



Marketing Committee Agenda and Meeting Notice

Tuesday, April 28th 2:00 pm

****REVISED****

Fairway Community Center – Tahoe City

NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

Tourism 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.

Marketing Committee

NLTRA Board

Brett Williams

Brendan Madigan, Alt.

Committee Members

John Monson, Chair

Sugar Bowl

Larry Colton

Resort at Squaw Creek

Becky Moore

Squaw Valley Lodge

Paul Raymore

Marguerite Sprague

North Tahoe Arts

Cara Whitley

Squaw Valley/Alpine Meadows

Giles Priestland

The Ritz Carlton- Lake Tahoe

Rachael Woods

Northstar California

Gregg Gibboney

Notched

Placer County Rep

Cadence Matijevich

NLTRA Staff

JT Thompson

Quorum

6 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 – March 24, 2015 (3 min)
- E. Review and Approval of BACC Marketing Grant Request for FY 15-16. Ginger Karl (20 min)
 - Peak Your Adventure
 - Touch the Lake
 - High Notes
 - Shop Local
- F. Master Plan Update – Sandy Evans Hall (20 min)
- G. Preliminary FY 15-16 Budget Discussion/Review – JT Thompson, Committee (30 min)
- H. Mountain Travel Symposium Review – JT Thompson, Sandy Evans Hall (15 min)
- I. JetBlue Inaugural Flight Press Fam – JT Thompson, Liz Bowling (5 min)
- J. GoTahoeNorth.com update – JT Thompson (10 min)
- K. Leisure Sales Manager update – JT Thompson (5 min)
- L. Departmental Reports
 - Advertising
 - Conference Sales
 - Leisure Sales
 - Special Projects
 - Website Content
 - PR/Social Communication
- M. Committee Member Comments (5 minutes)

- N. Standing Reports (posted on www.nltra.org)
- March MTRIP Report
 - March Web/GeoTracking Report
 - March Lodging Referral Report
 - March Reno/Tahoe International Airport Report
 - Conference Activity Report

This meeting is wheelchair accessible

Posted and Emailed (4/24/15)



north lake tahoe

Chamber | CVB | Resort Association

PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

MARKETING COMMITTEE MEETING MINUTES

Tuesday, March 24, 2015 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: John Monson, Marguerite Sprague, Cara Whitley, Giles Priestland, Gregg Gibboney, Joseph Mattioli

RESORT ASSOCIATION STAFF: JT Thomson, Greg Howey, Judy Laverty, Sandy Evans Hall, Anna Atwood

OTHERS IN ATTENDANCE: Shelly Fallon, Kristen Guinn

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2:07 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Priestland/Matijevich) (7/0) to approve the agenda as presented.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM NOVEMBER 18, 2014 AND JANUARY 27, 2015.

4.1 M/S/C (Sprague/Priestland) (6/0/1-Matijevich abstained) to approve the Marketing Committee minutes from November 18, 2014.

4.2 M/S/C (Priestland/Matijevich) (7/0) to approve the Marketing Committee minutes from January 27, 2015.

5.0 RECAP OF WINTER MEDIA – LIZ BOWLING

5.1 Liz Bowling shared some of the winter media highlights:

- Public Relations January Results: 16 Placements, Total Publicity Value: \$61,374 and Total Impressions: **45,396,205**
Placement Highlights: VIA Magazine, Canada.com, CondeNastTravel.com, Yahoo Travel and Willamette Living. (Willamette Living is a publication in Oregon – ties in with direct flight market)
- Public Relations February Results: 18 Placements, Total Publicity Value: \$132,857 and Total Impressions: **125,654,498**
Placement Highlights: Yahoo Travel, SF Gate, Lexington Herald, OnTheSnow.com and Thrillist (Thrillist is an online publication with a huge reach in San Francisco)
- Public Relations March Results: 17 Placements, Total Publicity Value: \$99,152 and Total Impressions: **63,107,772**
Placement Highlights: Los Angeles Times, Thrillist, 7x7, Trekaroo and The Active Times.

Liz also shared some of the campaigns:

- Spring: Tahoe Trifecta – Spending your tax return
- Big focus on the New York Flight

Comments: 1) What impact will Vail Resorts have by pulling out of Ski Lake Tahoe on the New York Campaign? Liz shared that it shouldn't affect the New York campaign. It may or may not affect the Thomas Cook flight. Liz will keep the committee updated with news regarding this recent development. 2) With itinerary development, will there be opportunity to also include cultural elements? Liz definitely wants to include cultural elements and is open to suggestions.

6.0 VISIT CA OUTLOOK FORUM REVIEW – JT THOMPSON

- 6.1 JT Thompson attended Visit California's Outlook Forum. This is an annual travel marketing conference where global industry experts gather to discuss the latest marketing research, strategies and tactics. JT reviewed some of the highlights with the committee members:
- Visit CA increased their marketing budget from \$50 million to \$100 million. The legislation authorized self-imposition of an assessment by businesses that benefit from travel and tourism and it was renewed in 2015.
 - Dream Big Campaign: Visit California decided to reflect the state's diversity by commissioning and curating an impressive collection of short films/videos. This is being marketed both nationally and internationally.
 - Collaborate with Visit CA to ensure they have as much information as possible about our destination. This includes social marketing and all our press releases.
 - Social and Mobile Marketing. Huge engagement rate but it has to be organic. JT is working with The Abbi Agency on this. Last campaign we had was "Take a Snow Day." This campaign included user generated content in the form of video and it received some good submissions.
 - Chinese traveler! The Chinese visa can now be granted up to 10 years. It's important that we look at that market and put North Lake Tahoe on the map. This is an educational process too as there is different needs and some language barriers.
 - For more online information on industry statistics go to:
<http://industry.visitcalifornia.com/Find-Research/California-Statistics-Trends/>

Comments: 1) Does Visit California provide any sort of translation services. JT shared that Visit California can provide us with offices that we can go to at a cost. 2) How much of the marketing budget is used on domestically vs. internationally? JT reported he doesn't know for certain but he thinks it's about a 70/30 split. 3) How do we measure ROI in the International market, like China? JT responded by Tour Operators, Airlines and Travel Companies.

7.0 UPDATE ON GOTAHOENORTH.COM CONSUMER WEBSITE REDESIGN – JT THOMPSON

- 7.1 JT reported that GoTahoeNorth.com is undergoing a website redesign. Toward the end of the month it will be ready for testing. Both Andy Chapman and JT along with other committee members will test the site for about a week or so. The feedback will go back to School of Thought and the projected launch date of new site is May 1st. He shared a lot of requests were made in the January Marketing Committee meeting. This had to be cut at this time. He instructed staff and School of Thought that all changes will go through him.

Comments: 1) Where did we land on the Press Room? Liz Bowling shared the new site will have a Press Room. 2) Will the site have translation to other languages? JT shared that is on his wish-list for now.

8.0 ABBI & SCHOOL OF THOUGHT MARKETING SUMMIT REVIEW – JT THOMPSON

- 8.1 JT reported of a new Marketing Summit Review meeting taking place bi-weekly. He had noticed a disconnect in our communication and thought it would be beneficial to have all 4 partners meet on a regular basis. The four partners include: NLTRA, IVCBVB, The Abbi Agency and School of Thought. The purpose of the meetings is to talk about current strategies and messaging.

9.0 SPRING MEDIA AND SOCIAL MESSAGING STRATEGY – JT THOMPSON

- 9.1 JT reported March occupancy numbers are down 6% and April is flat. One of the things discussed in the Marketing Summit Review is how to drive traffic during shoulder season. Liz with the Abbi Agency reported on the Spring Campaign. She shared most of California and New York spend their tax return on travel. This campaign will be focused on the Tahoe Trifecta with skiing in the morning, golfing in the afternoon and enjoying entertainment at night. JT asked the committee for input on the campaign being focused to 60% Southern California and 40% Northern California.

Comments:

- Look at New York, Chicago or Boston.
- There is a lot of buzz about the new flight with JetBlue from New York to Reno.
- Have the message be "Summer starts sooner" and have the timing be earlier.
- We know peak summer is already busy in Tahoe so target earlier and end the campaign by June 30.
- Spring is pleasant in Chicago and New York and they tend to look at warmer destinations like Caribbean for their getaways.
- Be careful with strategy and the message that you can do the same summer activities in the winter.

10.0 PREPLANNING FY 15/16 MARKETING DISCUSSION – JT AND COMMITTEE

- 10.1 JT shared this is only his 3rd month on the job and he would like to get some feedback on the committee on what we should be focusing our efforts on. Here are some things he would like to see more focus on: 1) Groups and conferences 2) Travel Industry (Tour Operators, Wholesalers, OTA's, Receptive tour operators). He stated it would be great to see some growth and more funding be put towards these areas.

Comments:

- A lot of our marketing is focused towards sports and not enough on culture and arts. The area would really benefit from highlighting and presenting some of the cultural opportunities. There are great museums in the area and a lot of tour operators and not aware of them.
- The functionality of the new website will really help highlight our diverse sections like culture and arts.
- More efforts on Participatory Sports Group. Softball, Soccer and other groups fill the lodging properties and it's a great segway to our active outdoor lifestyle in Tahoe. Truckee is about to open their new aquatic center that is great for Swim Meets.
- Disconnect with Participatory Sports Groups and local information. Build a fact sheet with information on: Things to Do, Restaurants, What beaches are dog friendly. Include information on Trash and Bears.
- A lot of European travels flying in to LA drive up 395 and then in to Yosemite. From there they often go to San Francisco. More awareness and target these groups to visit Lake Tahoe.

Action to JT: Sit down with Marguerite to discuss Culture and Arts that needs to be highlighted on the new GoTahoeNorth.com website.

Action to Conference Sales: Build a fact sheet with local information that goes out to the participatory sports groups that comes to North Lake Tahoe.

- 10.2 JT reported that the landing page for our consumer website: <http://visitinglaketahoe.com> is going through a redesign. This redesign is being facilitated by Smith & Jones and committee have something to look at our next Marketing Committee meeting.
- 10.3 JT touched on the company's branding message and asked about Coop branding opportunities. He asked if the resorts would be willing to put our logo on their advertisement/message or if it's something we need to stay away from. Cara from Squaw shared they already do joint advertising with Alpine and Sugar Bowl and to put another logo on there would just blur the message. She

stated that if it was just Squaw's beautiful branding message she may feel differently about it. John with Sugar Bowl said after 4 years of drought, coop opportunities may be the future. Budgets are tight and it may be the only opportunity for some entities. From a resort view point, he agrees with Cara that the message is already hard to read. John did report that several destinations are levitating towards opportunities like this.

Action to JT: Add Ski Lake Tahoe as an agenda item in the next for either April or May meeting.

11.0 EVENT UPDATE – JUDY LAVERTY

11.1 Judy reported on the following events:

- Winter Wondergrass: First time event in Squaw Valley this last weekend with a 3-day sell-out. She shared that Bonfire Entertainment ran this Festival very professional. Cara recommended that we move it to the first weekend in April for next year.
- USA Cycling: Judy reported there have been some challenges with this event and adjusting race routes to satisfy different agency requirements. She is working on a daily basis with permitting for five counties, EMT, EMS, Caltrans, CHP, Fire etc. The expenses are higher than anticipated and Judy reported there may be a need to have this on the agenda next month for discussion on "pulling funding from elsewhere." JT reported that Sandy has been in discussion with USA Cycling and they have allowed us to have a title sponsor and a Vendor Fair to help off-set some of the cost.
- Professional Disc Golf Association World Championships: Staff is working with the PGDA on submitting a proposal for the 2016 World Championships. The challenges are the low end room rate, \$5 per room rebate plus a 10% commission to PDGA. The good thing is the event is 8-10 days.
- Autumn Food & Wine: This year marks the 30th Anniversary of AFW and Judy is working on bringing some of the past celebrities chefs back for a reunion.
- California State Parks: Staff has had meetings with the permit coordinator for State Parks in our sector. Policy has been set for usage of Kings Beach, Donner Lake, Burton Creek and other State Park operated venues. When this is confirmed and in print she will share and distribute with the committee.

Comments: Cadence recommended that the NLTRA start looking at the timing of some of the large events and especially if events require use of public right away and other first responding agencies.

12.0 DEPARTMENTAL REPORTS

- 12.1 **Advertising** – This report is located in the departmental section of the Marketing packet.
- 12.2 **Conference Sales** – Greg shared his report located in the departmental section of the Marketing packet.
- 12.3 **Leisure Sales** – JT shared his report located in the departmental section of the Marketing packet. He also reported that Jeremy will be leaving the organization in June to pursue other opportunities.
- 12.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet.
- 12.5 **Web** – Shelley shared her report located in the departmental section of the Marketing packet. She recommended everyone get all their calendars updated in the old site before it's moved over to the new site.
- 12.6 **Social** – Liz shared her report located in the departmental section of the Marketing packet.

13.0 COMMITTEE MEMBER COMMENTS

13.1 No committee member comments.

14.0 STANDING REPORTS

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

- FEBRUARY MTRIP REPORT
- FEBRUARY LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT
- FEBRUARY RENO TAHOE AIRPORT REPORT

14.2 JT asked if it's necessary to print out the Standing Reports. PDF files are uploaded online on the company website and there is a lot of paper wasted. The committee members agreed that it is not necessary to print them out but a committee member recommended that we do a snapshot page of the most important details. JT will have a draft ready at the next committee meeting.

Action to JT: Draft a snapshot of important details from Standing Reports.

15.0 ADJOURNMENT

15.1 The Marketing Committee meeting adjourned at 4.10 pm.

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



COMMITTEE: Business Association Chamber Collaborative

MARKETING GRANT REQUEST

The Business Association Chamber Collaborative (BACC) requests \$80K for the Marketing Committee's approval for the following "In-Market" Programs:

-Peak Your Adventures-This program runs for 4 months during June, July, August & September. The intent of the Peak program is to drive the visitor from the Lake to the mountain resorts where visitation is less during this time. This program uses social media through photo contests, geo-targeting and hashtags, collaboration with the mountain resorts and local prizes to accomplish this goal. This upcoming summer will be the second Peak Your Adventures campaign run.

Program Request: \$20K-Summer 2016

-Touch the Lake-This program is the mirror campaign to Peak Your Adventure. The intent of this program is to drive the visitor from the mountain resorts to the Lake in November, December, January, February, March and April. This program also uses social media through monthly themed photo contests, geo-targeting, hashtags and local prizes from Lodging partners at the Lake. The following winter (2015-2016) will be the third Touch the Lake campaign run. The first Touch the Lake campaign was primarily a print ad campaign and has morphed into a successful social media campaign.

Program Request: \$20K-Winter 2015

-High Notes-This program runs out-of-market and as of last year for the first time, in-market. The intent of this program is to encourage the visitor to attend all of the free summer music offerings and move about the North Lake Tahoe area to take in these concerts, and ultimately spend dollars in all areas of the region. This program has operated in the past primarily through a print campaign and online calendar. For this summer program, the Committee is looking to grow this program to increase visibility through social media.

Program Request: \$20K-Summer 2015

-Shop Local-This year round program is in its infancy and just recently launched. In the past, the Shop Local Holiday Contest has been a stand-alone piece run by BACC. The year round Shop Local program has absorbed the holiday contest as one of its components. The intent of this program is to create a branding and awareness campaign to remind locals and visitors to support our local businesses year round and convey the message of why shopping locally is so important. It is also the intent of the Committee to show the visitor that North Lake Tahoe has a "Shopping Product".

Program Request: \$20K-2015-2016 Fiscal Year



Peak Your Adventure 2015 Social Media & Creative Development Proposal

The Abbi Agency is pleased to present a strategic communications proposal for the 2015 Peak Your Adventure summer campaign that will highlight mountainside activities throughout the North Lake Tahoe region. Our involvement in strategy, creative development and social media messaging will ensure holistic campaign touch points across all channels and consistencies within the North Lake Tahoe brand.

Key Goals:

- Use social media contests and strategies, driven by hashtags, to drive traffic to mountain resorts in North Lake Tahoe
- Collaborate with resorts in North Lake Tahoe to encourage targeted activity ideas and wide-spread promotion throughout summer (including Northstar, Squaw Alpine 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

OVERALL CAMPAIGN COMPONENTS

Campaign Hashtag

For the 2015 Peak Your Adventure campaign, The Abbi Agency recommends adopting the hashtag #MyTahoeAdventure, #PeakMyAdventure or #MyTahoePeak. As a reflection of results from the 2014 #PeakYourAdventure campaign, as well as the #TouchLakeTahoe campaign, we believe that one of these would encourage higher success rates for the campaign overall.

Individuals participating in the campaign are more likely to use this tag on their own photos because it has a personal tie in and would encourage people to share their stories. Like the #TouchLakeTahoe tag, it limits photo submissions to the North Lake Tahoe region, keeping the hashtag from being applied beyond the campaign locations.

Traveling Peaks Centerpiece

The Abbi Agency will work with the BACC to develop a “traveling peaks” centerpiece. This physical statue-like object will be a central component of the campaign and will travel from resort to resort during the summer. It will also be tied into the photo contests, encouraging campaign participants to find and take pictures with it.

The Abbi Agency will design the physical concept for this centerpiece and work to bring the object to life. The Abbi Agency and the BACC team will work collaboratively to transport the object between resorts monthly, and The Abbi Agency will coordinate this schedule with each individual resort. During the month, the centerpiece will live in front of one of the resort’s stores or restaurants, indicating a special deal at this location. The



Abbi Agency will assist in coordination of these deals, which are contingent on the willingness to participate of each resort.

Social Media Ad Buy

The Abbi Agency will coordinate a monthly social media buy to spread awareness about the Peak Your Adventure campaign and encourage social media users to visit resorts and participate in photo contests. The monthly social media spend of \$1,000 will be split between Facebook boost posts, Facebook ads and Twitter ads. Ads will be geotargeted by location to reach visitors of the Lake Tahoe area and drive them to North Lake Tahoe mountain resorts. The Abbi Agency will develop all needed creative and copy, as well as launch, monitor and report on social ads each month.

Creative Development

The Abbi Agency will design all graphics for the Peak Your Adventure campaign, including social media posts, online ads, printed materials and contest graphics. Designs will remain consistent with the 2014 campaign and will follow the blue color scheme as well as feature the identifying fingerprint element.

Geotargeting Strategies

In order to reach an audience in the North Lake Tahoe area, The Abbi Agency will employ location-based social media ads on Facebook and Twitter to target those visiting or living in the area. The Abbi Agency will also use a print ad in the North Lake Tahoe Visitor Guide and printed rack cards and posters strategically placed around Tahoe to inform users of the campaign.

As an additional tactic, The Abbi Agency will work with the popular app Snapchat to develop location-based stickers to promote the campaign. These will appear to app users taking pictures in the area, and will use our hashtag to inform them about the campaign.

Print Media Buy

The Abbi Agency will design and coordinate a full-page ad buy in the North Lake Tahoe Visitor Guide to reach visitors to the area. The goal of the ad will be to drive users online and encourage them to participate in contests.

Printed Materials

To reach North Lake Tahoe visitors during their trips, The Abbi Agency recommends distribution of a campaign rack card and poster. These promotional items will be consistent with all other campaign elements and will encourage visitors to go online for photo contests and to download itineraries for their trip. The Abbi Agency will handle design and printing, as well as coordinate delivery to North Lake Tahoe locations.



The Abbi Agency will also create banners to promote the Peak Your Adventure campaign at High Notes events. Four banners will be developed, printed and delivered to each event location. These banners will be featured at the entrances of each event.

Monitoring and Measuring

At the end of each month, The Abbi Agency will compile a report of Peak Your Adventure social media results to keep the BACC informed on campaign performance. With use of tools including SproutSocial, Facebook Insights, Offerpop and SparkTrend, The Abbi Agency will provide a full report on impressions of #MyTahoeAdventure.

Resort Features

The Abbi Agency will work cohesively with North Lake Tahoe resorts to develop features and contests to highlight Northstar, Squaw Alpine and Sugar Bowl. In turn, the resorts will provide information and photos, and will assist with promotion for the campaign through their social media channels. Resort features will include:

- Location-based Itineraries
- Photography and Graphics
- Traveling Peaks Centerpiece Coordination
- Deals or Promotions, if possible
- Photo Contest

Location-Based Itineraries

The Abbi Agency will work with teams from each North Lake Tahoe resort to develop individual itineraries featuring summer activities on their mountain properties. These itineraries will be transformed into graphics fitting with the overall Peak Your Adventure brand, and will tie into photo contests as inspiration for photos.

Photography

The Abbi Agency will work with participating resorts to secure promotional photography from each one. If resorts do not have photos available for promotion purposes, The Abbi Agency will visit individual resorts to take photos as needed. These photos will be used for monthly graphics to highlight each resort.

Traveling Peaks Centerpiece Coordination

The Abbi Agency will coordinate the monthly delivery of the "Traveling Peaks" from resort to resort, and will work with each resort to determine where the peaks will live. This centerpiece will be built into each photo contest as visitors are encouraged to locate it for pictures during their visit.

Deals or Promotions

To encourage visitors to travel to North Lake Tahoe mountain resorts, The Abbi Agency will work with individual resorts to develop monthly deals. These deals will live on the



North Lake Tahoe Facebook page through an Offerpop tab, encouraging online engagement, visits to resorts and participation through the campaign. The Traveling Centerpiece will also be used to highlight specific deals by location.

Photo Contest

Photo contests will live on the North Lake Tahoe Facebook page, encouraging participants to visit that month's highlighted resort and share their adventures with the campaign hashtag. The Abbi Agency will develop all needed campaign graphics, launch the social media tab and promote the campaign through North Lake Tahoe social media channels.

The Abbi Agency has allocated \$600 to cover the cost of social media contest prizes, and will work with partner resorts to determine the contents of each prize. At the close of each contest, The Abbi Agency will work directly with the BACC to select and announce the winner.

BUDGET AND CAMPAIGN TIMEFRAME

Please see additional budget document for an in-depth breakdown

| | |
|-----------------------|-----------------|
| TAA Retainer | \$12,000 |
| Social Ad Campaign | \$4,000 |
| Photography | \$500 |
| Printing | \$1,000 |
| Prizes | \$1,000 |
| Traveling Centerpiece | \$1,500 |
| <i>Total</i> | <i>\$20,000</i> |

Timeline (May – October):

May 1 – 31

- Reach out to resorts and secure partnerships for monthly campaigns
- Solidify campaign design concepts
- Conceptualize and create "Traveling Peaks" Centerpiece

June 1 – June 30

- Work with partner resorts to develop itinerary and visual assets
- Deliver "Traveling Peaks" Centerpiece to partner resort and determine locations to feature it
- Launch first photo contest
- Secure promotional photos of partner resort
- Launch first social media ad buy campaign through Facebook and Twitter
- Post weekly to North Lake Tahoe social media outlets with about campaign



July 1 – July 31:

- Provide monthly report to recap June campaign efforts
- Deliver "Traveling Peaks" Centerpiece to partner resort and determine locations to feature it
- Continue first photo contest
- Secure promotional photos of partner resort
- Launch second social media ad buy campaign through Facebook and Twitter
- Post weekly to North Lake Tahoe social media outlets about campaign

August 1 – August 31:

- Provide monthly report to recap July campaign efforts
- Deliver "Traveling Peaks" Centerpiece to partner resort and determine locations to feature it
- Launch second photo contest
- Secure promotional photos of partner resort
- Launch third social media ad buy campaign through Facebook and Twitter
- Post weekly to North Lake Tahoe social media outlets about campaign

September 1 – September 30:

- Provide monthly report to recap August campaign efforts
- Deliver "Traveling Peaks" Centerpiece to partner resort and determine locations to feature it
- Continue second photo contest
- Secure promotional photos of partner resort
- Launch fourth social media ad buy campaign through Facebook and Twitter
- Post weekly to North Lake Tahoe social media outlets about campaign

October 1 – October 10:

- Provide overall campaign report

| Dates | Project Management Budget | Social Media Buy |
|--|---------------------------|--------------------|
| June | \$3,000.00 | \$1,000.00 |
| July | \$3,000.00 | \$1,000.00 |
| August | \$3,000.00 | \$1,000.00 |
| September | \$2,500.00 | \$400.00 |
| | | |
| | Total Budget | \$20,000.00 |
| Total Monthly Retainer | | \$11,500.00 |
| Total Social Media Ad Buy | | \$3,400.00 |
| TAA/Social Buy Budget | | \$14,900.00 |
| | | |
| Remaining Budget | | \$5,100.00 |
| | | |
| Production Costs | Description | Cost |
| | Photography | \$1,000.00 |
| | Printing | \$500.00 |
| | Prizes | \$600.00 |
| Total Production Costs | | \$2,100.00 |
| | | |
| Remaining Budget | | \$3,000.00 |
| | | |
| Print Buy | NLT Visitor Guide Ad | \$1,500.00 |
| | | |
| Remaining Budget | | \$1,500.00 |
| | | |
| Traveling Centerpiece | Description | Cost |
| | Design and creation | \$1,000 |
| | Transportation fee | \$500.00 |
| Total Traveling Centerpiece Costs | | \$1,500.00 |
| | | |
| Remaining Budget | | \$0.00 |
| | | |

| Snapshot Breakdown | |
|-----------------------|--------------------|
| TAA Retainer | \$11,500.00 |
| Social Ad Campaign | \$3,400.00 |
| Production Costs | \$2,100.00 |
| Traveling Centerpiece | \$1,500.00 |
| Print Buy | \$1,500.00 |
| Total | \$20,000.00 |



north lake tahoe

Touch The Lake Winter 2015-2016

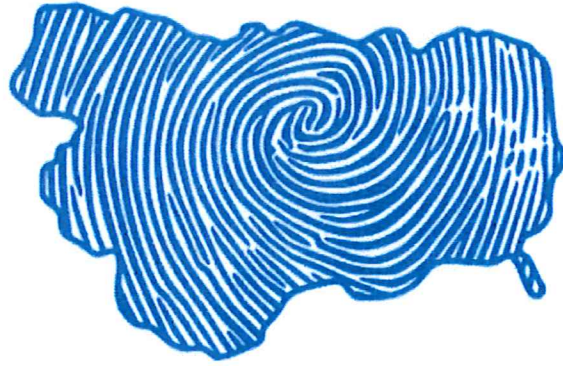
Digital Engagement

775.323.2977  @theabbiagency  theabbiagency.com  275 Hill St. Ste. 250 Reno, NV 89501



north lake tahoe

Solution

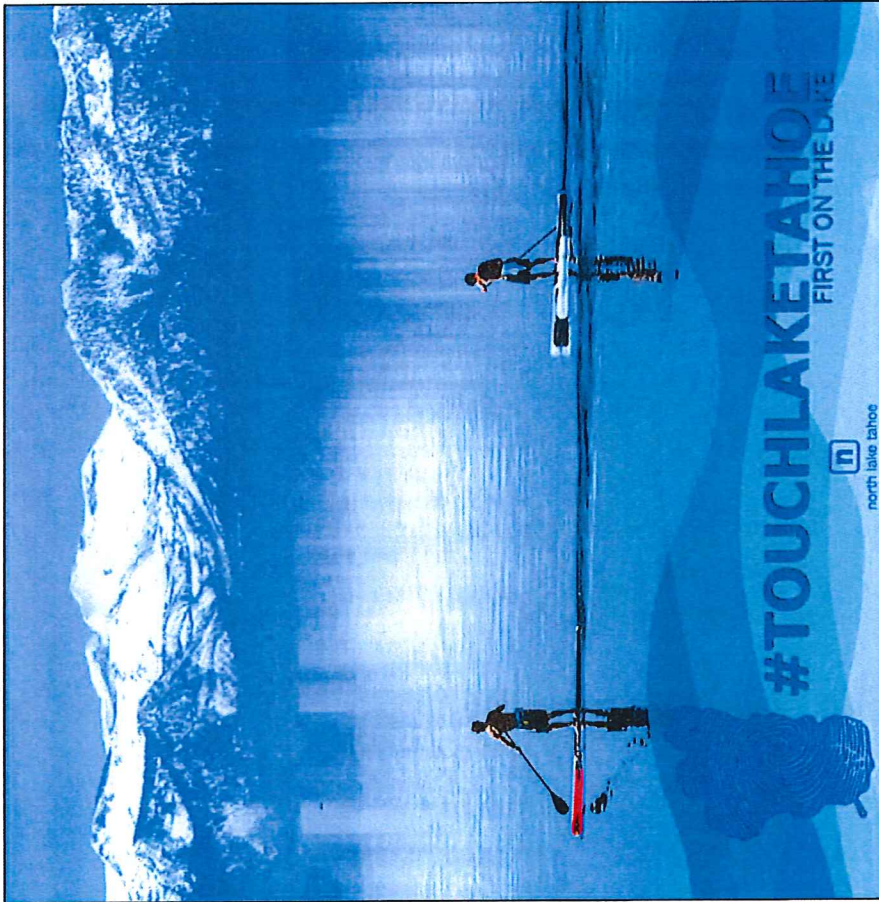


#TOUCHLAKETAHOE

775.323.2977  @theabbiagency  theabbiagency.com  275 Hill St. Ste. 250 Reno, NV 89501



north lake tahoe



**Final Creative
Concept**

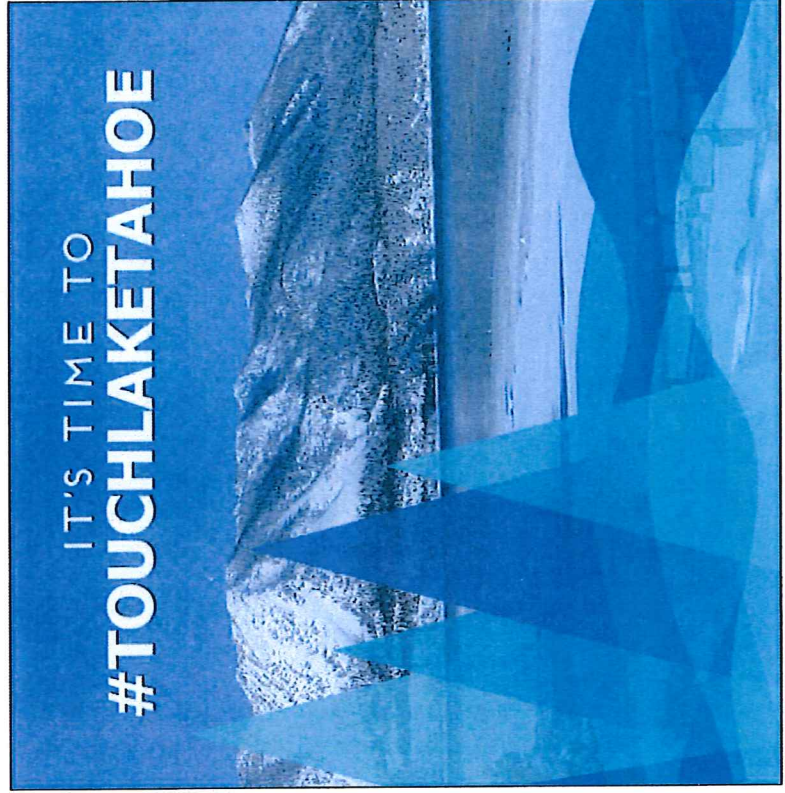
**Consistent with
Peak Your Adventure
Fingerprint Tahoe
Prominent hashtag
Logo included**

775.323.2977  @theabbiagency  theabbiagency.com  275 Hill St. Ste. 250 Reno, NV 89501



north lake tahoe

Transition



775.323.2977  @theabbiagency  theabbiagency.com  275 Hill St. Ste. 250 Reno, NV 89501



north lake tahoe

November



#TouchLakeTahoe Challenge

Launch: 11/1

Tag: #TouchLakeTahoe

Submit pictures "close enough to touch" Lake Tahoe

Submissions collected and monitored via Facebook Tab

Runs throughout other campaigns



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501



north lake tahoe

December

Focus on Shop Local

Launch: 12/1 – 12/25

Tag: #TouchLakeTahoe

Weekly highlights of local shops

Promote

Continue promoting

#TouchLakeTahoe photo contest

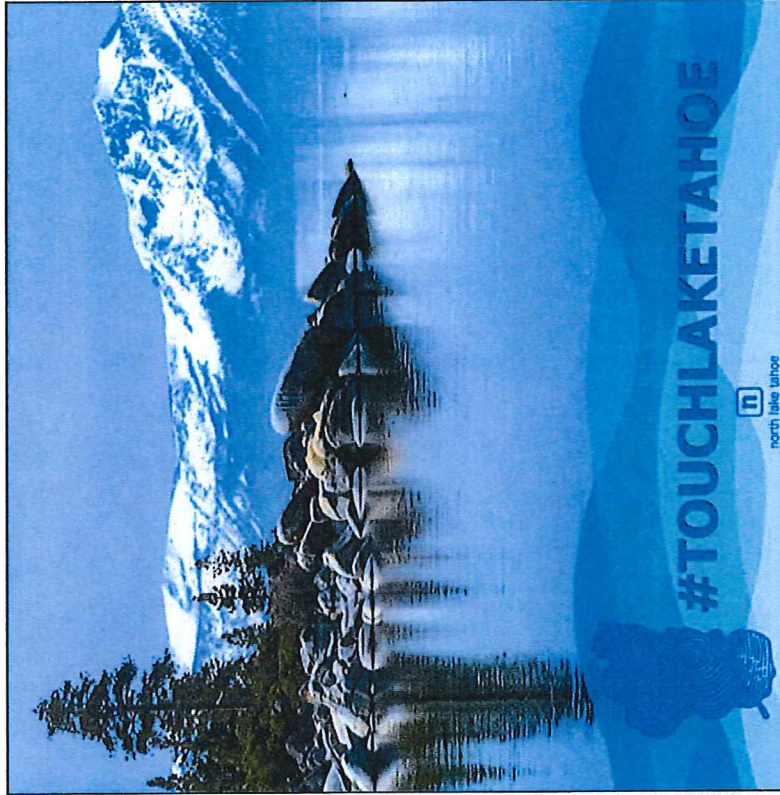


775.323.2977  @theabbiagency  275 Hill St. Ste. 250 Reno, NV 89501



north lake tahoe

January



#TouchLakeTahoe Contest

Submissions: 1/1 – 2/15

Voting: 2/15 – 2/28

Tag: #TouchLakeTahoe

Continue promoting “close enough to Touch Lake Tahoe”

Submissions collected and monitored via Facebook Tab



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501



north lake tahoe

February

Date on the Lake

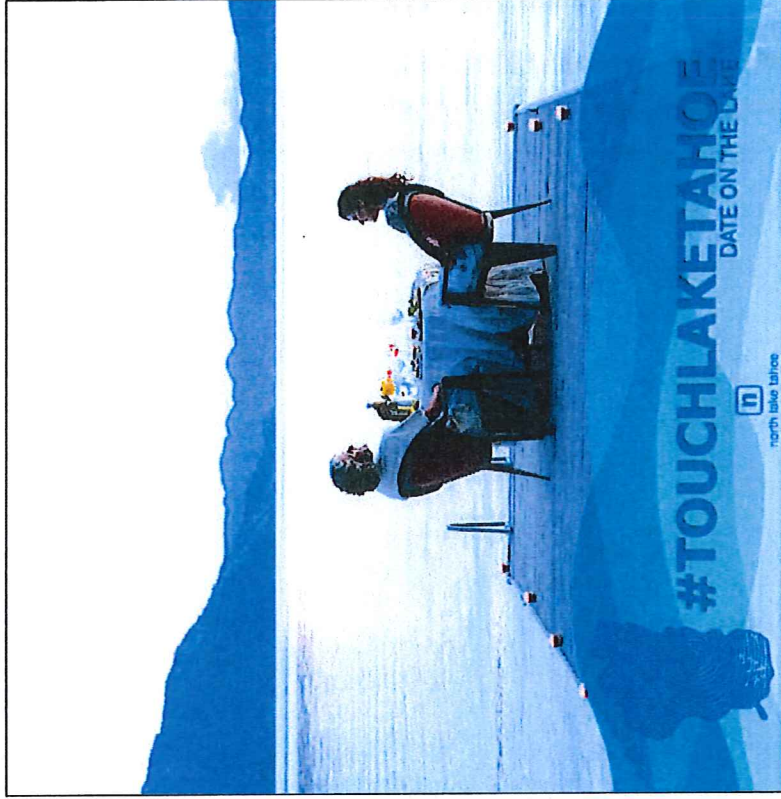
Launch: 2/1 – 2/28

Tag: #TouchLakeTahoe

Encourage users to visit specified location for Valentine's dates

Submit pictures at these locations, or close to the lake

Submissions collected and monitored via Facebook Tab



775.323.2977



@theabbiagency



theabbiagency.com



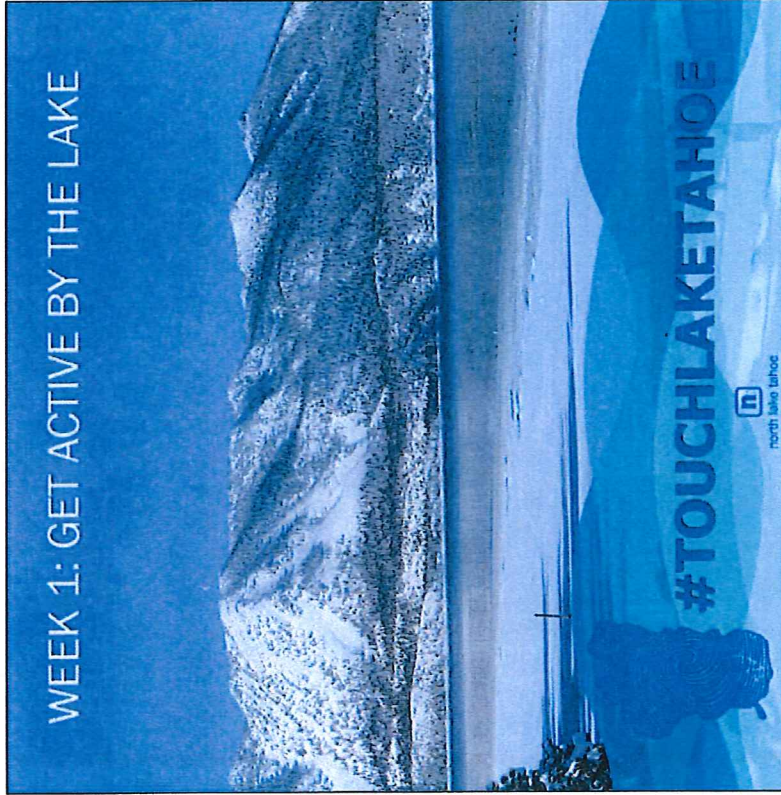
275 Hill St. Ste. 250 Reno, NV 89501



March



north lake tahoe



Weekly Prompt Photo Challenge

Launch: 3/1 – 3/31

Tag: #TouchLakeTahoe

Prompt Ideas:

Snowshoeing at the lake

Yoga pose on the lake

Dogs on snowy lake

St. Patrick's Day wear on lake

Lake Selfie

At #ShopLocal Location

Close enough to #TouchLakeTahoe



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501



north lake tahoe

April

First on the Lake Contest

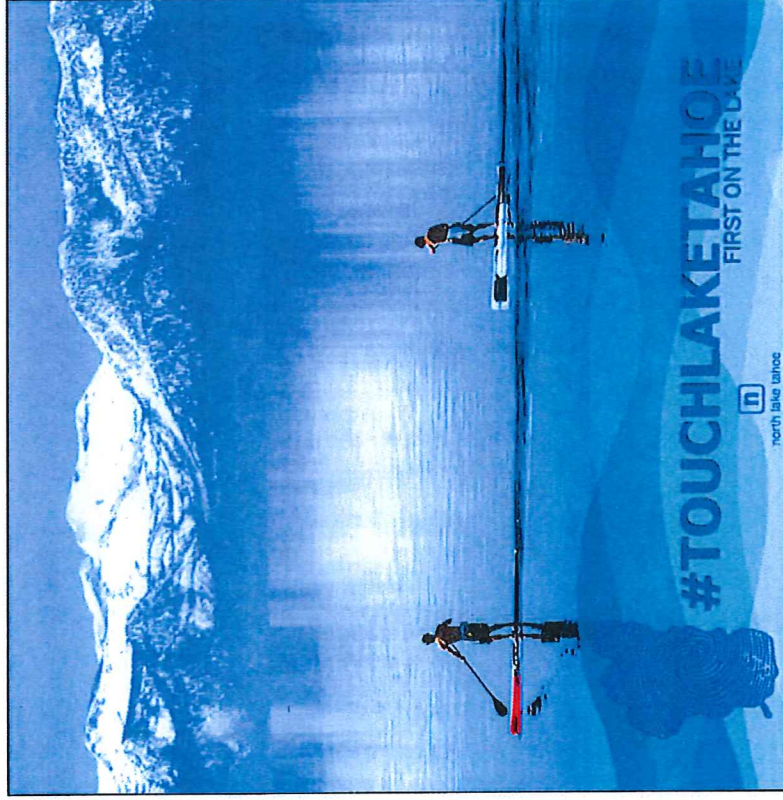
Launch: 4/1 – 4/30

Tag: #TouchLakeTahoe

Encourage users to be the first person out for summer sports

Submit pictures of activities including tanning, paddleboarding, kayaking, hiking

Submissions collected and monitored via Facebook Tab



775.323.2977  @theabbiagency  theabbiagency.com  275 Hill St. Ste. 250 Reno, NV 89501



Budget



north lake tahoe

| Dates | Project Management Budget | Social Media Buy | Credit |
|-------------------------------|--|------------------------------|------------|
| Incoming Credit | | | 3498.53 |
| November | \$3,000.00 | \$750.00 | |
| December | \$2,500.00 | \$500.00 | |
| January | \$2,500.00 | \$500.00 | |
| February | \$2,500.00 | \$500.00 | |
| March | \$2,500.00 | \$500.00 | |
| April | \$2,500.00 | \$500.00 | |
| May | | Back to Peak Your Adventure | |
| TRANSITION MONTH | | | |
| Total Monthly Retainer | | \$20,000.00 | |
| Total Social Media Ad Buy | | \$15,500.00 | |
| TAA/Social Buy Budget | | \$3,250.00 | |
| | | \$18,750.00 | |
| Remaining Media Buy Budget | | \$1,250.00 | |
| Credit from PYA | | \$3,498.53 | |
| Total Media Buy Budget | | \$4,748.53 | |
| Total Billed | | \$0.00 | |
| Media Buy Summary | Platform | Dates | Total |
| | Visitors Guide for Winter TQ | Winter Guide - Back Page | \$1,500.00 |
| | Tahoe Magazine (Sierra Sun) | | \$1,410.00 |
| | Weekly Cover Banner | Oct 30th - Nov 6th | \$400.00 |
| | Weekly Cover Banner | Nov - 20th | \$400.00 |
| | Weekly Cover Banner | Dec 4th - 17th / 18th - 30th | |
| | Weekly Cover Banner | Jan 31st | \$400.00 |
| Remaining Media Buy | | \$638.53 | |
| Other costs | | | |
| | Rack Card design, printing, distribution | | \$500.00 |
| FINAL REMAINING BUDGET | | \$138.53 | |

775.323.2977 @theabbiagency theabbiagency.com 275 Hill St. Ste. 250 Reno, NV 89501



north lake tahoe

Looking Ahead...

- Contest #1 will launch Monday, Nov. 3
- Social package with sample posts for resorts and businesses
- Rack Card designed, printed, distributed
- Determining prize donation or purchase
- Page growth goals and benchmarks

 775.323.2977  @theabbiagency  theabbiagency.com  275 Hill St. Ste. 250 Reno, NV 89501

| Dates | Project Management Budget | Social Media Buy | Credit |
|-------------------------------|------------------------------|-----------------------------|--------------|
| November | \$3,000.00 | \$400.00 | |
| December | \$2,500.00 | \$500.00 | |
| Janaury | \$2,500.00 | \$500.00 | |
| Febraury | \$2,500.00 | \$500.00 | |
| March | \$2,500.00 | \$400.00 | |
| April | \$2,500.00 | \$400.00 | |
| May | TRANSITION MONTH | Back to Peak Your Adventure | |
| | | | |
| | Total Budget | \$20,000.00 | |
| Total Monhtly Retainer | | \$15,500.00 | |
| Total Social Media Ad Buy | | \$2,700.00 | |
| TAA/Social Buy Budget | | \$18,200.00 | |
| | | | |
| Remaining Media Buy Budget | | \$1,800.00 | |
| Total Media Buy Budget | | \$1,800.00 | |
| | | | |
| | Total Billed | \$0.00 | |
| Media Buy Summary | Platform | Dates | Total |
| | | | |
| | Visitors Guide for Winter TQ | Winter Guide - Back Page | \$1,500.00 |
| | Rack cards | | \$300.00 |
| Remaing Media Buy | \$0.00 | | |
| | | | |



Peak Your Adventure vs. Touch The Lake

Overall Campaign Comparison

775.323.2977  @theabbiagency  theabbiagency.com  275 Hill St. Ste. 250 Reno, NV 89501



Campaign Parameters

#PeakYourAdventure

- Goal
 - Drive visitors to visit mountain resorts in summer months
- Duration
 - Jun 9 – Sep 30
 - 4 months total
- Budget
 - Monthly social buy: \$3,667
 - No print ad buy included in \$20,000

#TouchLakeTahoe

- Goal
 - Drive visitors to lake and lake communities in winter months
- Duration
 - Nov 1 – April 30
 - 6 months total
- Budget:
 - Monthly social buy: \$500
 - Print ad costs within overall budget: \$4,500



775.323.2977



@theabbiagency



theabbiagency.com



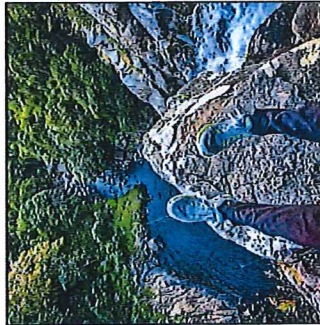
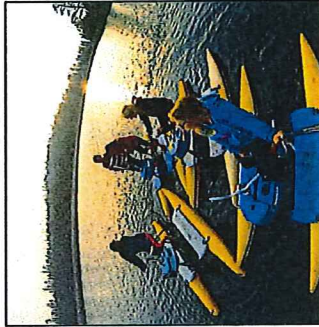
275 Hill St. Ste. 250 Reno, NV 89501



Campaign Challenges

#PeakYourAdventure

- Hashtag used in locations outside of Tahoe
- Photos submitted down on the water of Tahoe



#TouchLakeTahoe

- Properties promoting contests have smaller fanbases than resorts
- Longer campaign reduces budget for social media promotion
- Limited photography for promotion



775.323.2977 @theabbiagency theabbiagency.com 275 Hill St. Ste. 250 Reno, NV 89501

Social Media Posts

#PeakYourAdventure

North Lake Tahoe
Scavenger Hunt

It's Week 3 of our #PeakYourAdventure Scavenger Hunt! Show us your pictures of hiking and nature in #TahoeNorth for the chance to win a \$200 package.
Submit by using the tag #PeakYourAdventure on Instagram or Twitter, or at this link: <http://bit.ly/1s8aPq2>

#PEAKYOURADVENTURE
week 3: hiking & plants

Scavenger Hunt

North Lake Tahoe
Peak Your Adventure

There's nothing like a #PeakYourAdventure scavenger hunt!
Submit your photos of hiking and nature in #TahoeNorth for the chance to win a \$200 package!
Submit by using the tag #PeakYourAdventure on Instagram or Twitter, or at this link: <http://bit.ly/1s8aPq2>

Like • Comment • Share • 261

14,480 people reached

Like • Comment • Share • 946 • 11 • 35

#TouchLakeTahoe

North Lake Tahoe
Touch Lake Tahoe

There's still time to submit your photo to our January #TouchLakeTahoe contest! Winner will receive \$200 to the delicious PlumpJack Cafe Squaw Valley.
Find out more and enter here: <http://bit.ly/1s8aPq2>

North Lake Tahoe
Touch Lake Tahoe

23 November 2014 • 48

#TouchLakeTahoe at Kings Beach! (Photo: Brandt)
Show us how close you can get to touching Lake Tahoe and you could be the winner of a \$200 package. Use the hashtag #TouchLakeTahoe, or enter at this link: <http://bit.ly/1s8aPq2>

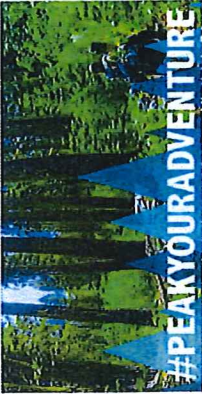
14,480 people reached

Like • Comment • Share • 946 • 11 • 35

#PeakYourAdventure

North Lake Tahoe
Summer • 16

Summer isn't over! Submit your #PeakYourAdventure photo for the chance to win.



#PEAKYOURADVENTURE


#PeakYourAdventure
Get out, get active, and #PeakYourAdventure photo in the mountains around #TahoeNorth for the chance to win a \$300 package.

LEAKTAHONORTH.COM

Learn More

North Lake Tahoe @Tah... 3 Sep, 3:07 PM

Summer isn't over...time to #PeakYourAdventure!



#PEAKYOURADVENTURE


Submit your photo for the chance to win a \$300 package!

Learn more

#TouchLakeTahoe

North Lake Tahoe
Summer • 16

We're feeling the #TouchLakeTahoe LOVE! Submit your "Date on the Lake" picture to win.



#TouchLakeTahoe


Photo Contest
Submit your photo with the tag #TouchLakeTahoe or at this link for a chance to win a \$200 prize to #TouchLakeTahoe!

LEAKTAHONORTH.COM

Like • Comment • Share • 110 • 12 • 15 • 5

North Lake Tahoe
Summer • 16

Get down to the North Lake Tahoe communities and #TouchLakeTahoe this winter to win!



#TouchLakeTahoe Contest
Submit your photo near the North Lake Tahoe communities for the chance to win a \$200 gift card to Pumpjack Cafe and Bar!

LEAKTAHONORTH.COM

Like • Comment • Share • 12 • 13 • 3

Sign Up



Social Media Ad Results

#PeakYourAdventure

- Monthly spend: \$3,667
- Paid Facebook Impressions: 632,000
- Paid Twitter Impressions: 123,000
- Total Ad Impressions: 755,000

#TouchLakeTahoe

- Monthly spend: \$500
- Paid Facebook Impressions: 169,164
- Paid Twitter Impressions: 28,584
- Total Ad Impressions: 197,748



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501



Campaign Duration Social Analytics

#PeakYourAdventure

Note: This data is associated with the North Lake Tahoe Brand pages as a whole during the campaign

- New Facebook Likes: 32.1k
 - Note: NLT was running an aggressive Facebook “like” campaign during this time
- New Twitter Followers: 1.2k
- New Instagram Followers: 1.2k

#TouchLakeTahoe

Note: This data is associated with the North Lake Tahoe Brand pages as a whole during the campaign

- New Facebook Likes: 2.7k
- New Twitter Followers: 2.0k
- New Instagram Followers: 1.7k



775.323.2977



@theabbiagency



theabbiagency.com



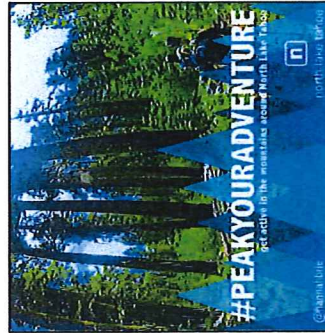
275 Hill St. Ste. 250 Reno, NV 89501



Photo Contests

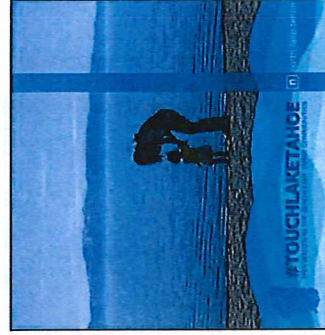
#PeakYourAdventure

- Three social media contests
 - Contest 1: 223 submissions
 - Contest 2: 165 submissions
 - Contest 3: 138 submissions
 - Prizes: \$300 package to Tahoe North
- Total entries: 526



#TouchLakeTahoe

- Three social media contests (Dec – Jan)
 - Contest 1: 286 submissions
 - Contest 2: 328 submissions
 - Contest 3: 353 submissions
- Total entries: 967





Hashtag Uses

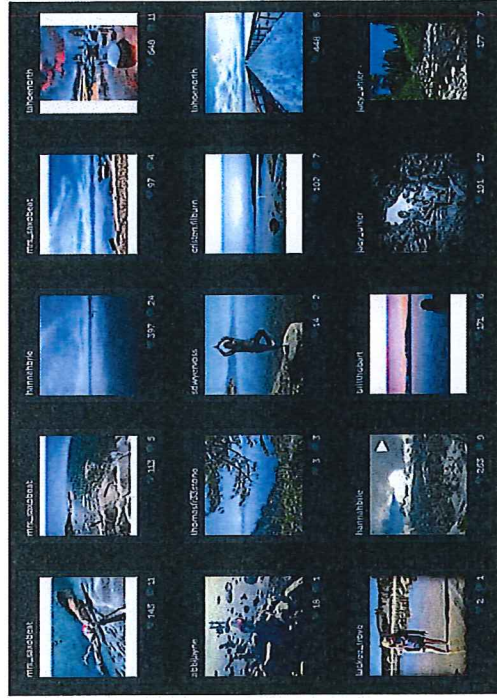
#PeakYourAdventure

- Total uses of #PeakYourAdventure at end of campaign: 657
- Total uses of #PeakYourAdventure to date: 830



#TouchLakeTahoe

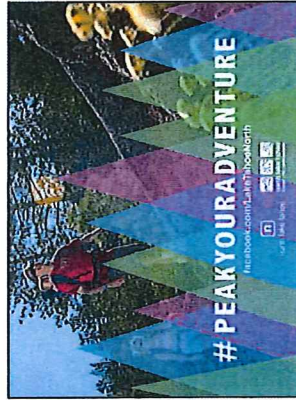
- Total uses of #TouchLakeTahoe to date: 1,017



775.323.2977 @theabbiagency theabbiagency.com 275 Hill St. Ste. 250 Reno, NV 89501

#PeakYourAdventure

- The Abbi Agency provided the BACC with any needed ad design creative
- BACC handled all print ad buy directly
 - No analytics to incorporate and report



#TouchLakeTahoe

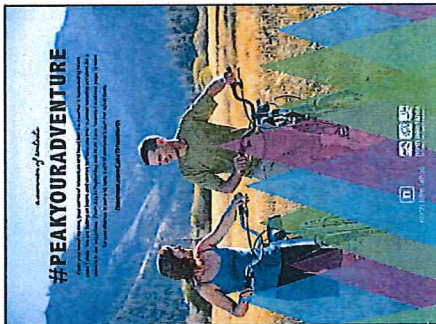
- The Abbi Agency provided creative and coordinated Print Media buy within the overall budget
- Total cost: \$4,500
- Publications and impressions:
 - Tahoe Weekly Banner (3x): 72,000
 - Sierra Sun Fullpage: 40,000
 - Tahoe Quarterly: 50,000
 - TOTAL: 162,000 impressions



Print Collateral

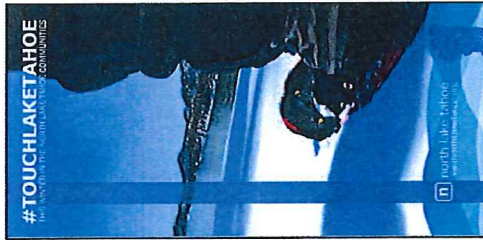
#PeakYourAdventure

- The Abbi Agency created a poster and postcard to distribute among participating resorts (Squaw/Alpine, Northstar, Sugar Bowl, Homewood)



#TouchLakeTahoe

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





Results by the Numbers

#PeakYourAdventure

Note: Analytics taken at end of campaign, Sep 2014

- 725 Photo Entries
- 657 Hashtag Uses
- 556,000 Facebook Impressions
- 855,000 Campaign Impressions

#TouchLakeTahoe

Note: Analytics taken 3 months into campaign, Feb 2015

- 967 Photo Entries
- 1,017 Hashtag Uses
- 340,428 Facebook Impressions
- 587,175 Campaign Impressions



Recommendations

#PeakYourAdventure

- Consider change in hashtag
- Increased involvement from resorts

#TouchLakeTahoe

- Condense campaign timeframe
- Higher budget for boosting and promoting online



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501



High Notes 2015 Social Media & Creative Development Proposal

The Abbi Agency is pleased to present a strategic communications proposal for the High Notes summer campaign that will highlight and promote a summerlong music series in the North Lake Tahoe region. Our involvement in strategy, creative development and social media messaging will ensure holistic campaign touch points across all channels and consistencies within the North Lake Tahoe brand.

Key Goals:

- Encourage attendance of free summer musical offerings in North Lake Tahoe through hashtags (#HighNotesTahoe), geotargeting and digital engagement
- Increase ticket sales of summer music festivals in North Lake Tahoe
- Engage with an audience who is already in North Lake Tahoe to take advantage of High Notes musical offerings during their stay
- Establish a visual High Notes brand that is both engaging and reflective of the campaign's goals
- Use strong visual content, including quality photography and video, to promote High Notes and bring it to life on social media
- Create a visual calendar reflective of High Notes summerlong events that is both informative and engaging

INDIVIDUAL CAMPAIGN COMPONENTS

Defined Visual Brand and Schedu-graphic

The Abbi Agency recommends establishing several brand assets for High Notes. This includes: logo, color palette and fonts. This will help to fit all High Notes communications within the overall North Lake Tahoe brand while differentiating the campaign to be recognizable as its own for years to come. The Abbi Agency will develop this visual brand, working closely with the BACC team.

In order to communicate all of High Notes' offerings, The Abbi Agency will assist in the creation of the 2015 music calendar. Rather than list musical offerings, The Abbi Agency recommends a visually-driven schedule in the format of an Infographic. This "schedu-graphic" will clearly communicate the specifics of weekly musical offerings, while communicating the fun, summertime vibe of the overall High Notes brand. A modified version of the "schedu-graphic" will be used for all media buys, and will be printed as a poster and delivered to locations around North Lake Tahoe.



Photography + Video

To fully communicate all that High Notes has to offer, incorporation of strong visual entities is imperative. The Abbi Agency recommends investment in quality photography and video of High Notes events during the first few weeks of the campaign.

The Abbi Agency will provide a Photographer and Videographer to attend the first week of High Notes events. They will collect high-quality photos and video clips to capture the vibe and energy of each individual event and showcase the picturesque backdrop of North Lake Tahoe. The Abbi Agency will edit photographs and use them for all future campaign efforts: social media contests and promotion, advertisements, website and other visual needs.

From the video footage, The Abbi Agency will provide a set of four (4) short promotional videos, between 0:30 – 1:30. Video has become the medium of choice for social media, dominating Facebook content, and is an essential component for social media campaigns. High Notes content and the setting as a whole lends itself perfectly to video, and showcasing it in this format will help draw attention via promoted posts on social media. The four videos produced will feature:

- Bluesdays, The Village at Squaw Valley
- Retro Skate Nights, The Village at Northstar
- Music on the Beach, Kings Beach
- Concerts at Commons Beach and Moe's BBQ, Tahoe City
- Combination of all High Notes events
- Truckee Thursdays (potentially)

Specific events to highlight in these videos are open to discussion. These videos will be used to promote High Notes through the North Lake Tahoe Facebook, Twitter and YouTube accounts.

Social Media Giveaways

In order to gain exposure and social media attention for individual music festivals in North Lake Tahoe, The Abbi Agency recommends a series of three (3) social media ticket giveaways. Each giveaway will be hosted in a format unique to the audience demographic of the music festival being promoted.

The first giveaway will be hosted as a partnership with 101.5FM through their social media channels. 101.5FM will feature the giveaway as a post on their Facebook page, and users will have to "like" and comment on it to be entered to win. This post will be shared on the North Lake Tahoe Facebook page and, if possible, 101.5FM will mention it on air. The Abbi Agency will work with 101.5FM directly to coordinate this giveaway and cross-promotion opportunities.



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501



The second giveaway will be hosted and promoted through the @TahoeNorth Instagram account. This giveaway will feature a prize of two (2) tickets to an upcoming festival, and will encourage followers to tag a friend in the comments for a chance to win. This giveaway will create a viral effect to bring social media attention to the #HighNotesTahoe hashtag, and will promote the upcoming festival. The Abbi Agency will design promotional graphics as well as posting and selecting a winner.

The third giveaway will be hosted through an Offerpop email entry tab on the North Lake Tahoe Facebook page. Users will be asked to enter their name, location and email address for the chance to win tickets to the upcoming festival. The Abbi Agency will coordinate needed promotional graphics, set up the entry tab, promote the giveaway and select a winner.

Instagram Takeover

In addition to social media giveaways, The Abbi Agency will coordinate one (1) High Notes Instagram Takeover to promote the weekly music. In this, one band or performer will be selected to "take over" the @TahoeNorth Instagram channel for one day. By posting photos and videos throughout the day with the #HighNotesTahoe tag, they will give followers a behind-the-scenes glimpse of High Notes. This will increase enthusiasm and interest in the overall event series, as well as encourage a higher use of the #HighNotesTahoe hashtag.

Social Media Contest

Running alongside the summerlong music events will be one summerlong social media #HighNotesTahoe Photo and Video Contest. This contest will launch on June 1 and run until the final High Notes event in early September. The contest will live on the North Lake Tahoe Facebook page via the Offerpop tab application. To enter, users will be encouraged to take pictures or video at High Notes events and upload them to a tab on the North Lake Tahoe Facebook page. Users will also be able to post to Twitter or Instagram with the tag #HighNotesTahoe in order to enter.

The contest will be designed specifically to collect and push out user-generated content from actual attendees of High Notes events. The Abbi Agency recommends use of user-generated content to turn fans into brand ambassadors that will spread the #HighNotesTahoe message for you, as well as provide material to share back through social channels.

Throughout the campaign, The Abbi Agency will promote through all North Lake Tahoe social outlets and will monitor contest entries, reposting photos and videos of quality. At the end of the month, The Abbi Agency will work with the North Lake Tahoe team to select a photo or video entry winner.



Prize: The Abbi Agency recommends a fall package to North Lake Tahoe, valued between \$600 - \$1000. Suggestions for package components include hotel stay, human-powered sports rentals, and/or gift cards to North Lake Tahoe restaurants.

Social Media Ad Buy

To encourage attendance of summer musical offerings, The Abbi Agency will launch a targeted social media ad buy to in-market audience members. To fully communicate High Notes offerings, these ads will hinge on video content produced by The Abbi Agency. Ads will run through Facebook, Twitter and YouTube, and will drive users back from each social channel to the overall event calendar on the High Notes website.

The Abbi Agency will also create contest-specific Facebook and Twitter ads, driving additional participants to enter contests while they are live. This will include the #HighNotesTahoe Photo Contest and the Facebook Tab Ticket Giveaway.

Print Ad Buy

The Abbi Agency will purchase full-page ads in the Summer Editions of the NLTRA Visitor Guide and the Tahoe Magazine Visitor Guide. The ad creative will be modified versions of the schedu-graphic and will outline weekly events in an eye-catching format. The print ad will also encourage readers to use the #HighNotesTahoe tag, and a call to action to drive website traffic.

Print Ad Specs:

NLTRA Visitor Guide:

Tahoe Magazine Visitor Guide:

Creative Development

The Abbi Agency will include creative development of the following: initial logo and branding assets, branded social graphics, Facebook ad creative, Twitter ad creative, custom contest tab development, traditional media buy creative and schedu-graphic. The Abbi Agency will also coordinate updates to the High Notes website, ensuring that it is visually driven, user-friendly and consistent with all High Notes branding.

The Abbi Agency will handle the printing of posters and rack cards to promote High Notes events. These posters and rack cards will be modified versions of the schedu-graphic, and will drive the audience online to participate in the social conversation. They will be distributed strategically in appropriate locations such as resorts, restaurants and attractions in North Lake Tahoe.

Printed Materials:

Rack Card: \$200

Poster: \$200



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501



Public Relations and Event Calendars

The Abbi Agency will target local and regional news outlets to gain coverage on the #HighNotesTahoe message and events.

To encourage local and regional inhabitants to attend High Notes events, The Abbi Agency will be responsible for listing all High Notes events on local and regional event calendars.

Monitoring and Measuring

At the end of each month, The Abbi Agency will compile a report of High Notes social media results to keep the team informed on campaign performance. With use of tools including Google Alerts, SproutSocial, Facebook Insights, Offerpop, SparkTrend and others, The Abbi Agency will provide a full report on impressions gained around #HighNotesTahoe.

Recommended Budget and Campaign Timeframe

Please see additional budget document for an in-depth breakdown

| | |
|---------------------|-----------------|
| TAA Retainer | \$8,800 |
| Social Ads + Prize | \$3,400 |
| Design + Printing | \$2,400 |
| Photography + Video | \$2,500 |
| Print Media Buy | \$2,900 |
| <i>Total</i> | <i>\$20,000</i> |

Timeline (April – September):

April 1 – 30

- Solidify official High Notes logo and branding
- Develop schedu-graphic
- Update and modify High Notes website

May 1 – 31

- Launch High Notes social media pages
- Launch social media ad buy campaign to grow High Notes page fanbases
- Roll out schedu-graphic, including rack cards and posters
- Print and distribute rack cards and posters throughout North Lake Tahoe locations
- Regular management of and posting to High Notes Tahoe social media pages
- Coordinate details of upcoming social giveaways and Instagram Takeover
- Coordinate print media buys

June 1 – June 30



- Shoot photos and videos at the first week of High Notes events
- Edit and roll out all four promotional videos
- Launch first social media ad buy campaign through Facebook, Twitter and YouTube
- Regular management of and posting to High Notes Tahoe social media pages
- Launch social media giveaway partnered with 101.5FM
- Launch #HighNotesTahoe photo contest
- Post weekly to North Lake Tahoe social media outlets with #HighNotesTahoe
- Begin public relations outreach to local and regional publications
- Post events to all local and regional event calendars

July 1 – July 31:

- Provide a monthly report to recap June campaign efforts
- Launch second social media ad buy campaign through Facebook, Twitter and YouTube
- Continue weekly posting to North Lake Tahoe social media outlets
- Regular management of and posting to High Notes Tahoe social media pages
- Monitor and promote #HighNotesTahoe photo contest
- Respond to social media monitoring engagement opportunities
- Coordinate and run Instagram Takeover
- Launch and run Instagram social media giveaway
- Continue public relations outreach to local and regional publications

August 1 – August 31:

- Provide a monthly report to recap July campaign efforts
- Launch third social media ad buy campaign through Facebook, Twitter and YouTube
- Launch social media giveaway via sign up to win Offerpop Tab
- Continue weekly posting to North Lake Tahoe social media outlets
- Regular management of and posting to High Notes Tahoe social media pages
- Respond to social media monitoring engagement opportunities
- Monitor and promote #HighNotesTahoe photo contest
- Respond to social media monitoring engagement opportunities

September 1 – September 15:

- Provide an overall report to recap campaign efforts
- End #HighNotesTahoe photo contest and select a winner

| Dates | Project Management Budget | Social Media Buy |
|-------------------------------|---------------------------|--------------------|
| April | *design budget* | - |
| May | \$2,000.00 | \$500.00 |
| June | \$2,000.00 | \$1,000.00 |
| July | \$2,000.00 | \$1,000.00 |
| August | \$2,000.00 | \$300.00 |
| September | \$800.00 | - |
| | | |
| | Total Budget | \$20,000.00 |
| Total Monthly Retainer | | \$8,800.00 |
| Total Social Media Ad Buy | | \$2,800.00 |
| Social Media Prize Budget | | \$600.00 |
| TAA/Social Buy Budget | | \$12,200.00 |
| | | |
| Remaining Budget | | \$7,800.00 |
| | | |
| Production Costs | Outlet | Cost |
| | Design (and website) | \$2,000.00 |
| | Photography | \$500.00 |
| | Video | \$2,000.00 |
| | Printing Budget | \$400.00 |
| Total Production Costs | | \$4,900.00 |
| | | |
| Remaining Budget | | \$2,900.00 |
| | | |
| Media Buy Summary | Platform | Cost |
| | NLTRA Visitor Guide | \$1,500.00 |
| | Tahoe Magazine Guide | \$1,400.00 |
| Total Media Buy Costs | | \$2,900.00 |
| | | |
| Remaining Budget | | \$0.00 |
| | | |

| Snapshot Breakdown | |
|----------------------|--------------------|
| TAA Retainer | \$8,800.00 |
| Social Ads 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 |

Shop Local Program 2015-2016 Marketing Plan & Budget Proposal

The BACC Committee is pleased to present a strategic communications proposal for the 2015-2016 year-round campaign that will motivate businesses and consumers to adopt the mission of the program and truly "Shop Local". The Shop Local program was designed to support local businesses, reduce the carbon footprint of locals traveling outside of their community to shop, and protect the region's local character. Money spent at local businesses recirculates through wages and taxes, benefitting the economic health of the entire community and supporting unique local businesses.

Key Goals:

- Create a sense of awareness for exhausting all shopping options locally before heading to big department stores or purchasing online
- Create business and consumer awareness to the importance of "shopping locally" specifically targeting the shoulder seasons

MESSAGE

Shop Local – Why is this so important?

KEEPS DOLLARS IN THE LOCAL ECONOMY

When you spend money locally, significantly more money stays and circulates in the community through payroll, taxes, and other expenditures, thus strengthening the economic base and well-being of our community.

REDUCE YOUR FOOTPRINT

Local businesses help sustain vibrant, walk-able town centers, which in turn improve water and air quality. Even though things appear to cost less elsewhere, once you factor in the cost of shipping, driving and your time, a local purchase may be the best choice and help reduce your footprint.

PROTECT LOCAL CHARACTER

The area of North Lake Tahoe and Truckee is unlike any other place in the World! By choosing to shop locally, you help sustain the area's distinctive character and charm.

SUPPORT YOUR FRIENDS AND NEIGHBORS

When you are considering buying something, please compare and exhaust all local options first and support your friends and neighbors. When local businesses do well, the community does well.

HISTORY

Born from a longtime local business owner, Dave Wilderotter of the famous Tahoe Dave's Skis & Boards, he collaboratively began the initial program with Marketing Coordinator Lindsay Thayer in the fall of 2013, modeled after a similar year-round Shop Local program in Michigan. Lindsay then joined Ginger Karl of the North Lake Tahoe Chamber/CVB/Resort Association, Joy Doyle of the North Tahoe Business Association and Marianne Schneider of Reiki Tahoe in the North Lake Tahoe-Truckee Leadership Program in the Spring of 2014. Together these ladies created an action plan in the North Lake Tahoe-Truckee Leadership class that came to life. In the summer of 2014, the program gained legs and received funding primarily from Placer County with contributing funds from Incline Village Business Association, Truckee Donner Chamber of Commerce and the Truckee Downtown Merchants Association.

The full program was developed and is now managed through the Business Association Chamber Collaborative (BACC).

OVERALL CAMPAIGN COMPONENTS

The Committee will use the following methods to accomplish the Key Goals of the program.

LOGO

The LOVE logo will be used in all marketing efforts and to become the recognizable brand in all Shop Local Program marketing.

LOVE Stickers

Stickers are sold as the key component of the campaign and used as a vehicle to create brand awareness. The overarching idea is that the sticker or decal will become associated with the idea to "Shop Local".

Business Kit

The Committee plans to sell 150 Business Kits to involve businesses in the Shop Local Program this 2015-2016 fiscal year. Businesses purchase the kits and stickers through the existing website at a wholesale price.

To get involved in the Shop Local program, businesses simply purchase the starter business kit for \$15 which includes the following:

- Plastic Holder for Materials and Counter Display
- 10 LOVE Stickers for Resale at \$3 Each (Initial Profit of \$15 on the Kit)
- 10 Postcards Explaining the Benefits of the Program
- 1 Window Decal
- Access to the Shop North Tahoe Truckee Press Kit

The starter kit is intended to be placed on the business sales counter. During a point of sale, employees are encouraged to educate customers about the region-wide Shop Local program and how they can become involved. Stickers can be purchased (or donated) to customers. When a business runs out of stickers, they can purchase another 10 pack of stickers to replenish, therefore turning a profit of \$2 per sticker for the business.

Business Outreach

Businesses are contacted, in person, by Committee Members for kit sales and program awareness and through their individual Business Associations e-mail marketing campaigns and social media channels.

Existing Website

<http://shopnorthtahoetruckee.com/>

To increase exposure and value of the program website, a number of goals have been put in place. With an addition sale of 150 business kits in the 2015.2016 fiscal year, we would be adding additional business and resources to the site creating a sense of unity between our shopping businesses. By reaching this goal we would have a total of 350 businesses by June 30, 2016. Increasing our business presence on the site, we can also market a "Shopping Product" for North Lake Tahoe & Truckee. We will continue to update Programs & Events on the site throughout the year as they occur. The Committee will focus on

driving website traffic to the Business Directory where Businesses are listed through social media efforts and help increase traffic to the site.

Consumers are encouraged to visit the local businesses listed under the Business Directory on the site and purchase individual LOVE stickers for \$3 each.

Google Analytics:

1271 Sessions | 912 Users | 4,304 Page views since website was launched on January 22, 2015

Social Media

Currently, the program has a Facebook, Twitter and Instagram page. The program hashtag is **#shopnorthtahoetruckee**. Current social media campaigns consist of Shop Local pledges and "spotting" Shop Local LOVE stickers around the globe. We will continue to "Boost" posts and pages through social media. Photo contests will be conducted monthly with local businesses donating prizes to be featured in the contest.

Facebook Followers: 671

Twitter Followers: 176

Instagram Followers: 225

Banners

The Shop Local Program currently has 2 table banners and will purchase 5 pop-up banners to be placed at each High Notes music location this summer. They will also be used at other regional events to increase brand awareness. The Committee will work with local business, Shearer Designs, to design the creative the additional pop-up banners.

Events

- Show Your Love – Shop Local Holiday Contest

The Show Your Love – Shop Local Holiday Contest has been in existence for 9 years and is conducted by the BACC Committee. The Holiday Contest has been absorbed by the year-round program as a key component. Below are results from the last three years.

| Holiday Contest Results 2010-2014 | | | | |
|--|------------------------|---|-------------------------|----------------------|
| 2014 | Cards Turned In | Participating Locations | Avg. \$ Per Card | Total Revenue |
| Northstar | 139 | 17 | 287 | \$ 39,825 |
| SVBA | 77 | 21 | 270 | \$ 20,800 |
| TCDA | 231 | 19 | | |
| NLTRA | 326 | 21 | 274 | \$ 151,647 |
| ICBA | 64 | 26 | 230 | \$ 14,300 |
| NTBA | 71 | 18 | 255 | \$ 18,125 |
| Truckee Chamber | 512 | 28 | 317 | \$ 162,779 |
| Truckee DMA | | 44 | | |
| Totals | 1420 | 194 | \$ 281.00 | 407476 |
| 2013 | Cards Turned In | Participating Locations | Avg. \$ Per Card | Total Revenue |
| Northstar | 237 | 14 | 100 | \$ 23,700 |
| SVBA | 88 | 18 | 100 | \$ 8,800 |
| TCDA | 458 | 27 | 100 | \$ 45,725 |
| NLTRA | 448 | | 98 | \$ 43,775 |
| ICBA | 169 | | 100 | \$ 16,900 |
| NTBA | 103 | 16 | 94 | \$ 9,650 |
| Totals | 1503 | 75 | \$ 98.84 | \$ 148,550 |
| 2012 | Cards Turned In | Participating Locations | Avg. \$ Per Card | Total Revenue |
| Northstar | 151 | 14 | 303 | \$ 45,875 |
| SVBA | 122 | 21 | 295 | \$ 38,450 |
| TCDA | 239 | 34 | 322 | \$ 76,875 |
| ICBA | 76 | 9 | 281 | \$ 21,350 |
| NTBA | 41 | 19 | 236 | \$ 9,675 |
| Totals | 629 | 97 | 287.4 | \$ 192,225 |
| Year over Year | Cards Turned In | Total Revenue | | |
| 2010 | ? | \$ 30,000 | | |
| 2011 | 273 | \$ 80,010 | | |
| 2012 | 629 | \$ 192,225 Added Squaw & Northstar | | |
| 2013 | 1503 | \$ 148,550 Changed card \$100/card maximum | | |
| 2014 | 1420 | \$ 407,476 Added Truckee Chamber & TDMA | | |

Holiday shoppers who make purchases in North Tahoe and Truckee businesses between Black Friday and Christmas Eve are entered in the Show Your Love – Shop Local contest to win a seven-night vacation accommodation package or a cash prize.

Shoppers can enter the contest by picking up a entry card at participating retailers in Tahoe City, West Shore, Kings Beach, Northstar, Squaw Valley, Incline Village and Truckee and getting the card stamped after completing a purchase of at least \$25. Shoppers with 12 stamps are entered into a drawing for the seven-night accommodation package in Greece, Costa Rica, Hawaii, Sedona or Cancun. Shoppers with four stamps are entered into a drawing for a \$300 cash prize.

-Hospitality Holidays

The 3rd Annual "Hospitality Holidays" event will be held on Dec. 2nd, 2015 from 5:00 p.m. – 9:00 p.m. at the North Tahoe Event Center. Shoppers can complete their holiday shopping in one night and give the gift of locally made products from more than 50 artisans and vendors. This event is sponsored by the North Lake Tahoe Chamber/CVB/Resort Association and all proceeds from this event go back to the North Lake Tahoe Chamber.

Fun for the entire family can be had with free photos with Santa, face painting and sleigh rides. Local band Sneaky Creatures will play and performances by Tahoe Flow Arts will surely keep everyone entertained. Complimentary food tastings and \$5 drinks are available. Raffle tickets can be purchased for many great prizes including items from each vendor, overnight hotel stays, restaurant gift cards and more.

Shoppers will be entered to win the Show Your Love – Shop Local contest by collecting 8 stamps from vendors. To get a stamp, pick up a contest card at the door upon arrival. Each vendor will stamp the card after completing a purchase of at least \$25. The winner will receive two lift tickets at ten local ski areas. Two drawings will be held and winners do not need to be present. This event is another opportunity for locals to participate in the North Lake Tahoe and Truckee Shop Local Holiday Contest.

-Made in Tahoe

The Committee will host a booth for the first time at the upcoming 3rd Annual "Made in Tahoe" event and volunteer their time to gain exposure for the program.

The 3rd Annual "Made In Tahoe" Festival returns to Squaw Valley May 23-24 (Memorial Day Weekend), bringing two days of festivities that showcase local businesses, artisans, product designers, non-profit organizations and performers all hailing from the Lake Tahoe Basin & Truckee region.

Festivalgoers can explore vendor booths displayed throughout The Village. Participating local businesses include Riverside Art Studios, Tahoe Basics, California 89, Rise Designs and Eko Kreations, just to name a few. Shop North Tahoe Truckee organizers will be onsite promoting a new community awareness campaign which encourages shopping locally, a perfect fit for the overall theme of "Made in Tahoe".

The event will be held from 11 a.m. to 7 p.m. on Saturday, May 23 and 11 a.m. to 5 p.m. on Sunday, May 24. In addition to great shopping, "Made in Tahoe" features live music from local bands and singer/songwriters throughout the day. The Festival will have three performance stages. The Community Stage will showcase an array of performance art to include Aerial Fabrics, Aerial Lyra, Acro-Yoga, Skits and Workshops by the Tahoe Flow Artists. Visitors can also indulge in delicious offerings by The Mill, Truckee Sourdough, Moe's Original BBQ, Mtn. Roots, Truckee River Winery, Tahoe Teas, Tahoe Blue Vodka, Fifty Fifty Brewing Company and more.

-Concerts at Commons Beach, Music on the Beach, Northstar, & Squaw Valley and other NLTRA events

The Committee plans to provide banners and a promotional sticker allotment to designated High Notes events to promote the program to locals and visitors alike, throughout the summer months.

Current State of the Program

Each Business Association in conjunction with the Truckee Donner Chamber of Commerce and the Truckee Downtown Merchants Association and the Incline Village Business Association work hard to sell the kits to their members as an added benefit and enhancement to membership. To date, the program has sold 70 kits (700 stickers) and 600 replacement stickers for a total of 1,300 stickers, in just 2 months since launching the website and kit sales. The goal by the end of June 2015 is 200 total sold kits. BACC Committee members volunteer their time for events such as Made in Tahoe, Concerts at Commons Beach and Music on the Beach to promote the program and provide outreach.

The Accounting portion of the program is managed by the Accounting Staff of the Resort Association. The purchases are funneled through the Chamber database Weblink and placed in an AR account so that the profit from the sales of the kits and stickers goes back into the Shop Local program funds for marketing purposes and purchasing more kits.

This is the only BACC program that currently turns a profit.

2015-2016 Marketing Grant Request

The BACC Committee requests \$20K from the Marketing Committee for 2015-2016 fiscal year to move forward with the promotion of the Shop Local program.

Fiscal Year (July 1-June 30) Continual Marketing Efforts

July 1-September 1

- Promote Shop Local Program at Summer High Notes events through banners and sticker giveaways
- Continue social media campaigns
- Purchase additional business kits and LOVE stickers

September

- Establish punch list, marketing plan, creative and strategies for the holiday contest

October

- Direct mail postcard to members to build awareness

November

- Holiday contest kicks off
- Execute marketing plan for holiday contest

December

- Hospitality Holidays event

May

- Made in Tahoe event

Potential Marketing Avenues

If the BACC Committee receives grant funds, a regional marketing plan will be created for the year-round program to target the shoulder seasons for local shopping accordingly.

Radio

KTKE-101.5FM

Print

Lake Tahoe Action

The Weekly

Moonshine Ink

Long Term Goals for the Program

-Media Sponsor Package

Create effective sponsor packages to secure media partners and allow for advertising trade to increase the campaign's reach within the region.

-Business Partnerships

Partner with local businesses who want to help the campaign by providing support through attendance at events, mentions on business websites, logos included in business marketing materials, and support through business social media posts.

-Increase Merchandise

Build inventory to include recyclable shopping bags, hats, etc. with the LOVE logo.

-Deals & Promotions Tab

Add a Deals & Promotions tab to the website so that businesses can submit deals, coupons or special offers.

-Increase SEO

Increase website traffic by allocating funds toward SEO

-Increase Social Media Likes & Engagement

Expand social media likes and engagement by boosting the webpage page and social media contests

-Incorporate Dine Local Concept

Create a Dine Local program to complement the current Shop Local program.

Monitoring & Measuring

At the end of each quarter, the BACC Committee will compile a report of the Shop Local program metrics to keep the Marketing Committee informed on campaign performance with use of tools including social media insights, business kit and sticker sales and number of businesses joined. The Committee will also report on spikes of sales during advertising increases.

Budget Attached

Shop Local Program Budget 2015-16

| | 2015-16 Budget | NOTES |
|---|----------------|--|
| Website Hosting & Content Mgmt | \$175 | |
| Business Kits (150) | \$1,330 | |
| "Love" Stickers refills (4,000) | \$2,240 | |
| Holiday Contest: | | |
| Grand Prizes (trip + \$300 cash) | \$1,600 | trip includes Hawaii |
| Contest Card Printing (12,500) | \$1,100 | |
| Creative-Graphics | \$200 | |
| Contest Card Sticker Dots (8-10K) | \$100 | color coded by District |
| Contest Advertising (print, radio & social) | \$2,000 | |
| Sub Total | \$5,000 | |
| 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 donation |
| Banner + Graphics | 750 | one per district for summer events |
| Sub Total | 8205 | |
| Advertising total | 11255 | |
| Grand Total | \$20,000 | |