



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, April 9, 2015 – 3:00pm
Tahoe City Visitor Information Center

Mission of the North Lake Tahoe Chamber of Commerce

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

Meeting Ground Rules inclusive of the 9 Rules of Civility

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

Business Association and Chamber Collaborative Members

NLTRA Board:

Kaliope Kopley
Adam Wilson

Committee Members:

Caroline Ross, Chair
Squaw Valley Business Assoc.

Stephen Lamb
PlumpJack Inn

Stacie Lyans
Tahoe City Downtown Assoc

Jaclyn Woznicki
Trunk Show

Kay Williams
West Shore Assoc.

Rob Weston
West Shore Sports

Mike Young
Incline Community Business
Assoc.

Blane Johnson
Sun Bear Realty

Amber Burke
Northstar California

Nate Burch
Northstar California

Joy Doyle
North Tahoe Business Assoc.

Michael Gelbman
Sierra Sun

Ginger Karl
NLTRA

County Representative
Cadence Matijevich

Quorum

3 members including 1 NLTRA
Board Director

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 Business Association and Chamber Collaborative on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Committee on items addressed under Public Forum.
(3 minutes)
- C. Agenda Amendments and Approval-***REVISED***
- D. Approval of the Meeting Minutes-**MOTION**
 - March 12, 2015
- E. 2014/2015 Marketing Grant Presentation-West Shore
- F. 2014/2015 Marketing Grant Presentation-NTBA
- G. 2015/2016 BACC Programs Funding Request-Discussion & Plan
 - High Notes, Peak Your Adventures, Touch the Lake, Shop Local
 - Shop Local Marketing Plan Development-Offline Sub-Committee
 - Shop Local Presentation Development-Offline Sub-Committee
 - Budget for \$10K Shop Local-Offline Sub-Committee
- H. 2014/2015 Shop Local Campaign Report
 - Current Year-Round Program
 - Kit Sales Update
 - Actions after Meeting:
 - Kit Making
 - Social Media Pledges
- I. Peak Your Adventures Proposal-**UPDATED VERSION**
- J. Touch the Lake Contest #4 Re-Cap & High Notes Revision w Truckee Re-Cap
- K. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- L. Adjournment



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PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Thursday, March 12, 2015 – 3 pm

North Lake Tahoe Visitor Center

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Adam Wilson, Caroline Ross, Stacie Lyans, Amber Burke, Joy Doyle, Michael Gelbman, Ginger Karl

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

OTHERS IN ATTENDANCE: Ty Whitaker, Allegra Demerjian, Melody Truckee

A. Call to Order - Establish Quorum 3:00 pm

B. There was no public forum

C. Agenda Amendments and Approval

M/S/C (Amber Burke/Stacie Lyans) (7/0/0) Motion to approve agenda amendments with items I, F, and G discussing first

D. Approval of the Meeting Minutes-MOTION

- January 8, 2015
- February 12, 2015

M/S/C (Stacie Lyans/Amber Burke) (8/0/0) Motion to approve January 8th and February 12th meeting minutes

E. Regional Marketing Award Nomination & Event Details

- Ginger tells the Committee they've been nominated as a group for the Regional Marketing Award
- Ginger request the group to all go up if they do win and Caroline will come up with a speech if they do win

F. Touch the Lake vs. Peak Your Adventure Campaign Comparison-Abbi Agency

- Abbi Agency gave a presentation of the Comparison on Touch the Lake vs Peak Your Adventure: Few topics included:
 - Properties promoting the contest have limited followers, and aren't sharing to a wider network
 - Campaign Parameters:
 - a. #PeakYourAdventure - Drive visitors to visit mountain resorts in summer months, Monthly
 - b. #TouchLakeTahoe – Drive visitors to lake and lake communities in winter months, Budget: Monthly \$500, Print ad costs within overall budget: \$4,500

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- Campaign Challenges
 - a. Hashtag used in locations outside of Tahoe, photos submitted down on the water of Tahoe
 - b. Properties promoting contests have smaller fan bases than resorts, longer campaign reduces budget for social media promotion, limited photography for promotion
- **Recommendation from Abbi Agency**, Changing the hash tag, gravitating to having "Lake Tahoe" in "Peak your Adventure", with increasing the participation of Hotels, decreasing the campaigns from the current six months of advertising, and possibly increasing budget for marketing
- Questions from group: How does this program benefit the local businesses? Abbi Agency responded with - the idea of the photo contest is to drive visitors from the mountain to the lake, which would bring visitors to the businesses, suggestions were given of taking photos at local businesses and receive a discount
- Abbi Agency
- Joy didn't feel the BACC or the group (including herself) is leveraging the campaign, and didn't feel the Committee educated all their members of how to leverage the campaign
 - There was discussion about how to leverage the marketing template Abbi Agency provided to the Committee and how they could share the Shop Local campaign to their social media outlets
- Ginger gave a prize update, BACC purchased a \$200 gift certificate to Sunnyside to the winner of the #TouchTheLake, the next prize is the one night stay at Mourelatos, and Stacie reached out to Granlibakken and she received a two night stay with breakfast at Granlibakken - great job!

G. High Notes Proposal Campaign Overview-Abbi Agency

- Few topics the campaign included:
 - Encourage attendance of free summer musical offerings in NLT through hashtags, geo-targeting and digital engagement
 - Increase ticket sales of summer music festivals in NLT
 - Create a visual calendar reflective of High Notes summer long events that is both informative and engaging
- Group Discussion
 - Joy asked who will approve the marketing, JT said the Marketing Committee will make the final decisions and should have more information and possibly content for the April meeting

H. 2014/2015 Marketing Grant Presentation-TCDA

- Stacie Lyans gives a presentation on Marketing Grant proposal and future opportunities
 - Producing great events for the local businesses in Tahoe City
 - Advocating for a better Tahoe City, and making Tahoe City the best mountain town ever
 - 2014 Highlights, celebrated its 10th anniversary, 180 members, new premier members who include: the Dam Café, Moe's Original BBQ, and Real Estate Offices

- Currently working with a marketing consultant and a media kit, they're really getting the word out about Tahoe City and working with expanding Tahoe City nation wide
- 2015 Grant Request \$10,000
- Joy had a question regarding the PR component, doesn't remember

I. 2014/2015 Shop Local Campaign Development - Year Round Program

- Kit Sales Update
 - 43 Kits have been sold, 50 is the break even, goal is to sell 200
- Kit Making Date to be scheduled
 - April 9th at 3 pm and kits will be made after meeting
 - Caroline informed Committee she won't be able to attend the April BACC meeting and will help put kits together when she gets back
- Campaign Messaging
 - Ginger requested from Committee to read over the Amoeba campaign suggestions, before the next BACC meeting in April
- Social Media Pledge Making Tips & Schedule
 - Ginger will start scheduling pledges offline, and will be individually meeting with everyone and Ginger will assign everyone a topic
- Social Media Campaign Ideas
 - \$4,423 is left in budget, Ginger requested from group direction of what should be done with the remaining budget and marketing the kits
- Media Partners discussion included:
 - Ginger needs to send a formal proposal to Maria Kiss and what BACC is willing to trade for their sponsorship
- Suggestions from group
 - Amber suggests a mixer for a soft launch for the Shop Local program
 - Joy informs the Committee that the NTBA has been marketing to their members and will soon do a one on one/face to face with the local businesses, she also requests if she could get the graphics of the program to leave a flyer after meetings
 - Ginger asked the group how the "Post Suggestions" from Abbi is working for the Committee, group responds that it has been helpful but not being used by the group as much and marketing to their members
 - Adam suggests a geographical mixer in each district
 - JT suggest to the group, to put three persons teams together to walk around to local businesses explaining the program
 - Ginger will work on putting together mixer's and assembling teams of 2 or 3 to go around some of the districts together
 - Adam suggests that Northstar or Squaw can discuss the Shop Local program at Northstar meetings
 - Adam, Caroline and Amber will need to keep Ginger informed of when the dates will be of Northstar and Squaws meetings
 - Adam suggested each organization in the Committee should have their own quota of how many kits each Committee member and their organization should be selling or be targeting, group agreed it was a great idea
 - Ginger will meet with each Committee member to see how many members they have in their organization and get a number, and put together goals of how many kits each Committee member should be selling

- Group suggested to start marketing the sticker as a “decal sticker” and a profit of \$800 from sticker sales
- Ginger informed the group that the BACC has signed up with Made in Tahoe with a booth and asked for volunteers, it will be on Memorial weekend, May 23rd-24th

J. 2015/2016 BACC Programs Funding Request-Brief Second Discussion

- 2013/14 BACC was granted the following: \$20k – Peak Your Adventure, \$20K – High Notes, \$20k Touch the Lake and \$10k
- For 2015/16 BACC will be requesting \$20k across the board for each program

K. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
NONE

L. Adjournment
4:40 pm

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

NTBA Community Marketing Partner Grant ROI Report for July 2013 – June 2014

Submitted to BACC by Joy M. Doyle on April 9, 2015

Introduction

NTBA History, Mission, Purpose, Scope

3-Year Strategic Plan

3rd year of plan; adopted in early 2012

4 main focus areas:

Business Revitalization

Events, Promotions & Marketing

Community Design

Organizational / Capacity Building

Overarching focus is to help businesses get through KBCCIP construction

Events, Promotions & Marketing goals include communications and marketing, special events, partner with others to build awareness of and draw visitors to NTBA's district.

NTBA's Internal Marketing Channels

Special Events

Kings Beach Snowfest Parade, first Saturday in March

Community Clean Up Day, first Saturday in June

July 3 Fireworks Celebration & Beach Party

Music on the Beach, Fridays June 27 - August 28, excluding July 4 (9-weeks)

Passport to Dining, second Thursday in November

NTBA Website

Overhaul of homepage in February 2014

Added Searchable online business directory

Increased traffic by 460% in one year!

Averaging 3,700 visits per month

Email Marketing

Sent tri-weekly Enewsletters to 3400+ database

Average Open rate 29%

Average Click Thru rate 8%

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Social Media

NTBA and Music on the Beach Facebook pages

Consolidated two NTBA pages into one

Brought management of pages in-house

Focus on increasing likes and engagement

Public Relations

Earned Media & Community Pages

External Marketing**Special Event Marketing**

Posters

Handbills

Banners

Graphic design & printing

Print advertising

Radio advertising

Lake Tahoe Visitor Network

KBCCIP Open for Business Marketing

Campaign Development including a Logo & Tagline

Call to Action – We're Open You Win Contest

The contest ran for 9 weeks, July 14 and ending September 17

Over 1400 entries total received – average ~150 per week

Marketing Channels utilized

Print advertising

Radio advertising

Lake Tahoe TV advertising

Lake Tahoe Visitor Network / Tahoeetopia.com

Facebook

Banners & Posters

Contest boxes & entry forms

Community Marketing Grant ROI Report*Requested March 2014, ROI Report submitted April 2015*

	July 2013- Jun-14 Request	July 2013- Jun-14 Expenditures
<u>General Advertising:</u>		
Official Visitors Guide - Summer 2014 (Open for Business creative)	1,500	795
Tahoe Magazine - Summer 2014 (Open for Business creative)	900	625
Official Visitors Guide - Winter 2013-14 Touch the Lake Co-Op ad	200	183
The Weekly July 4th issue & Moonshine Ink Open for Business ads (3)		1,461
Lake Tahoe Visitor Network / tahoetopia.com	2,800	2,800
Shop Local Contest 2013	340	250
Facebook Content Management		360
Subtotal	5,740	6,474
<u>Event* Advertising / Marketing:</u>		
Official Visitors Guide - Summer 2014 (MOTB creative)	800	795
Tahoe Magazine - Summer 2014 (MOTB creative)	600	625
Event Advertising, other	1,600	900
Event Marketing inc. banners, posters, handbills, signage	550	500
Subtotal	3,550	2,820
<u>Other Marketing Expenses:</u>		
Graphics Services for advertising & marketing	710	706
Total	10,000	10,000

2014-15 and Beyond**2014-15 Marketing - Very Similar to 2013-14**

Decrease print and Lake Tahoe Visitor Network / Increase Facebook + SEM / Pay per Click

2015 Marketing Plan

Fall 2015 – Spring 2016 Campaign = "Discover the NEW Kings Beach"



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:

- Continue to bridge the gap between *Touch the Lake* (winter) and *Peak Your Adventure* (summer) campaigns
- 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, Granlibakken, Homewood and Sugar Bowl)
- Engage with an audience already in North Lake Tahoe through geotargeting and hashtags, driving them to visit specific mountain destinations during their stay

OVERALL CAMPAIGN COMPONENTS

#MyTahoeAdventure Hashtag

For the 2015 Peak Your Adventure campaign, The Abbi Agency recommends adopting the hashtag #MyTahoeAdventure. As a reflection of results from the 2014 #PeakYourAdventure campaign, as well as the #TouchLakeTahoe campaign, #MyTahoeAdventure 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.



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.

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. Eight banners (four sets of two) will be developed, printed and delivered to each event location.

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.

Monthly Resort Features

The Abbi Agency will work cohesively with North Lake Tahoe resorts to develop monthly features and contests. Campaign elements will focus on one individual resort location per month. In turn, the resorts will provide information and photos, and will assist with promotion for the campaign through their social media channels. Each month, resort features will include:

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



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INDIVIDUAL MONTHLY COMPONENTS

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 monthly 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.

#MyTahoeAdventure Photo Contest

Monthly 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 #MyTahoeAdventure. 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 \$250 per month 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
Total	\$20,000

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 first partner resort to develop itinerary and visual assets
- Deliver “Traveling Peaks” Centerpiece to partner resort and determine locations to feature it
- Launch first #MyTahoeAdventure photo contest with partner resort
- 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
- Work with second partner resort to develop itinerary and visual assets
- Deliver “Traveling Peaks” Centerpiece to partner resort and determine locations to feature it
- Launch second #MyTahoeAdventure photo contest with partner resort
- 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
- Work with third partner resort to develop itinerary and visual assets
- Deliver “Traveling Peaks” Centerpiece to partner resort and determine locations to feature it
- Launch third #MyTahoeAdventure photo contest with partner resort
- 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
- Work with fourth partner resort to develop itinerary and visual assets
- Deliver “Traveling Peaks” Centerpiece to partner resort and determine locations to feature it
- Launch fourth #MyTahoeAdventure photo contest with partner resort
- 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



Touch The Lake Contest #4 Recap

Digital Engagement

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Touch the Lake

Campaign Goals:

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

Tools:

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

Strategy:

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



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March Results by the Numbers

422 Photo Entries
1,407 Hashtag Uses
10,524 Campaign Engagements
118,291 Campaign Impressions

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Results by Channel

Facebook Data

- Paid Campaign Impressions: 41.9k
- Total Number of Likes: 90,395*
- Gained During Campaign: 583*
- Gender Demographic : 52% female; 48% male*
- Total Impressions: 2.0m*
- Total Shares and Likes: 18.1k*

Twitter Data

- Campaign Impressions: 18.4k
- Campaign Engagements: 100
- New Followers: 465*
- Link Clicks: 1,573*
- Gender Demographic: 41% female, 59% male*
- Total Mentions: 89*

Instagram Data

- Total Campaign Likes: 7.4k
- Total Photos with tag: 1,407
- New Followers: 643*

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

**All campaign data was collected during the span of the March 1 – 31 contest.



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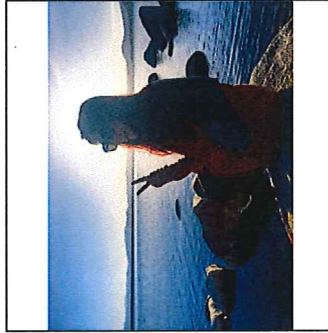
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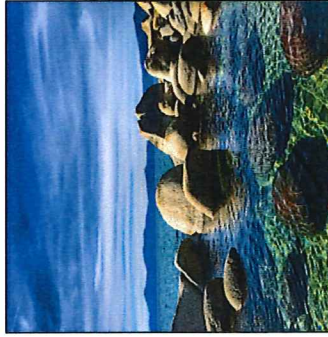
Contest

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

Week 1: Lake Selfie



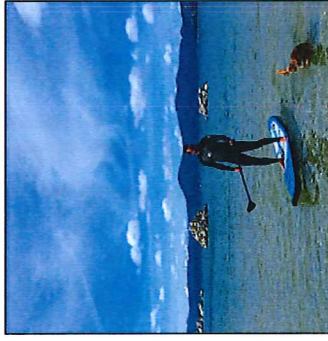
Week 2: St. Patty's Green



Week 3: Furry Friends



Week 4: Get Active



Results:

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



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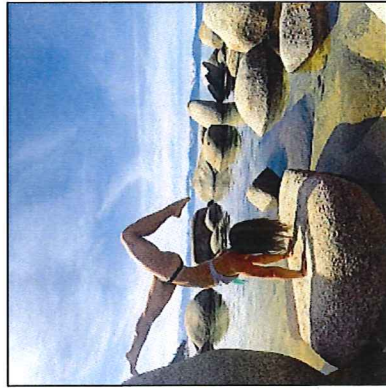
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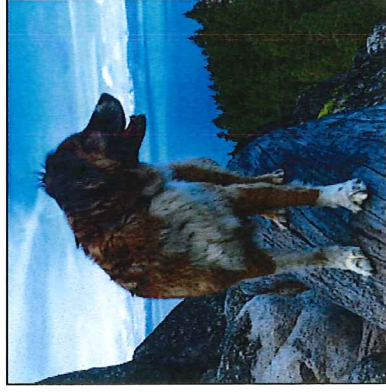
Contest Finalists



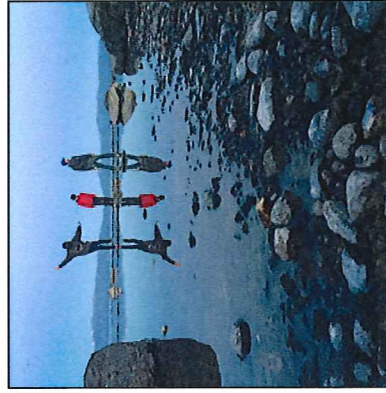
@alysaaa.workman



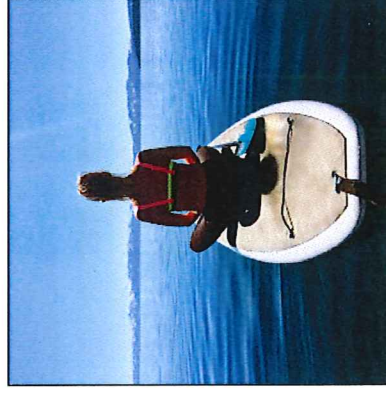
@hankandpanda



@sierradawn11



@sobrien



@tahoe_runaway

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Post Highlights

 Like Page

North Lake Tahoe
Sponsored

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

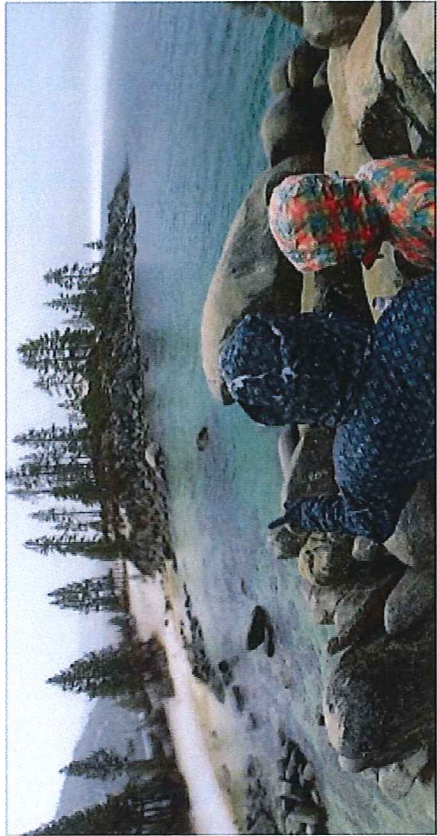





Photo Contest

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

LAKETAHOENORTH.OFFERPOP.COM

Like · Comment · Share ·  134  5  19

Learn More

Facebook ad, March

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



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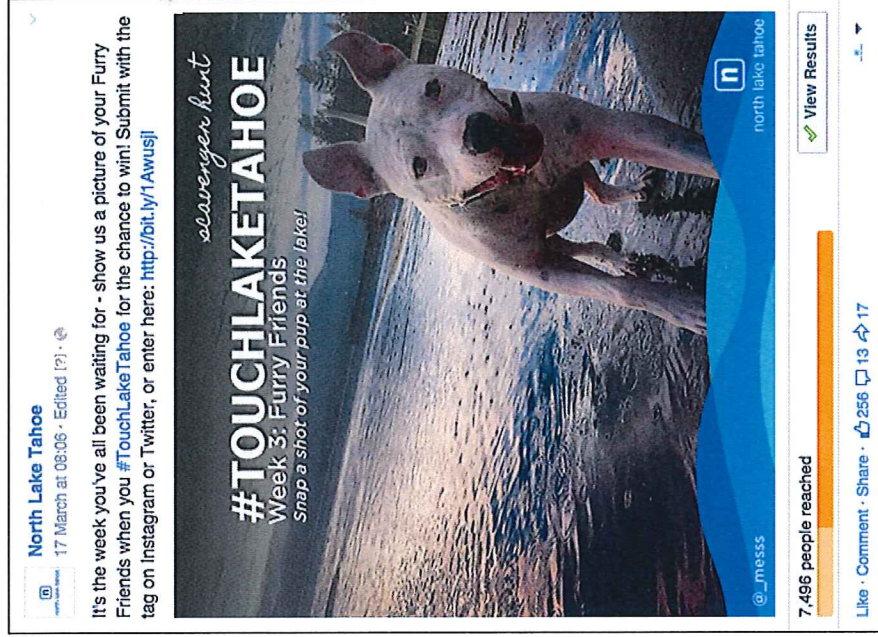
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Post Highlights



Facebook Post, March 17

- Impressions: 7,496
- Likes: 326
- Comments: 21
- Shares: 18



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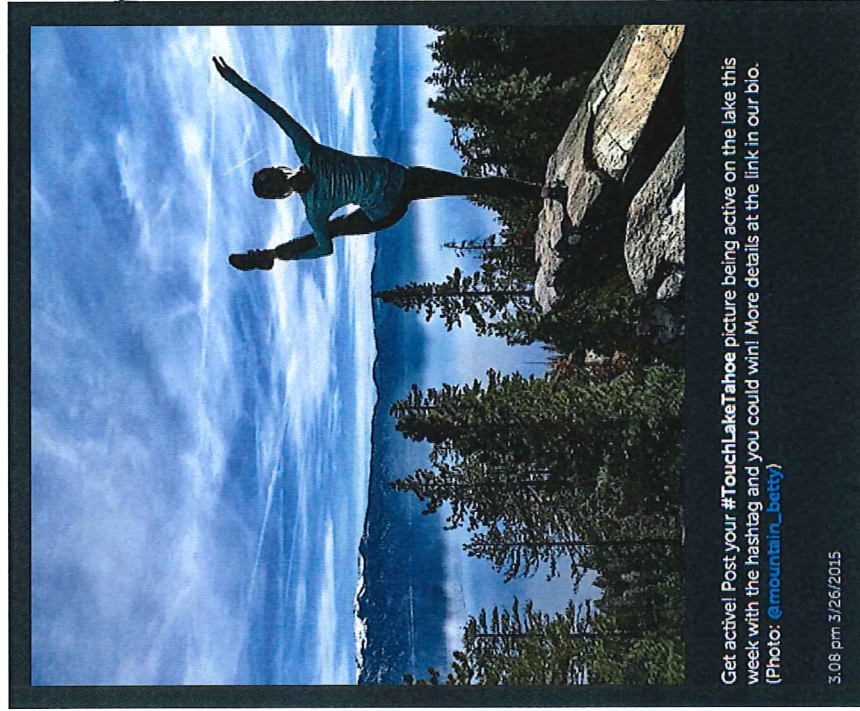
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Post Highlights



Instagram Post, March 26

- Impressions: 5,245
- Likes: 425
- Comments: 9



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Thank You

J-10



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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
- Truckee Thursdays
- Combination of all High Notes events

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.



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 both in-market and out-of-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: \$500

Poster: \$500



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	\$10,800
Social Ads + Prize	\$4,800
Design + Printing	\$3,500
Photography + Video	\$3,000
Print Media Buy	\$2,900
<i>Total</i>	<i>\$25,000</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	\$2,500.00	\$1,000.00
June	\$2,500.00	\$1,000.00
July	\$2,500.00	\$1,000.00
August	\$2,500.00	\$800.00
September	\$800.00	-
	Total Budget	\$25,000.00
Total Monthly Retainer		\$10,800.00
Total Social Media Ad Buy		\$3,800.00
Social Media Prize Budget		\$1,000.00
TAA/Social Buy Budget		\$15,600.00
Remaining Budget		\$9,400.00
Production Costs	Outlet	Cost
	Design (and website)	\$2,500.00
	Photography	\$500.00
	Video	\$2,500.00
	Printing Budget	\$1,000.00
Total Production Costs		\$6,500.00
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	\$10,800.00
Social Ads and Prize	\$4,800.00
Design + Printing	\$3,500.00
Photography + Video	\$3,000.00
Print Media Buy	\$2,900.00
Total	\$25,000.00

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The initial term of this Agreement shall be for approximately three months, commencing on April 1, 2015 and continuing through August 31, 2015 (the "Initial Term"), and shall not automatically renew.