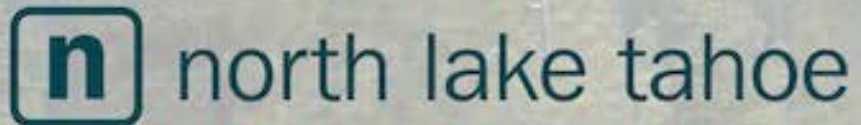


Tourism Development, Visitor Service and Membership Update

The logo consists of a dark teal square with rounded corners containing a white lowercase letter 'n'. To the right of the square, the words 'north lake tahoe' are written in a dark teal, lowercase, sans-serif font. The entire logo and text are positioned on a white, wavy-edged banner that spans the width of the slide.

n north lake tahoe

Program Updates

- **General Consumer Update**
- **18.19 Marketing Coop Budget Breakout**
- **Media Flowcharts**
- **Events**
- **Leisure Sales**
- **Conference Sales**
- **Visitor Service and Membership**

Tourism Development Consumer Updates

- SMARI Research wrapping up – data to be finalized early August
- Summer Consumer efforts underway- Targeting Flight Markets – NY, LA, Austin
- Noteworthy Publication Placements – Average Advertising Equivalency \$112,759
 - NCGA Golf Magazine
 - RGJ: [Reno-Tahoe's Top 12 annual big events and festivals](#)
 - Red Tricycle: [No Snow Needed: Tahoe in the Summer](#)
 - SacBee: [Fireworks, parades and more fireworks!](#)
 - Tahoe Weekly: [4th of July celebrations](#)
 - VIA: [The Best Lakes for Summer Fun in the West](#)
 - Craft Beer Connoisseur– [15 Unique Ale Trails](#)
 - The Mercury News – [5 fab Lake Tahoe restaurants for lakeside dining](#)

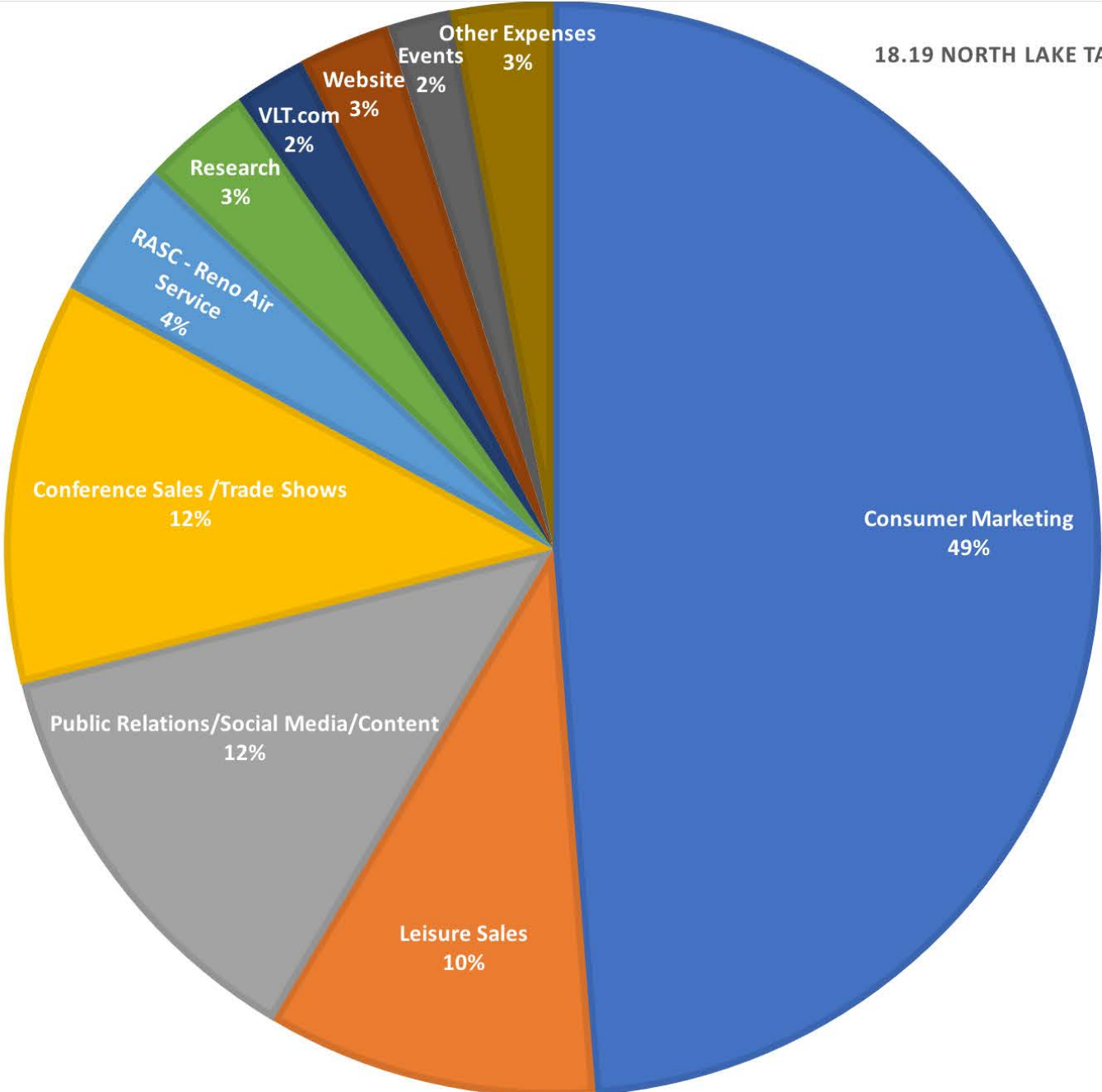
Social Media

- 1,950 New Fans across all platforms – FB, Twitter, Instagram
- Two Influencer Visits –
 - Elisabeth Brentano - Followers: 87.5k followers
Location: Palm Springs, CA
 - Naude Heunis -Followers: 21.8k followers
Location: South Africa

Events

- Wanderlust At Squaw Valley July 19-22

18.19 NORTH LAKE TAHOE MARKETING COOP BUDGET



\$1,175,279	Consumer Marketing
\$235,445	Leisure Sales
\$301,080	Public Relations/Content
\$286,295	Conference Sales/Trade Shows
\$100,000	RASC - Reno Air Service
\$78,350	Research/Destimetrics
\$51,000	VisitingLakeTahoe.com
\$65,000	Web Content Manager/Web Maintenance
\$45,000	Special Events
\$72,374	Other Operational Expense - ex) fulfillment/mileage, weather cams
\$2,409,823	TOTAL

*Full Budget Detail to be handed out

18.19 Consumer Media Flowchart




2018-19 MEDIA FLOWCHART		3Q 2018						4Q 2018						1Q 2019						2Q 2019						RICHTER7							
CAMPAIGN: CONSUMER		July		August		September		October		November		December		January		February		March		April		May		June		Impressions	2018-19 Net Total						
		7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31							
		SUMMER						FALL						WINTER						SPRING						SUMMER							
RADIO																														Impressions			
Radio (High Notes)																														Impressions		\$20,000	
DIGITAL ADVERTISING																														Impressions			
Search Marketing																														4,500,000		\$50,000	
Retargeting Display																														25,000		\$25,000	
Retargeting Video																														8,000		\$10,000	
Native																														50,000		\$50,000	
Programmatic Display (weather targeting)																														100,000		\$90,000	
Video (Youtube)																														35,000		\$25,000	
Rich Media																														50,000		\$50,000	
Digital Total																														4,768,000		\$300,000	
PAID SOCIAL																														Impressions			
FB/Insta Retargeting																														20,000		\$20,000	
FB/Insta Dynamic Carousel																														40,000		\$40,000	
FB/Insta Video																														15,000		\$15,000	
FB/Insta Boosts/Live																														10,000		\$10,000	
FB/Insta Conquesting																														5,000		\$5,000	
Instagram Stories																														20,000		\$20,000	
Snapchat																														20,000		\$20,000	
Twitter																														5,000		\$5,000	
Paid Social Total																														135,000		\$135,000	
TRIPADVISOR																														Impressions			
Desktop Display																																	
Mobile Display																																	
Winter Conquesting																																	
Spring/Summer Conquesting																																	
Audience Segments (Outdoor/Ski/etc)																																	
Trip Advisor Total																																\$95,000	
EMAIL																														Impressions			
Prospecting Email																																\$35,000	
Vendor #2																																\$5,000	
Vendor #3																																\$5,000	
Print Total																														\$0		\$45,000	
OTHER																														Impressions			
Digital Outdoor (LA)																																\$95,000	
Expedia (2x)																																\$30,000	
Sunset Magazine																																\$40,000	
SF Gate and SF Chronicle																																\$3,500	
Ad Serving Fee's																																Below	
Other Total																														\$0		\$165,000	
Total Media Investment																														\$4,903,000		\$760,000	


Campaign: Shoulder Season
 Campaign: Peak Season (Fly Markets)
 Campaign: All Year

Net Media Investment	\$760,000
Media Commission	\$98,796
Digital Ad Serving	\$7,500
Total Spend	\$866,296



Special Events Overview and 18.19 Detail

The background of the slide is a scenic landscape of North Lake Tahoe at sunset. The sky is a mix of soft orange, yellow, and light blue. In the foreground, there are several tall, dark green pine trees. The middle ground shows a dense forest of evergreens leading down to the lake's edge. The lake itself is calm, reflecting the colors of the sky. In the distance, hazy mountain ranges are visible under the twilight sky.

 north lake tahoe

2018/2019 Special Event Strategy

Program Overview

2015 Tourism Master Plan

Special events are a key objective to achieving the Marketing & Sales primary goal set in the master plan.

Bring more visitors to NLT who stay longer, return often and travel during the off-peak periods, while maintaining affinity with the NorCal/Bay Area consumer and continuing to expand group business.

Key Trend Insight

Since 2008, comparable destinations have increasingly focused on special events to motivate visitation.

Purpose of Event Sponsorships

- Drive overnight visitation
- Enhance visitation in “strike” zone periods – seasonal, mid-week, regional (lake vs. mountain resorts)
- Capitalize on events that provide a marketing and/or PR reach to NLT targeted audiences
- Enhance the NLT brand

Measurements of Success

- ROI Calculations
- Survey Results
- Tracked Lodging & TOT Generation
- Marketing & PR Exposure
- Community Impact
- Collaboration & Transparency with Regional Partners During Negotiation Process

ROI Measurements

Return on Investment (ROI) = $\frac{\text{Average Economic Impact}}{\text{Sponsorship Funds}}$

Average Economic Impact =
(Visitors Contributing to TOT x Average Night Stay) x Average Spend Per Person Per Day

Visitors Contributing to TOT =
((Total Event Attendance x % Out of Town Visitors) x % Lodged in TOT Generators) x % in Placer County

- *Information is collected via participant survey*

Total Event Spend

2016/2017 FY

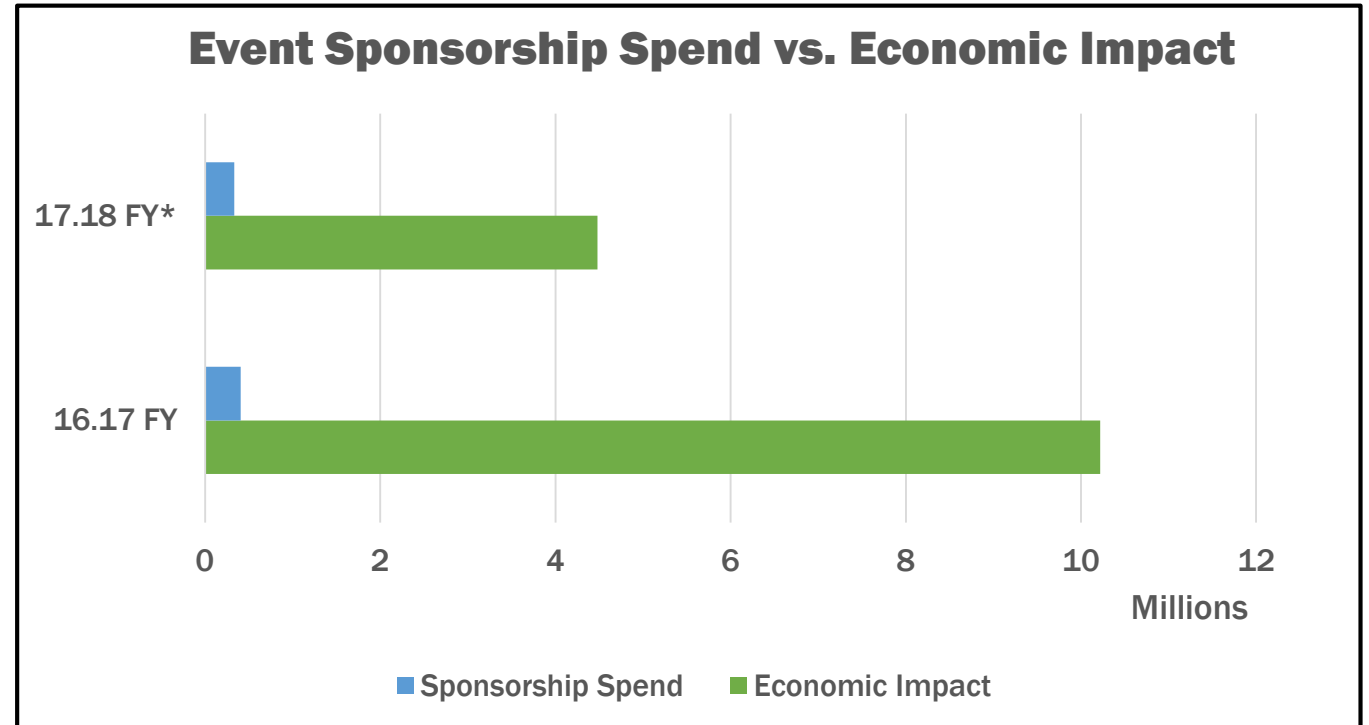
- NLTRA: \$481,017
- NLT Coop: \$15,000

2017/2018 FY

- NLTRA: \$502,395
- NLT Coop: \$50,000

2018/2019 FY

- NLTRA: \$563,225 (Forecast)
- NLT Coop: \$50,000 (Forecast)



* Includes completed events with a post event report as of 7/27/18.

Event Support by Region – 2016/2017 Fiscal Year

Sponsorships - FY 16.17 RA Budget

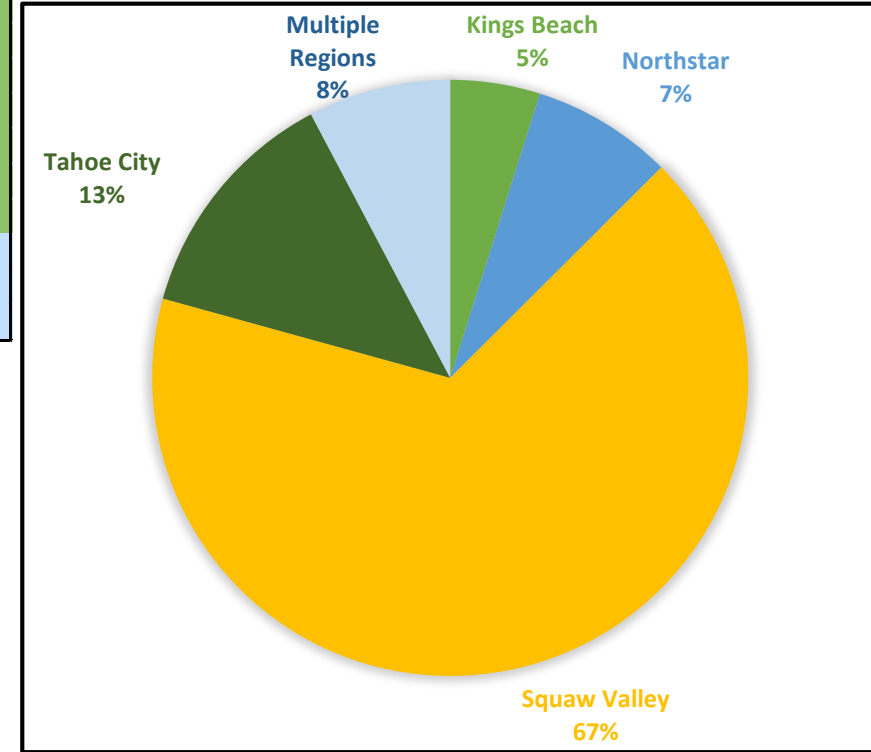
2016 Kings Beach Fireworks	Kings Beach	\$10,000
2017 Kings Beach Fireworks	Kings Beach	\$10,000
Kings Beach		\$20,000
2016 Autumn Food & Wine Festival	Northstar	\$32,793
2017 Tahoe Trail 100	Northstar	\$5,000
Northstar		\$37,793
2016 Spartan World Championships	Squaw Valley	\$198,550
2017 WinterWonderGrass	Squaw Valley	\$15,400
2017 Broken Arrow Skyrace	Squaw Valley	\$20,000
2017 Wanderlust	Squaw Valley	\$35,368
2107 FIS Audi World Cup	Squaw Valley	\$39,564
2017 Squaw Valley Half Marathon	Squaw Valley	\$6,500
2017 No Barriers	Squaw Valley	\$9,944
Squaw Valley		\$325,326
2016 Tahoe City Fireworks	Tahoe City	\$10,000
2017 Tahoe City Fireworks	Tahoe City	\$10,000
2017 Burton Creek Trial Run	Tahoe City	\$6,500
2017 XTERRA Tahoe City	Tahoe City	\$6,500
2017 Lake Tahoe Dance Collective	Tahoe City	\$5,000
Tahoe City		\$38,000
2017 AMGEN Tour of CA Women's Race	Lake Tahoe	\$19,165
2017 Tahoe Lacrosse Tournament	SV, NS, TV	\$5,000
2017 Barcelona Soccer Tournament	SV, TC, Truckee	\$3,000
Multiple Regions		\$27,165
Sponsorships - FY 16.17 Coop Budget		
2016 Tahoe Film Fest	NS, KB, IV/CB	\$5,000

Partnership Funding - Events that took place in FY 16.17

2016 Lake Tahoe Paddleboard Tahoe Cup Serie:	KB, TV	\$4,000
Kings Beach		\$4,000
2017 Squaw Valley Half Marathon	Squaw Valley	\$4,000
Squaw Valley		\$4,000
2016 UC Davis Environmental Science Day	Tahoe City	\$4,448
2016 North Tahoe Arts Art Workshops	Tahoe City	\$1,360
2016 Tahoe City Oktoberfest	Tahoe City	\$1,500
2016 Tahoe City Banner Program	Tahoe City	\$2,200
2017 Tahoe City Wine Walk	Tahoe City	\$2,000
2016 Lake Tahoe Dance Collective	Tahoe City	\$7,500
2016 Lake Tahoe Music Festival	Tahoe City	\$3,000
2016 Lake Tahoe Women's Wellness Weekend	Tahoe City	\$4,000
Tahoe City		\$26,008
2016.2017 Experience Our State Parks	WS, KB	\$3,000
2016 Barcelona Soccer Tournament	SV, TV, Truckee	\$3,000
Multiple Regions		\$6,000

Total Spend by Region

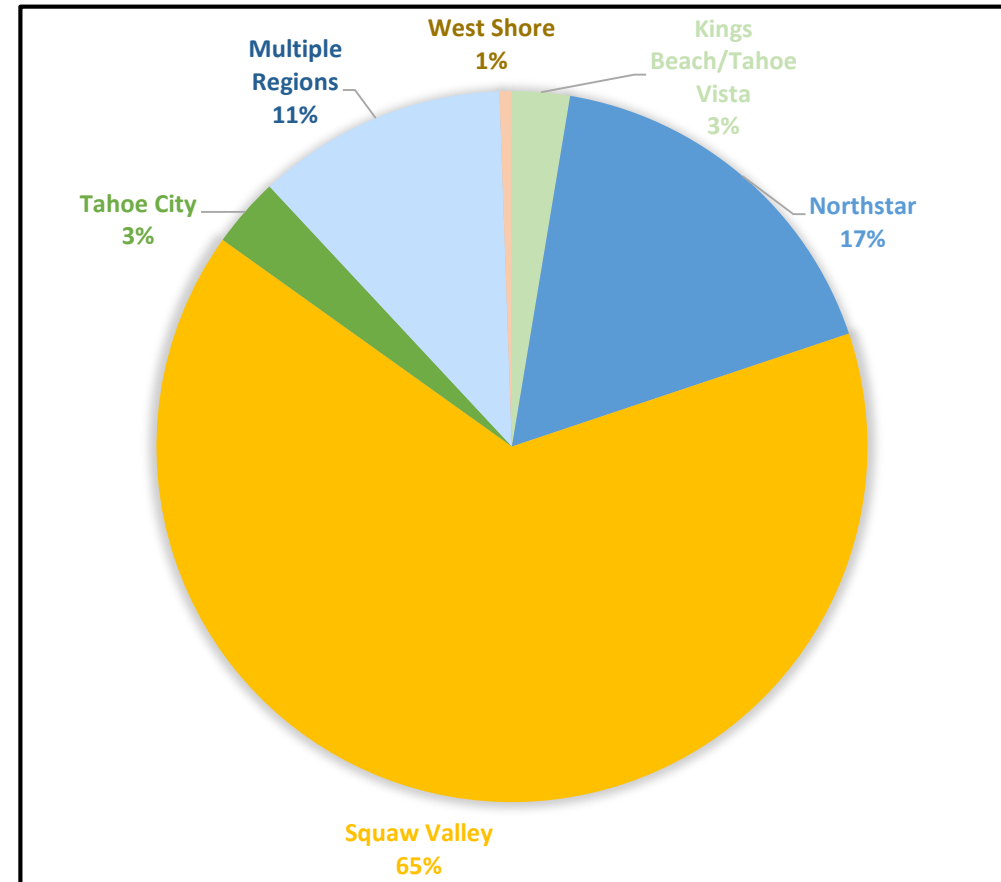
Kings Beach	\$24,000
Northstar	\$37,793
Squaw Valley	\$329,326
Tahoe City	\$64,008
Multiple Regions	\$38,165
Total Spend	\$493,292



Event Support by Region – 2017/2018 Fiscal Year

Sponsorships - FY 17.18 RA Budget		
2018 Kings Beach Fireworks	Kings Beach	\$10,000
Kings Beach/Tahoe Vista		\$10,000
2017 Autumn Food & Wine Festival	Northstar	\$37,000
2018 Tough Mudder	Northstar	\$40,000
Northstar		\$77,000
2017 Spartan World Championships	Squaw Valley	\$254,000
2018 WinterWonderGrass	Squaw Valley	\$20,154
2018 Broken Arrow Skyrace	Squaw Valley	\$15,000
2018 Wanderlust	Squaw Valley	\$38,000
2018 NASTAR National Championships	Squaw Valley	\$5,000
Squaw Valley		\$332,154
2018 Tahoe City Fireworks	Tahoe City	\$10,000
Tahoe City		\$10,000
2018 Tahoe Lacrosse Tournament	SV, NS, TV	\$5,000
Multiple Regions		\$5,000
Partnership Funding - FY 17.18 Budget		
2018 Tahoe Cup Paddle Series	Tahoe Vista	\$4,000
Kings Beach/Tahoe Vista		\$4,000
2018 Free-Ride Festival	Northstar	\$15,000
Northstar		\$15,000
2018 Hot August Nights Show-N-Shine	Squaw Valley	\$10,000
2018 Kid's Adventure Games	Squaw Valley	\$5,000
Squaw Valley		\$15,000
2018 Tahoe City Food & Wine Classic	Tahoe City	\$5,000
2016 Tahoe City Oktoberfest	Tahoe City	\$2,000
Tahoe City		\$7,000
2018 BIG BLUEgrass	Sugar Pine Park	\$1,000
2018 Tahoe Adventure Van Expo	Homewood	\$2,000
West Shore		\$3,000
2018 Lake Tahoe Music Festival	WS, TC	\$5,750
Multiple Regions		\$5,750
Sponsorships - FY 17.18 Coop Budget		
2018 Big Blue Adventure Series	NLT	\$35,000
2017 Tahoe Film Fest	NS, KB, IV/CB	\$15,000

Total Spend Per Region	
Kings Beach/Tahoe Vista	\$14,000
Northstar	\$92,000
Squaw Valley	\$347,154
Tahoe City	\$17,000
West Shore	\$3,000
Multiple Regions	\$60,750
Total Spend	\$533,904



2018/2019 Special Event Budget

• Spartan World Championships	\$254,500	• Mountain Travel Symposium	\$5,000
• Autumn Food & Wine Festival	\$37,375	• Broken Arrow Skyrace	\$20,000
• Wanderlust Festival	\$37,700	• No Barriers	\$12,400
• Tough Mudder Tahoe	\$35,550	• Winter Wondergrass	\$19,400
• Tahoe Lacrosse Tournament	\$5,000	• New Event Development	\$33,000
• 4th of July Fireworks	\$20,300	• Partnership Funding Program	\$50,000
• Freeride Festival	\$15,000	• Event Operations	\$8,000
• Hot August Nights Squaw	\$10,000		

Total Budget: \$563,225

2018/2019 Special Event Strategy

Marketing Sponsorships

Budget: \$485,225

Qualification Criteria

- Room Nights Generated – greater than 100
- Average Night Stay – at least/greater than 2.5
- Media/PR value – greater than \$25,000
- Quality of Event and Producer Experience
- Built-In Audience Capabilities
- Target Audience Alignment—at least 2/category
 - Human Powered Sports
 - Cultural
 - Culinary
 - Health & Wellness

Funding

Review sponsorships annually to ensure continually beneficial to region. A general guideline of funding for a successful events is as follows:

- Years 1 – 3: 100% of original funding
- Years 4 – 5: 75% of original funding
- Years 6 – 7: 50% of original funding

Incubator Funding

- Startup events initially directed through Partnership Funding if don't confidently qualify for a Marketing Sponsorships.
 - After year one, if NLTRA Staff and BOD feel event has large potential, incubator funding can be utilized to support the event on a greater level
- Utilized to attract promoters of other successful events to replicate events in the NLT region

Reserve Funding

- Explore creating an Event Reserve to cover multi-year contracts. Currently the Marketing Reserve is relied upon in the case of reduced future funding.

2018/2019 Special Event Strategy

Partnership Funding

Budget: \$50,000

Qualifications

- Marketing of regional events that generate overnight visitation to Placer County
- Intended for smaller-scale events that don't qualify for Marketing Sponsorships
- Funds allocated through an application process
- Program operates on a calendar year

Program Modifications

- New for the 18/19 FY, staff proposes funds be used to supply in-kind support versus a cash sponsorships
- Staff would work with agencies to create social, digital and PR ads/content to advertise the selected events
- Event producers would work with staff and agency contacts to determine appropriate audience and markets

Program Timeline

- Applications, Selection Panel Presentations & Funding Allocation Recommendations – October 2018
- BOD Review & Possible Approval – November 2018

2018/2019 Special Event Strategy

Additional Event Funding

Visitor Services/Experience Funding

Budget: \$20,000

Qualifications

- Regional events that provide visitors services and experiences expected/necessary of the region
 - Example: Tahoe City and Kings Beach 4th of July fireworks shows to ensure continuation


Presence at Out-of-Market Events

Budget: Included in the \$33,000 New Event Development Line Item

Program Details

- Earmarked to give NLT a presence at out-of-market events
 - Leverage current Marketing Sponsorship partnerships to secure booth space at targeted events
 - Explore other event options as necessary
- Goal is to bring an experiential marketing presence to at least 2 events/year, located in target markets that aligning with consumer brand pillars
 - When appropriate, NLTRA will invite partners to attend as well

Leisure Sales Strategy & Program Development

 north lake tahoe

Today's Overview

- Leisure Sales Areas of focus
- Leisure Sales Strategy
- Understanding the business models & companies within the leisure sales world
- Product Development in North Lake Tahoe
- How we track international visitation to North Lake Tahoe

Leisure Sales: Areas of Focus

International Media → PR Contract with Australia & Contract FAM work with Abbi Agency

Domestic Travel Trade → Online Tour Operators (OTAs), Domestic Wholesale and Receptive Tour Operators

International Travel Trade → Canada Office with Destination Counsellors International, UK/Ireland Office with Black Diamond, Australia office with Gate 7

Tier 1 Markets → USA, United Kingdom/Ireland, Australia/New Zealand, Canada, Mexico

Tier 2 Markets → China, France, Germany, Brazil

New Emerging Markets → India, South Korea, Argentina

Leisure Sales: Strategy

Press Trips → Work closely with industry partners to curate itineraries that highlight the destination. NLT's goal is to host qualified media FAMs from our Tier 1 & Tier 2 markets, up to twelve annually.

Trade Familiarization Tours → To bring influential travel sellers to NLT to education on the destination and products that can be promoted to consumers through travel agents and tour operators. This assists with influencing travel decision-making and shapes how the destination can be packaged.

Tradeshows & Sales Missions → Attend industry tradeshows and events, both internationally and domestically, to connect with key markets and expand NLT's brand awareness.

Product Development → Increase lodging and activity product available to travel agents and tour operators in order to increase sales to the destination during both non-peak and peak times.

Leisure Sales: Strategy

Partner Relationships → Build relationships with local and state partners; including, RSCVA, South Lake Tahoe, Visit California, Travel Nevada, Reno Tahoe Territory, High Sierra Territory and NLT partner resorts and activity providers.

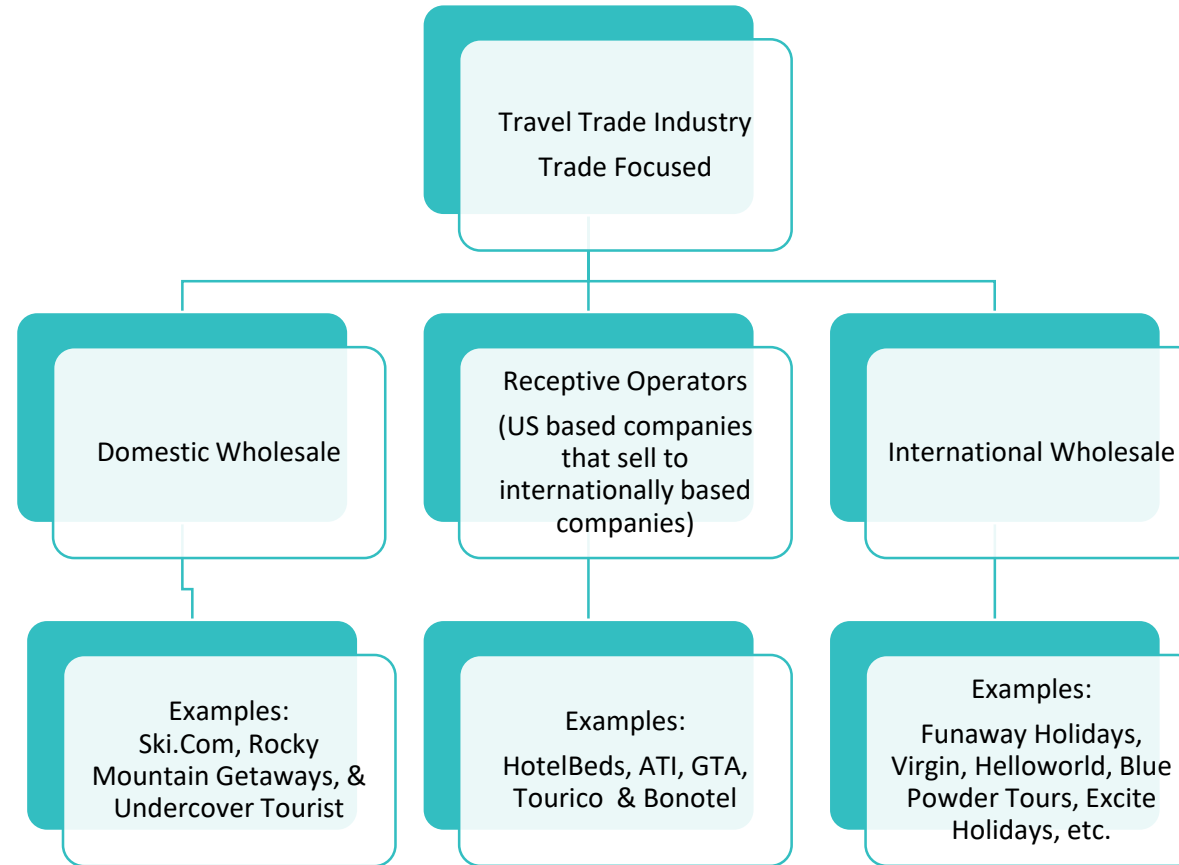
Marketing Collaboratives → Increase brand awareness and booking demand in key markets through marketing campaigns.

California Star Program → Visit California's travel trade digital platform to engage with travel trade audiences on a global scale. This tool is used for education and content distribution.

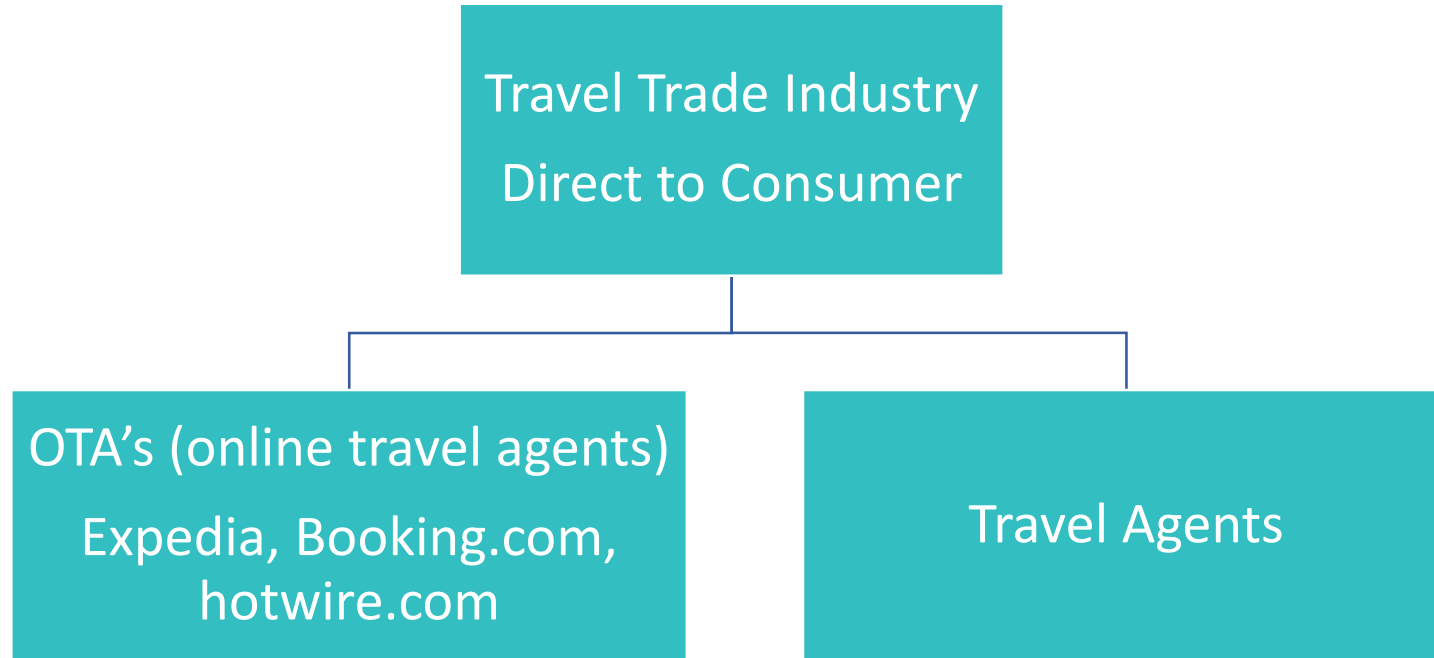
Data Tracking → VisaVue Tracking Program provides us reporting on international and domestic travelers to North Lake Tahoe.

Leisure Sales

Understanding the Booking Channels



Leisure Sales Direct to Consumer



Product Development

Increasing lodging & activities available for sale

Increased Product Placement:

HotelBeds: (2) hotels in 2015 to (7) hotels in 2017

- Including small properties

GTA:(1) hotel in 2015 to (3) hotels in 2017

Tourico: (1) hotel in 2015 to (3) in 2017

Bonotel: (2) hotels in 2015 to (5) hotels in 2017

- Increased activity product as well

Increased Brand Awareness in 2017:

Tradeshows/Sales Missions: 14

International PR Trips: 12

Travel Trade FAMS: 16

Site Inspections: 24

Tracking International Markets...

We take into consideration data provided by both Visit California & Travel Nevada.

In 2016, we signed on to track international visitation through Visit California's VisaVue Data Tracking Program.

2016 Annual Data:

\$4,424,284

2.6% growth from 2015

Average cardholder spend: \$252.95

Top Countries
United Kingdom *
Canada
Australia *
China
Mexico *
France *
Germany

2017 Annual Data


\$5,297,706


19.7% growth from 2016

Average cardholder spend: \$264.51

Top Countries
United Kingdom *
Canada
Australia *
China
Mexico *
France *
Germany
Argentina

Conference Sales



 north lake tahoe

Conference Sales – Key Functions

- Generate group sales leads for hotel partners
- Act as a liaison between meeting planners and hotel partners during the sales process.
(single point of contact)
- Assist hotels in converting leads into booked business
- Coordinate and execute client site visits
- Attend trade shows in key strategic markets
- Conduct sales calls/customer events in strategic markets

Conference Sales: Strategy

Strategic Markets→

California. Which historically generates roughly 70% of conference bookings. Primarily in Northern California but with significant efforts in southern California as well.

Cities with Significant Air Lift into Reno/Tahoe International Airport. Those destinations include San Francisco, Los Angeles, Portland, Dallas and Phoenix.

Washington DC and Chicago where the majority of national associations are headquartered.

Conference Sales: Strategy

Media Plan → Annual media plan that includes print and digital advertising in various meeting industry outlets regionally and nationally. The plan also includes a small presence on social media.

Tradeshows & Sales Missions → Attend industry tradeshows and conduct sales calls in key markets. The current trend is away from the large national tradeshows which have generally been showing decreased response and towards smaller, regional appointment-based shows which have provided better results.

In Market Customer Events → Host customer events in key strategic markets. These events are an excellent way to interact and build relationships with customers in a less formal but very memorable setting. FY 2018-2019 events will include a San Francisco Giants game, San Jose Sharks game, a cooking class and Topgolf in Sacramento.

Conference Sales: Strategy

Familiarization Trips → Bring customers with current or future business to North Lake Tahoe to experience the destination first hand with the goal of influencing them to bring their meetings to the area.

Strategic Partnerships with “Third Parties” → Continue to build on the strategic partnerships we have developed with HelmsBriscoe and HPN. This year staff will attend the HB Annual Business Conference, HPN Annual Partner Conference and ConferenceDirect CDX.

Create a Client Advisory Board (CAB) → The Board will consist of a representative group of professional meeting planners and industry leaders who will meet periodically to offer knowledge of the meeting and hospitality industry and advice on strategy and innovative programs for North Lake Tahoe group sales initiatives. The Advisory Board is intended to be a catalyst for the creation of market centric, client focused ideas with the intent of generating additional group bookings.

Total Conference Spend

2016/2017 FY

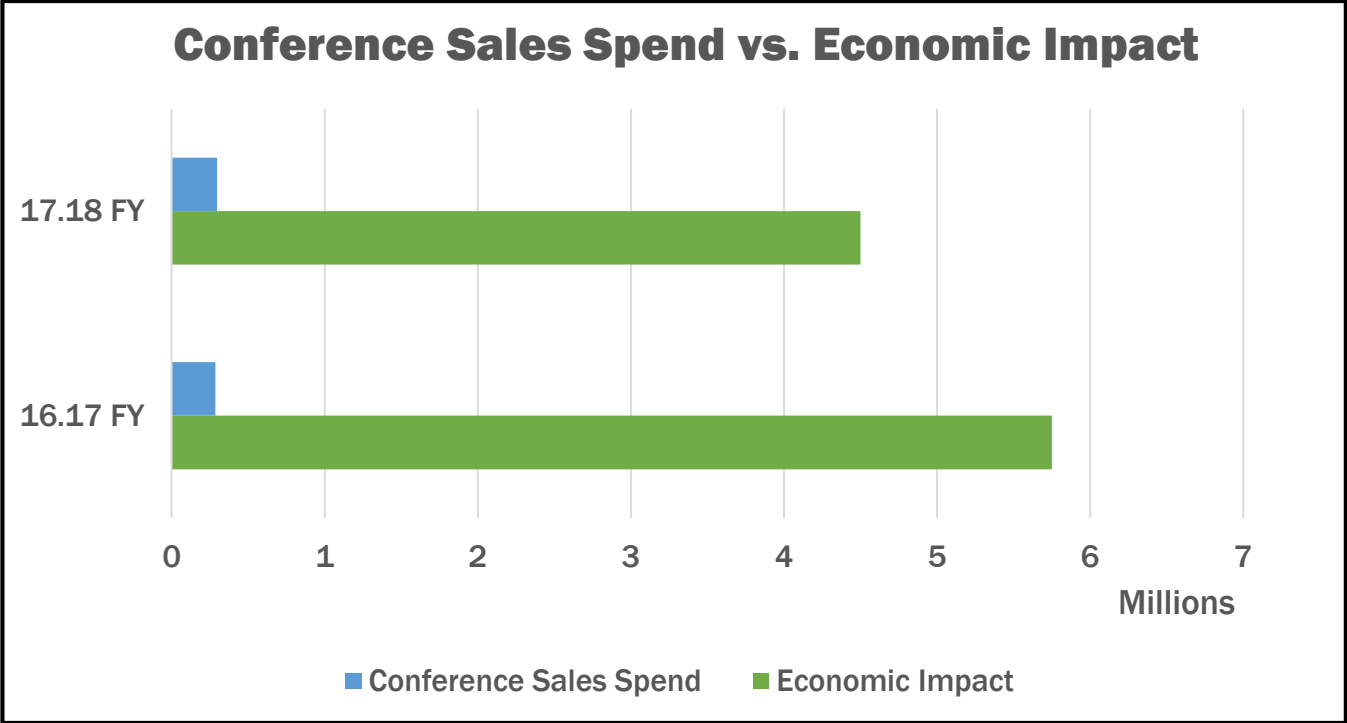
\$286,000

2017/2018 FY

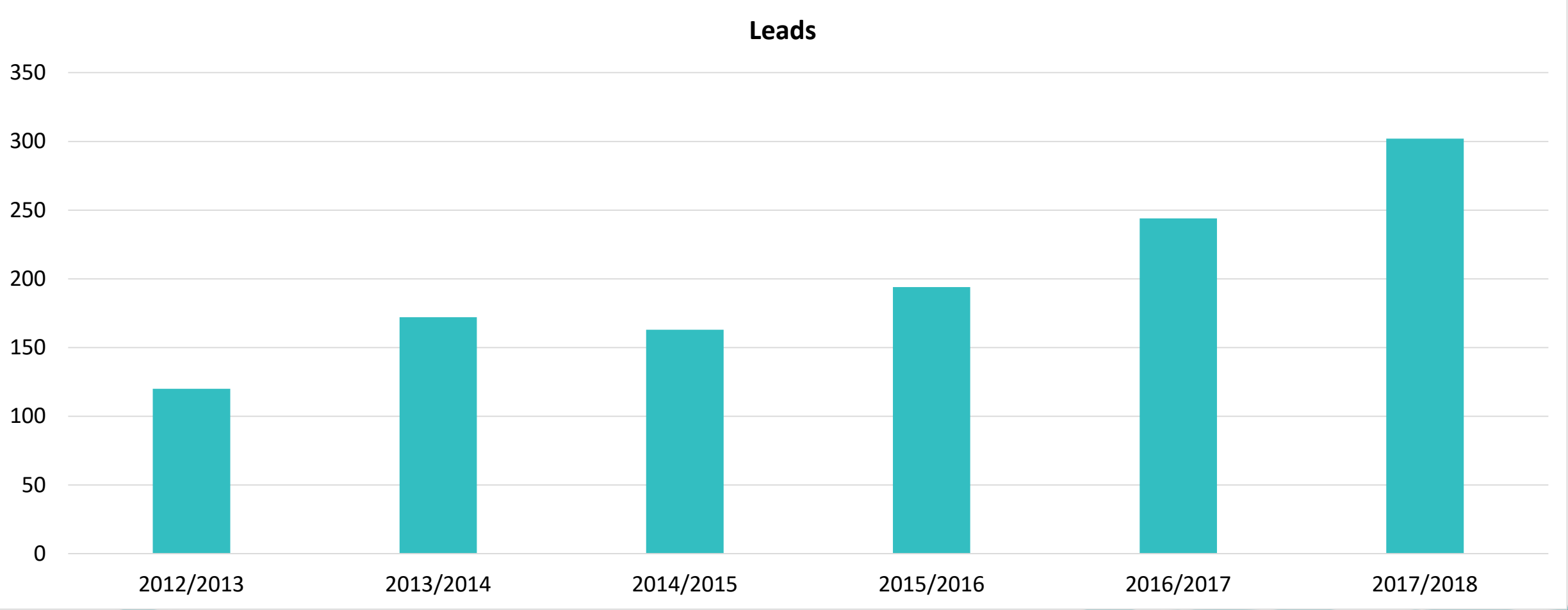
\$294,890

2018/2019 FY

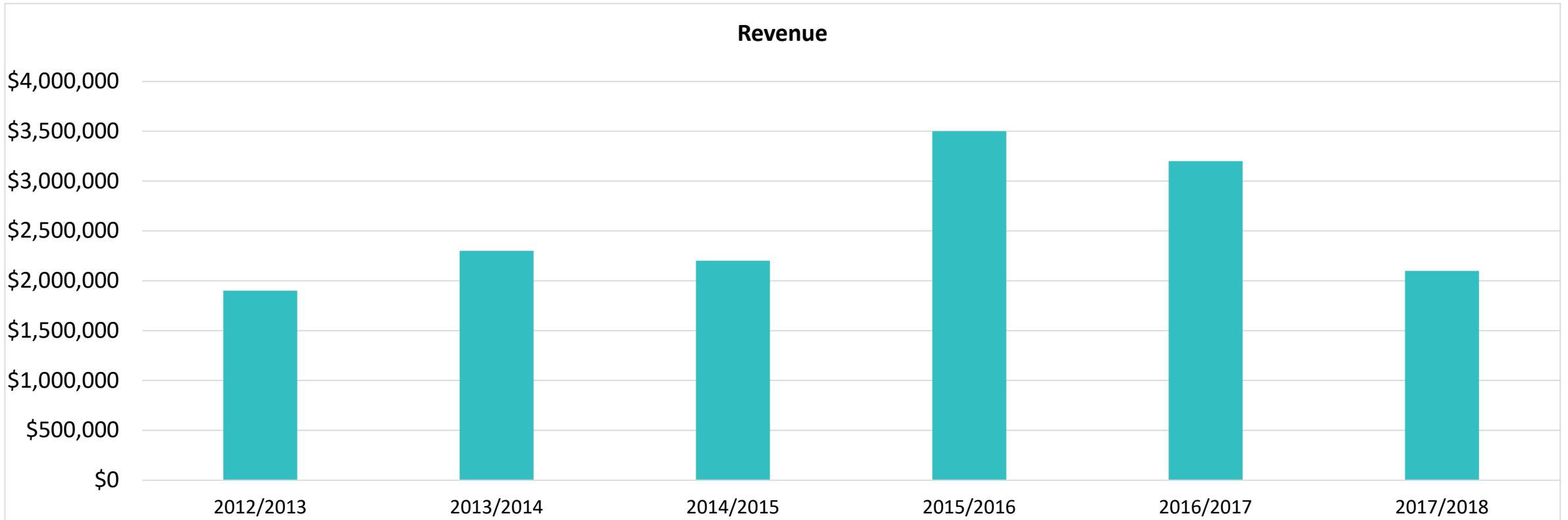
\$286,295



How we track success – Lead Generation



How we track success – Room Revenue



Visitor Service, Membership and Communications Update

Visitor Information Services

Visitor Services

Visitors Served FY 17/18: 61,359 (up 12%)

Staffing Update

Driving visitation through a variety of methods

Implementation of Visitor Surveys & Referral Tracking

Looking Ahead

Hospitality Trainings

Distribution List Organization

Retail Training & Inventory Organization

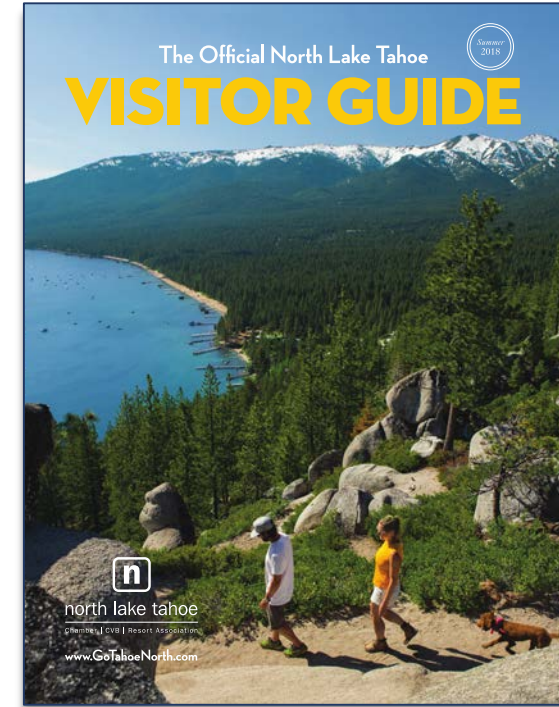
Visitor Center Enhancements

Lodging Committee Reactivation

Visitor Guide

Distribution: regionally, 70,000 in print

Added two locations: RTIA & California State Fair



Communications Overview

New Website: www.NLTRA.org
Contract awarded to SDBX Studios
Projected launch: Monday, Oct. 1

Local Achievable Housing Advocacy
Representation on Mountain Housing Council
Attended TREK Seminar in Vail, CO
Advocate for Placer County Project

FY 18/19 Tasks & Benchmarks

Newsletter Updates
Social Media Growth
Public Relations Outreach

Member Education

1. TOT Ordinance Revision
2. McClintock & Morse Debate



Membership Overview

Chamber Snapshot

386 Members

Membership Revenue: FY 17/18 = \$114,000

Membership Revenue: FY 18/19 = \$128,000

Goal: Increase awareness of Chamber services

Goal: Raise Chamber revenue by providing additional services

Goal: Increase Sponsorship Opportunities & Events (\$70,510)

Master Calendar

Mixers: monthly on Thursday

Breakfast Club: monthly on the first Tuesday

Community Awards (April)

Seasonal Recreation Luncheon (May)

Membership Luncheon (October)

Shop Tahoe: Small Business Saturday

Business Seminars & Training



Membership Overview

July 2018	August 2018	September 2018	October 2018	November 2018	December 2018	January 2019	February 2019	March 2019	April 2019	May 2019	June 2019
	Interactive Artist Collaborative	Service Learning / Back to School	Media: pitching & buying, geared towards winter	Ski/Winter Preview	Giving Back	Hot Topics for 2019					
Breakfast Club: N/A	Breakfast Club: Aug. 7 @ 7-8:30am - Nevada Museum of Art (25 min) - eAR 1th Ambassadors (25 min) - Trails & Vistas (5 min) - Arts for the Schools (5 min) - Siren Arts // Lake Tahoe Dance Festival (5 min)	Breakfast Club: Sept. 4 - SNC (25 min) - TTUSD (25 min) - Positively Rolling (5 min) - Shane McConkey Foundation (5 min) - North Tahoe Family Resource Center (Susie Alexander) (10 min)	Breakfast Club: Tues., Oct. 2 Media Panel - the changing scape of journalism and how to reach local publications - Tahoe Weekly - Moonshine Ink - Sierra Sun - Tahoe Quarterly - KTKE (?)	Breakfast Club: 5 min updates from each ski resort	Breakfast Club: Community Foundation - Give Back Tahoe Panel of non-profits	Breakfast Club: - Chamber Update - Housing - Transportation	Breakfast Club:	Breakfast Club:	Breakfast Club:	Breakfast Club:	Breakfast Club:
Mixer: July 19, Tahoe Time Plaza	Mixer: Aug. 9 @ 5-7pm - eAR 1th Ambassadors - Nevada Museum of Art - Trails & Vistas - Arts for the Schools - Alibi Ale Works - Tahoe Truckee School of Music - Tahoe City VIC	Mixer: Sept. 20 @ 5-7pm Sierra Nevada College	Mixer: Thurs, Oct. 11 Media Meet & Greet Location: Granite Peak Management	Mixer: Joint with Truckee @ Northstar	Mixer: Toys for Tots	Mixer: Moe's	Mixer:	Mixer: VIC Squaw Dogs	Mixer:	Mixer:	Mixer:
			Membership Luncheon	Shop Local Event: November 24					Community Awards		
	BACC: August 9	BACC: September 13	BACC: October 11	BACC: November 8	BACC: December 6						
Business Training/Seminar: N/A	Business Training/Seminar: N/A	Business Training/Seminar: Media Buying & Pitching	Biz Seminar: October 9, social media (in conjunction with TCDA & NTBA)	Business Training: Hospitality	Business Seminar: Successful Non-Profits - Panel: - Shane McConkey Foundation - High Fives - Tahoe Fund - Professor from SNC	Business Training/Seminar:	Business Training/Seminar:	Business Training/Seminar:	Business Training/Seminar:	Business Training/Seminar:	Business Training/Seminar:
		Visitor Guide Development		Visitor Guide in-market: Thursday, Nov. 15				Visitor Guide Development		Visitor Guide in-market: May 20	
		Membership Drive									
		Website Launch									

Save the Date

AUGUST

Dollar Hill Local Housing Community Initiative at TCPUD Board Room: Wednesday, August 1 @ 3-5pm

Tuesday Morning Breakfast Club at Granlibakken: Tuesday, August 7 @ 7-8:30am

Chamber Mixer at the Visitors Center in Tahoe City: Thursday, August 9 @ 5pm-7pm

TOT Ordinance Revisions (location: TBD) : Monday, August 20

SEPTEMBER

Tuesday Morning Breakfast Club at Granlibakken: Tuesday, September 4 @ 7-8:30am

Chamber Mixer - at Sierra Nevada College in Incline Village: Thursday, September 20 @ 5pm-7pm

Business Training: Media Buying & Pitching

OCTOBER

* Membership Drive *

Tuesday Morning Breakfast Club at Granlibakken: Tuesday, October 2 @ 7-8:30am

Chamber Mixer - at Granite Peak Management in Alpine Meadows: Thursday, October 11 @ 4pm-6pm

Business Training: Social Media (in conjunction with TCDA + NTBA)