Consumer Awareness of Campaign – Show Your Love – Shop Holiday Contest, Hospitality Holidays, Summer Event Presence, Concerts at Commons Beach, Music on the Beach, Northstar & Squaw Valley Events.

Current status of Program: 1300 stickers sold in just 3 months out of 3,000 that were ordered for the year. The program launched February 1, 2015. Each Business Kit is \$15. This is the only BACC program that currently turns a profit. The BACC Committee is requesting \$20,000 in funding for the program. This is an increase from \$10,000 from last year. This funding for the program is needed to market the Shop Local Program effectively throughout the year, purchase marketing materials, replenish supplies and complete a full marketing plan for the program.

Some of the comments include:

- Judy shared the Shop Local holiday contest "cards" would look beautiful as street light banners.
- Truckee's/Incline's contribution – make marketing proportionate to their contribution.
- Seed money to start the program – not something NLTRA should fund every year.
- Look at this program as a quality program versus quantity program. (Suggestion-Similar to Better Business Bureau with a \$300 fee vs. \$15)
- Involve a few business owners to develop some guidelines and standards.
- We do have a shopping product – create a discount card that can be included in "welcome bags" for our local conventions.
- Each Business Assn. receives \$10,000 for marketing each year. Has the BACC had a conversation with these Business Associations as this would have a direct benefit back to the communities?
- Shopping is a serious driver and we haven't given it enough attention. Especially now with authenticity movement and local craft/grass root efforts.
- This area has some incredible art which is already a compelling reason to shop locally. A bigger story is the stories behind some of these artists and the beautiful crafts they are creating.
- There are needs for pictures/videos on where the shopping areas are and what the shopping experience is like. Promote the experience not the program.

Direction to BACC: Incorporate feedback from the committee members and come back next month for further discussion.

- 5.3 M/S/C (Williams/Raymore) (9/0) approval of Peak Your Adventure, Touch the Lakes and High Notes with Shop Local being tabled until next month for further discussion.**

PROPOSED TO MARKETING (4/28/15)

Shop Local Program Budget 2015-16

	2015-16 Budget	NOTES	2014-2015
Website Hosting & Content Mgmt	\$175		\$1,500
Business Kits (150)	\$1,330		\$2,475
"Love" Stickers refills (4,000)	\$2,240		
Holiday Contest:			
Grand Prizes (trip + \$300 cash)	\$1,600	trip includes Hawaii	\$1,300
Contest Card Printing (12,500)	\$1,100		\$700
Creative-Graphics	\$200		\$345
Contest Card Sticker Dots (8-10K)	\$100	color coded by District	\$372
Contest Advertising (print, radio & social)	\$2,000		\$1,312
Sub Total	\$5,000		\$4,029
Advertising to Businesses			
direct mail postcard to members	1200	1500 members (est)	
Radio	1850	one campaign	
Sub Total	3050		
Advertising to Consumer			
Print	3500	shoulder seasons	
1000 "Love" Stickers Giveaways	555	200 per district @ cost	
Radio	1900	one campaign	
Social Media	1500	monthly contests w/ business featured in exchange for prize	\$500
Banner + Graphics	750	one per district for summer events	\$250
Sub Total	8205		
Advertising total	11255		
Grand Total	\$20,000		\$8,075 Spent

SHOPPING

*North Lake Tahoe Stories
-Ski (Praxis/Slant)
-Lake Jewelry
-Big Truck Hats
-Sierra Essentials
-Tahoe SUP
-Tahoe Long Board



CRUNCHED IN BY IMPORTANCE FOR SHOP LOCAL PROGRAM SEED MONEY REQUEST-\$10K (5/11/15)

Shop Local Program Budget 2015-16

	2015-16 Budget	NOTES	2014-2015
Website Hosting & Content Mgmt	\$175		\$1,500
Business Kits (100)	\$845		\$2,475
"Love" Stickers refills (2,000)	\$1,120		
Holiday Contest:			
Grand Prizes (trip + \$300 cash)	\$1,300		\$1,300
Contest Card Printing (12,500)	\$1,100		\$700
Creative-Graphics	\$200		\$345
Contest Card Sticker Dots (8-10K)	\$100	color coded by District	\$372
Contest Advertising (print, radio & social)	\$1,300		\$1,312
Sub Total	\$4,000		\$4,029
Advertising to Businesses			
direct mail postcard to members	\$1,055	1500 members (est)	
Radio	0	one campaign	
Sub Total	1055		
Advertising to Consumer			
Print	0	shoulder seasons	
1000 "Love" Stickers Giveaways	555	200 per district @ cost	
Radio	0	one campaign	
Social Media	1500	monthly contests w/ business featured in exchange for prize	\$500
Banner + Graphics	750	one per district for summer events	\$250
Sub Total	2805		
Advertising total	3860		
Grand Total	\$10,000		\$8,075 Spent \$1,025 Video & Ph

125 Kits x \$15=\$1,875

100 Kits x \$15=\$1,500

\$3,375 Potential Return Back Into the Fund from Kit Sales

\$4,755 Left with Truckee, Incline & Profit

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