



north lake tahoe

Chamber | CVB | Resort Association

**AGENDA AND MEETING NOTICE**  
**BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**  
**Thursday, March 8, 2017, 3:00pm**  
**Tahoe City Visitor 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:**

Eric Pilcher

**Committee Members:**

*Caroline Ross, Chair  
Squaw Valley Business Assoc.*

*Stephen Lamb  
PlumpJack Inn*

*JT Chevallier  
Tahoe City Downtown Assoc.*

*Lisa Nigon  
West Shore Café*

*Amy Kylberg  
Northstar California*

*Jessi Whalen  
Northstar*

*Joy Doyle  
North Tahoe Business Assoc.*

*Jody Poe  
North Tahoe Business Assoc.*

*Mike Young  
Incline Community Business Association*

*Misty Moga  
Incline Community Business Assoc.*

*County Representative  
JJ Jansen*

**Quorum**

*Majority including 1 NLTRA Board Director*

**Google Hang-out Link will be emailed 10 minutes prior to meeting. Click to join meeting remote.**

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 BACC 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-MOTION
- D. Approval of the Meeting Minutes-MOTION
  - 1. Thursday, December 14, 2017 **Page 1**
  - 2. Thursday, February 8, 2018 **Page 5**
- E. BACC Budget & Calendar Overview – Amber (5 Mins) **Page 10**

**Action Items:**

- A. 17.18 Community Marketing Grant Presentation – Squaw Valley, Caroline (20 Mins) - MOTION

**Discussion & Strategy:**

- A. Touch Lake Tahoe Update, Amber (20 Mins) **Page 17**
  - 1. Photo Contest & Canvas Ad Performance
  - 2. Influencer Campaign
- B. Year-Rounds Shopping Update, Amber (15 Mins)
  - 1. Photo Shoots
  - 2. Video Series
  - 3. Budget
- C. Peak Your Adventure Plan Discussion, Amber (25 Mins) **Page 24**
- D. High Notes Plan Discussion, Amber (25 Mins)
- E. Partnership Funding Applications & Selection Process Discussion, Amber (10 Mins) **Page 45**

**Other Items:**

- F. Committee Member Reports/Updates from Community Partners (1 - 2 minutes each)
- G. Adjournment

**BUSINESS ASSOCIATION AND CHAMBER COLLABERATIVE  
MINUTES  
Thursday, December 14, 2017, 3:00pm  
Tahoe City Visitor Center**

- A. Called to Order at 3:08 p.m.
- B. Committee Members in attendance:  
Caroline Ross, Joy Doyle, Jessi Whalen, JJ Jansen, JT Chevalier  
Staff in Attendance: Natalie Parrish, Amber Burke, Cindy Gustafson, Dawn Teran  
Other in attendance: Blane Johnson
- C. 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.
- D. Agenda Amendments and Approval-**MOTION**  
**MOTION to approve agenda, with modification to include Nov 9<sup>th</sup> minutes M/S/C JT/Joy/6-0-0**
- E. Approval of the Meeting Minutes-**MOTION**
1. Thursday, October 12, 2017  
**MOTION to approve minutes from 10/12/17 M/S/C Joy/JT/6-0-0**
  2. November 9<sup>th</sup>, 2017 JT, Caroline/ joy abstained  
**MOTION to approve minutes from 11/9/17 M/S/C Caroline/JT/Joy abstained 5-0-1**
- F. BACC Budget & Calendar Overview – Natalie, Amber.
- Amber reported Budget on track. Waiting for shopping scope of work approval.
  - Cindy reported that the strategic planning session is scheduled for January, since there is change in the Bylaws, and all committees' policies will be reviewed. Recommended everyone to review and consider BACC committee policies and goals and schedule a strategic planning session to cover procedure, surveys, protocols, bylaws, structure and more interaction with the marketing committee.
  - Discussion about history of BACC, Chamber Advisory committee, collaboration with Visitor Services, other committees and Business Associations. Cindy suggested a survey monkey or questionnaire to suggest ideas for type of planning session to have, and include the governing document. Survey monkey survey will be reviewed by BACC members before it is finalized.

## G. Discussion & Strategy:

- **Caroline suggested taking off Peak your adventure off of the calendar until January and moving touch the lake update to December.**
- A. Shop Local Year Long | Shop Local Holiday Update & Discussion – Natalie
- Natalie distributed an overview and history timeline of the 3 programs, Shop Local, Shop Local Holiday and Shopping. She asked the committee input on what they would like the Shop Local program(s) to consist of, be about.
  - Caroline said it began in 2015 as only Shop Local Holiday and Shopping. Prior to 2015 all the districts contributed a dollar amount Discussion about business owner participation, sales tax revenue from the program, and educating the public including second home owners.
  - Caroline expressed that the second website may not be working. Discussion about Truckee's participation and how we all need to be cooperating.
  - Shop Local Holiday this season is funded but next year has to be looked at. Will be brought back in January. Sandy had suggested a Chamber Bucks program. Joy suggested a Chamber card that would be valid at all the participating businesses. Natalie shared some Shop Local experiences she had with the Fallon Chamber.
  - JT pointed out that Shop Local and Shopping seems redundant. One is in market and off-peak, and provides incentives to shop off peak. JT said he believes the Shop local program is beneficial to the businesses and shoulder season.
  - Joy pointed out that on the website is tough because we are all in competition for membership. She believes that focus should be on the future vision of a shared membership base. Discussion about shared membership base.
  - Cindy said there needs to be proof that we could benefit and we need to show some success in the collaborating. Truckee contributed \$250 for the buy-in for the year round website.
  - Discussion about stickers-putting focus on shopping and focus on shop local message, and letting go of the stickers. Bring back this item in January.
  - Joy suggested getting the business retailer's feedback. What part do they not want to participate in? Can we do a retail business survey monkey and add in a few questions about shop local and gauge their answers, (after the holiday contest)? If that idea comes to pass, a draft will be sent to the committee before that is sent to the businesses.
  - Joy would like an email reminder on when the tally's need to be collected. The last day of campaign is Christmas Eve, collection until Jan 4<sup>th</sup>. Drawing

on Jan 11<sup>th</sup>, which is the date of the next BACC meeting. Completed cards brought to the next BACC, (tally of number of cards, stickers, totals, businesses) then the winner drawn then the cards divided up.

#### H. Touch Lake Tahoe Campaign Discussion & Update – Allegra, Amber

##### A. Photo Contest Update (verbal)

- Amber reported, confirmed that everyone received she will add JJ. If no more comments, this contest is ready to kick off and good to launch.

##### B. Itineraries (print outs) & Web Page ([www.gotahoenorth.com/touchlaketahoe](http://www.gotahoenorth.com/touchlaketahoe))

- Allegra reviewed and wanted everyone to be aware that the images do not reflect current conditions. Allegra reviewed the itineraries' focuses. They are ready to go. Amber will send a link to the document so everyone can review it. Allegra will correct *page 24* Bolded "King's Beach", take out the apostrophe. In addition, Nordic Skiing & Snowshoeing can be added on the *Play in the Snow page 19*.
- Interactive map is now more inclusive of all the communities and each one's uniqueness. Joy asked about hovering over icon problem but Allegra said it can't really be resolved without a bigger budget.
- Joy asked about the winter photo assets for Shopping but there is no Touch Lake Tahoe photo assets.
- JT & Joy will get together to talk about contributing more dollars towards the Touch Lake Tahoe photo assets.

##### C. Influencers: review of top 6 options (see attachment)

- Social followers. Allegra reviewed six proposed influencers. Three are athletes and 3 are family influencers.
- Discussion about who is paying attention to the messaging; families vs. millennials.
- Next month we will narrow it down to who the top choices are.

##### D. Canvas Ads: presentation & review (verbal)

- Allegra described and previewed canvas ads-higher engagement at a lower cost. Amber said there was a test and they performed very well.
- Allegra will send the link to review for the committee's approval.

##### E. Snow conditions discussion

- Cindy reported about a recent conference call with all major ski areas and reviewed the messaging.

- Will get talking points out including other activities in the area in the next few day to all of the BACC and out to the members, restaurants, retailers, front line. A draft survey will be sent out to the partners to review then it will be pushed out.

**Action Item:**

I. Discuss & Possibly Approve Shopping Proposal– **MOTION** Allegra, Amber (20 Mins)

1. Videography Discussion (Amber)

- Amber reviewed last meeting’s discussion. Another quote was received for \$5,250. RFP/RFQ will be sent, will get quotes for BACC to review. Let Amber know if there are any other RFQ requests. Regarding Scope of Work, photo Jan 24 and Jan 31<sup>st</sup> have been chosen tentatively for photo shoot at Squaw Valley and Northstar. Modeling agencies have been researched. This could be pricey, and maybe we can find someone on our own. \$150-200 per person has been allocated. Amber will take suggestions for potential models.
- Committee decided that the Shopping Scope of Work can be approved, less the video component that will be brought back. Any savings can be reallocated.

**MOTION to approve the Shopping Scope of Work, excluding the video component which will be brought back, and any savings on videography component and any savings will be reallocated. M/S/C JT /Jesse/6-0-0**

**Other Items:**

J. Committee Member Reports/Updates from Community Partners - NONE

K. Adjournment

- Next meeting Jan 11<sup>th</sup> with cards, take box down Jan 4<sup>th</sup>. Natalie will send out a worksheet for data with information. Natalie would like the cards back so we can evaluate if we are over ordering. Natalie can talk to businesses who do not have cards and help.
- Brendan started a pod cast.
- February deliverable for shop local campaign instead of January 11<sup>th</sup>.
- JJ reported that Placer County has opened their photo inventory to the local business associations. Some have criteria for credits. Eric Bergen is the visual communications specialist. Email JJ and he can give access to the designated association representative.

Adjournment at 5:07 p.m.

**BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**  
**Thursday, February 8, 2017, 3:00pm**  
**Tahoe City Visitor Center**  
**MINUTES**

- A. Call to Order - Establish Quorum 3:07
- B. In attendance:
- BACC Members: Steve Lamb, JJ Jansen, Misty Moga, Jody Poe, Caroline Ross, Joy Doyle
- Board Member: Karen Plank
- Staff members in attendance: Natalie Parrish, Cindy Gustafson, Daphne Lange, Amber Burke, Dawn Teran
- Others in attendance: Allegra Demerjian-Abbi Agency
- C. 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.
- Cindy reported that Natalie has accepted another position and will be moving on.
  - Awards Dinner will be Thursday April 26, Theme “Honoring our Local Luminaries”
- D. Agenda Amendments and Approval-MOTION
- Natalie added that Shop Local holiday results final data will be emailed.

**Approval of the Agenda and Amendments M/S/C Joy/ JJ/ 6-0-0**

- E. Approval of the Meeting Minutes-MOTION
1. January 11, 2018

**Approval of the January 11, 2018 Meeting Minutes M/S/C Steve/ Misty/ 6-0-0**

2. December (will post when available)
- F. BACC Budget & Calendar Overview – Natalie, Amber
- Natalie reported that adjustments were made to the calendar
  - Shop local has been moved to April Year-round Campaign discussion moved to April.
  - Community Market Grant requests for Business Association deadlines discussed. NTBA date is undecided. Should be aligned with time that the NTBA reports to the County. This agenda item will be added to March and April. Amber/Cindy will reach out to JT to schedule their deadline. Amber will reach out to JT.
  - Dec & Jan Touch Lake Tahoe contest winners have been updated to \$500, as \$250 gift certificates have been purchased per winner. The Social Media contest prize line item the actual is \$500 as opposed to \$120, (\$1,000 is allocated.) Two more \$250 certificates will be purchased for Feb & March to total \$1,000.

- A. **Action Items:** Shop Year Round Video Series Discussion and Possible Approval **MOTION**

- Amber reached out to production companies for the campaign, referenced quotes in packet. Rotor Collective factors in the raw footage hard drive cost, and that attributes to why it is higher quote.
- Joy asked if all were within Eastern Placer County and if any were members. Rotor and Abby agency are members. Amber was not sure about location of all of them.
- Suggestion to look at Generikal website and video quality and he is great to work with and cost effective.
- Budget was given to those companies who asked, all were given the same proposal.
- Two websites were reviewed: Generikal and Justin Majestsky
- Amber pointed out that Generikal has the best pricing.
- Models/actors for video may have to be purchased as well.
- Allegra commented that Generikal did not do a lot of pre-production and the legwork will most likely be shared. She said his clips run a little long but Amber was clear that it is 3 (three) 60 second videos.
- High Notes clips can be used for social for an additional editing fee.
- All raw footage can be added on, but not included in any proposal. Amber commented that if we came in lower than the \$5,000 budget, then there would be some funds left for raw footage and actor fees, and then raw footage would be our property.
- Amber said there will be three videos, featuring local artisans; featuring customer service, shopping, regions
- Joy motioned to move forward with Generikal proposal/ Caroline seconded pointed out that JT was very vested in this subject and subject JT's approval or barring him coming forth with any objections.

**Approval to move forward with Generikal proposal for the Shop Year Round Video Series barring JT's coming forth with any objections M/S/C Joy/Caroline/6-0-0**

#### Discussion & Strategy:

- A. Touch Lake Tahoe Update, Allegra
  1. Photo Contest Update
    - Allegra reviewed handout
    - Amber reported that the prizes were: \$120 Tahoe Tree Top Adventure, \$80 Sunnyside, \$50 Tahoe Dave's for both winners.
    - Allegra gave updates about the photo prompt aspect of the online campaign. Allegra solicited input for the End of Winter Plunge event. Instagram stories will be presented each week per prompt.
    - Joy suggested to Tie in Snowfest/Get S'more Saturdays and other events.
  2. Canvas Ad Performance Update
    - Allegra reviewed handout and statistics for Canvas Ad.



- The campaign will be continuing, creative is being updated and the reach is being optimized.

### 3. Influencers Update

- Current influencer choice has not responded and other options will be contacted if she does not respond by this week. Amber will reach out via email and see if Hannah (current influencer choice) will agree or if we can move forward.
- She reported that Chris Burkard will be booked early March and can come late March. An itinerary is ready to go. Hoping for more snow. Amber will let everyone know when the dates are confirmed.
- Caroline suggested earmarking a savings for something in the summer, in case Chris doesn't work out, which would fall into the Peak Your Adventure campaign. Allegra pointed out that it's not necessarily winter focused but about getting to the lakeside, dining, snowshoeing. Cindy expressed concern about lack of snow. Group consensus is that we don't want to lose Chris and possibly talk to him about shoulder season activities.
- Caroline asked about Cassie, and Allegra pointed out that she is pro bono, but not sure if she will commit.
- Amber added that North Lake Tahoe website has been integrating Touch Lake Tahoe messaging.

*\*Joy left at 3:49pm*

### B. Shop Local Holiday Results, Natalie

- Natalie reported that some of the data is being collected and she will send out final results and contact list.
- A suggestion by Natalie that group should decide what the campaign will look like moving forward. Numbers are down.
- Natalie also recommended that everyone work off the same worksheet format and not make changes/or add formulas to the document which makes it very difficult to update it, as all the columns data is merged.
- Natalie reported that not all regions forwarded participating business information and total revenue on the contest cards. She asked if that information is useful; what are we utilizing from the campaign and if that type of data collecting should be continued. She suggested that notes should be taken from this year to make a year to year comparison i.e.; number of businesses that are participating.
- Caroline commented that most important information is money spent, cards returned, which district, which store did the best. An evaluation needs to be done if it is worth the time and if this campaign is held at the right time of the year. It is a year-round program so maybe concentrate on the year-round aspect.
- Natalie suggested looking at shoulder season for the contest.
- Caroline commented that many participants were from out of area, but it is called Shop Local. She suggested getting the local vs. out-of-town statistics.
- Amber suggested once we get all the feedback that the next step is to get the data out to the members along with a survey.

- Cindy suggested to examine more closely what about this campaign is useful. Suggested a workshop session. Suggested asking membership what they would you like to see, and what other perks they may want to provide during the shoulder season.
- Natalie suggested stamps with the business names on them, and shared an incentive program she has experience with in Fallon.
- Natalie said that there were over 4,000 unused cards this year. Do not order so many cards next year.
- Natalie requested that the press release not be sent out until she has the final numbers.
- Jody said none of the shops she shopped in encouraged the use.
- Cindy stressed the importance of businesses publicizing incentives to get the public into their stores.
- Amber brought up the idea of an incentive program to the businesses. (To create businesses incentives to the businesses' employees to encourage them to enforce the program.)
- Natalie pointed out that the educational process (educating businesses) is key as well.
- Cindy said an app may be worthwhile, as well as Natalie said it may be time to re-examine an app. Amber commented that if it is year-round, an app may be more cost effective.
- Daphne suggested to pair it with a local bank's ATM card (Plumas Bank).
- Natalie suggested capitalizing on Reno Business. Caroline said the video is going to capture that audience.
- Natalie suggested a more effective logo. Amber said that is why the window decal instead of the poster was chosen. Caroline said there has been confusion with the Tahoe Love sticker, that doesn't represent Shop Local. Caroline doesn't think the logo or holiday contest is working as it is and may need to be updated.
- Caroline commented that the website, sticker and logo should be looked at a later date
- Review of history of shopping/shop local campaigns which are separate campaigns. Amber suggested to combine them. Allegra suggested to call it "Shop Tahoe" as an alternative.
- Caroline requested Natalie send the final documents to her and Amber.

#### C. Business Discount/Deals Discussion, Amber

- Amber reviewed the Deal Offer request for the two groups that are coming in, National Brotherhood and Nastar. She suggested doing this more often and it could be a program for participation to bring these types of groups into the region, and get local businesses in front of groups.
- Caroline pointed out that it is difficult to get businesses to agree to the same percentage or same type of discount. She believes that the groups should be welcomed with signage at the businesses and not sure about obtaining other offerings at the businesses. Amber suggested a one sheet. Jody said it doesn't have to be a deal, it can just be information offered, movie times/happy hour/general information. Jody Poe Suggested that Tahoe.com add to the content.
- Brotherhood will be here Mar 3-10. Caroline suggested specials on offering food items the groups may like.

- Cindy suggested, a program where they show you a credential (name tag, etc.) then that person and the people they are with get something special at the businesses. We can supply a list of businesses are welcoming them: then there doesn't have to be a specific offering.
- Amber commented that information/deals from businesses would be overwhelming and hard for us to pare it down.
- Jody agreed that it needs to come from the business side and the incentive is letting them know that all these businesses are coming, offer a deal, put a welcome sign, to reach out to retailers.
- Amber reported that here has been interest but Art Haus has submitted a deal, but that is the only one so far.

**Other Items:**

D. Committee Member Reports/Updates from Community Partners (1 Minutes-2 minutes each)

- Natalie thanked everyone for their support.
- Caroline asked to forward the job description when it becomes available.
- Cindy reviewed the NLTRA Board election status.

Adjournment 4:26 p.m.

Next BACC Meeting: March 8, 2018.

# BACC Annual Timeline

Campaign	January	February	March	April	May	June	July	August	September	October	November	December
Peak Your Adventure												
Touch Lake Tahoe												
High Notes												
Shopping												
Shop Local Holiday Contest												

## January Action Items

- \* Shop Local Holiday Contest: Winner Chosen, Notified & Advertised
- \* Shopping

## June Action Items

- \* Touch Lake Tahoe: Campaign Recap
- \* Shopping
- \* Community Marketing Recap

## February Action Items

- \* Peak Your Adventure: Plan Discussed
- \* High Notes: Plan Discussed
- \* Shopping
- \* Touch Lake Tahoe Update
- \* Shop Local Holiday Contest Results

## July Action Items

- \* Shopping
- \* Community Marketing Recap

## March Action Items

- \* Peak Your Adventure: Plan Discussed
- \* High Notes: Plan Discussed
- \* Community Marketing Grant Recap & Request
- \* Shopping

## August Action Items

- \* Touch Lake Tahoe: Plan Discussed
- \* Shop Local Holiday Contest: Plan Discussed
- \* Shopping

## April Action Items

- \* Peak Your Adventure: Plan Approved
- \* High Notes: Plan Approved
- \* Community Marketing Grant Recap & Request
- \* Shopping
- \* Shop Local Year Round Campaign Discussion
- \* Community Marketing Grant Recap & Request

## October Action Items

- \* Touch Lake Tahoe: Plan Approved
- \* Shop Local Holiday Contest: Plan Approved
- \* High Notes: Campaign Recap
- \* Shopping
- \* Partnership Funding Review & Selection

## May Action Items

- \* Touch Lake Tahoe: Campaign Ends
- \* Peak Your Adventure: Campaign Launch
- \* High Notes: Campaign Launch
- \* Community Marketing Grant Recap & Request
- \* Shopping
- \* Strategic Planning Discussion (tentative)

## November Action Items

- \* Touch Lake Tahoe: Campaign Launch
- \* Shop Local Holiday Contest: Launch
- \* Shopping

## December Action Items

- \* Peak Your Adventure: Campaign Recap
- \* Shopping
- \* Shop Local Holiday
- \* Shop Local Year Round
- \* Touch Lake Tahoe Campaign Update

## Business Association & Chamber Collaborative (BACC) 2017.2018 Budget

### EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
North Lake Tahoe Music Campaign	\$20,000	\$0	Account Code: 6743-04
Peak Your Adventure Campaign	\$21,000	\$0	Account Code: 6743-05
Touch Lake Tahoe Campaign	\$20,705	\$11,613	Account Code: 6743-03
Shopping Campaign	\$14,705	\$9,915	Account Code: 6743-01
<b>Total Spend</b>	<b>\$76,410</b>	<b>\$21,528</b>	

### REVENUES

Line Item	Forecast Amount	Actual Amount	Notes
North Lake Tahoe Music Campaign	\$0	\$0	
Peak Your Adventure Campaign	\$1,000	\$0	
Touch Lake Tahoe Campaign	\$2,000	\$1,000	
Shop Local Campaign	\$1,000	\$0	
<b>Total Revenue</b>	<b>\$4,000</b>	<b>\$1,000</b>	

	Forecast	Actual
Additional Revenues	\$4,000	\$1,000
Allocated Budget	\$80,000	\$80,000
Expenses	<b>\$76,410</b>	<b>\$21,528</b>
<b>Remaining Budget</b>	<b>\$7,590</b>	<b>\$59,472</b>

Business Association & Chamber Collaborative (BACC)  
 2017.2018 Budget  
 North Lake Tahoe Music Campaign (July 2016 - October 2016 & May 2017 - June 2017)

**EXPENSES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
High Notes Campaign - Summer 2017	\$0	\$0			
High Notes Campaign - Summer 2018	\$20,000	\$0			
TAA Campaign	\$11,400		May		
Advertising	\$7,800	\$0			
NLT Visitor Guide	\$2,500		May		
Tahoe.com	\$3,800		May		
Social Media Advertising	\$1,500		May		
Printing Costs	\$800		May		
<b>Total Spend</b>	<b>\$20,000</b>	<b>\$0</b>			

**REVENUES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
<b>Total Revenue</b>	<b>\$0</b>	<b>\$0</b>			

	Forecast	Actual	Forecast + Actuals
Additional Revenues	\$0	\$0	\$0
Allocated Budget	\$20,000	\$20,000	\$20,000
Expenses	<b>\$20,000</b>	<b>\$0</b>	<b>\$20,000</b>
<b>Remaining Budget</b>	<b>\$0</b>	<b>\$20,000</b>	<b>\$0</b>

	Forecast	Actual
Month	\$20,000	\$0
May	\$20,000	\$0

Business Association & Chamber Collaborative (BACC)  
2017.2018 Budget  
Peak Your Adventure Campaign (July 2016 - October 2016, May 2017 - June 2017)

**EXPENSES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
PYA Campaign - Summer 2016	\$0	\$0			
PYA Campaign - Summer 2017	\$21,000	\$0			
TAA Campaign	\$19,205		April		
Project Management & Map Outreach					
Digital Coupon Service					
Social Media Management					
Advertising	\$1,795				
Social Media Geo-Targeting					
NIT Visitor's Guide	\$1,795		May		
Map Printing					
<b>Total Spend</b>	<b>\$21,000</b>	<b>\$0</b>			

**REVENUES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Indline Community Business Association	\$1,000		May		
<b>Total Revenue</b>	<b>\$1,000</b>	<b>\$0</b>			

	Forecast	Actual	Forecast + Actuals
<b>Additional Revenues</b>	\$1,000	\$0	\$1,000
Allocated Budget	\$20,000	\$20,000	\$20,000
Expenses	<b>\$21,000</b>	<b>\$0</b>	<b>\$21,000</b>
<b>Remaining Budget</b>	<b>\$0</b>	<b>\$20,000</b>	<b>\$0</b>

Month	Forecast	Actual
April	\$19,205	\$0
May	\$1,795	\$0
<b>Total</b>	<b>\$21,000</b>	<b>\$0</b>

Business Association & Chamber Collaborative (BACC)  
 2017.2018 Budget  
 Touch Lake Tahoe Campaign (November 2017 - April 2018)

**EXPENSES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
TAA Campaign			October		
Map & Webpage Updates	\$800	\$400		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Itinerary Series (2)	\$1,200	\$600		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Visitor Guide Ad Design	\$800	\$400		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Visitor Guide Ad	\$2,500	\$2,500		December	10/18 - Signed IO, 12/20 - check request submitted
Influencer Promotion	\$1,400	\$700		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Social Media Management	\$3,400	\$1,700		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Social Media Advertising	\$4,205	\$2,103		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
Social Media Contest Prizes	\$1,000	\$500		February	December & January Packages
FedEx		\$11		February	December gift cards
Project Management	\$5,400	\$2,700		November	Paid half of amount as deposit - remaining due at end of campaign - check request submitted 11/8
<b>Total Spend</b>	<b>\$20,705</b>	<b>\$11,613</b>			

**REVENUES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$2,000	\$1,000	November	December	12/6 check received
<b>Total Revenue</b>	<b>\$2,000</b>	<b>\$1,000</b>			

	Forecast	Actual
Additional Revenues	\$2,000	\$1,000
Allocated Budget	\$20,000	\$20,000
Expenses	<b>\$20,705</b>	<b>\$11,613</b>
<b>Remaining Budget</b>	<b>\$1,295</b>	<b>\$9,387</b>

Month	Forecast	Actual
October	\$20,705	\$0
November		\$8,603
December		\$2,500
February		\$511
March		
April		
<b>TOTAL</b>	<b>\$20,705</b>	<b>\$11,613</b>



Business Association & Chamber Collaborative (BACC)  
2017.2018 Budget  
Shop Campaign (July 2016 - June 2017, December 2016)

**EXPENSES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
<b>Holiday Shop Local Program</b>	<b>\$5,105</b>	<b>\$5,032</b>			
Contest Card Printing	\$1,200	\$942	November		Paid Invoice via check request
Creative Graphics	\$140	\$150	November		Paid Invoice via check request
Stickers	\$400	\$350	October		Paid via CC
Website Management	\$400	\$400	October		Paid for 2017 contest in June 2016 (16.17 fiscal)
Contest Advertising	\$1,665	\$1,490	November		
Tahoe Weekly	\$480	\$450			Paid Invoice via CC
Moonshine Ink	\$594	\$430			
Facebook	\$101	\$100			
Sierra Sun	\$315	\$360		Janua	Paid Invoice via Check request
KTKE Radio	\$175	\$150			
Stavation Grand Prize	\$800	\$1,200	January		
Cash Prize	\$500	\$500	January		Paid via check request
<b>Year Rounds Shop Local</b>	<b>\$9,600</b>	<b>\$4,883</b>			
TAA Campaign Project Management	\$1,400	\$467	August	February	1/6: Invoice #5594, 3/6: Invoice #5689
TAA Social Media Management	\$1,400	\$467		February	1/6: Invoice #5594, 3/6: Invoice #5689
<i>1 Shopping Post/Month on all channels</i>	<i>\$500</i>		August		
<i>Development, Launch &amp; Mgmt Ad Campaign</i>	<i>\$900</i>		October		
TAA Social Media Advertising	\$3,000	\$500			
January	\$500	\$0	February	February	Possibly use these savings to promote video series when complete
February	\$500	\$0	March	March	Possibly use these savings to promote video series when complete
March	\$500	\$500	April	February	Invoice #5594
April	\$500		May		
May	\$500		June		
June	\$500		June		
Photo Shoot	\$3,800	\$3,450	November		2 Photo Shoots (\$1,500/each w/ \$400/shoot for models)
Photographer		\$3,000		March	2 Photo Shoots (\$1,500 each)
Model Fees - Summer Shoot		\$150		October	Summer Shopping Shoot in Tahoe City - Check request submitted 10/4
Model Fees - Winter Shoot (KB & N*)		\$300		March	Winter Shopping Shoot in Kings Beach & Northstar - haven't requested check yet
Model Fees - Winter Shoot (Squaw)					
<b>Total Spend</b>	<b>\$14,705</b>	<b>\$9,915</b>			

**REVENUES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Truckee	\$1,000		November		
<b>Total Revenue</b>	<b>\$1,000</b>	<b>\$0</b>			

	Forecast	Actual
Additional Revenues	\$1,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	<b>\$14,705</b>	<b>\$9,915</b>
<b>Remaining Budget</b>	<b>\$6,295</b>	<b>\$10,085</b>

Month	Forecast	Actual
August	\$1,900	\$467
October	\$1,700	\$750
November	\$6,805	\$6,032
December	\$0	\$0
January	\$4,900	\$2,200
April	\$500	\$0
<b>Total</b>	<b>\$15,205</b>	<b>\$9,449</b>

**Business Association & Chamber Collaborative (BACC)  
2017.2018 Budget - Community Marketing Grants**

**EXPENSES**

Line Item	Forecast Amount	Actual Amount	Account Code	Forecast Month	Actual Month	Notes
Tahoe City DOWntown Association	\$0					
North Tahoe Business Association	\$0					
Northstar California	\$10,000	\$10,000	6018-00-11	July	July	Check request submitted - 7/25
Squaw Valley Neighborhood Company	\$10,000			May		Presenting at March Meeting (3.8.18)
West Shore Association	\$10,000			May		Presenting at April Meeting (4.12.18)
<b>Total Spend</b>	<b>\$30,000</b>	<b>\$10,000</b>				

	Forecast	Actual
Allocated Budget	\$30,000	\$30,000
Expenses	<b>\$30,000</b>	<b>\$10,000</b>
<b>Remaining Budget</b>	<b>\$0</b>	<b>\$20,000</b>

Month	Forecast	Actual
July	\$10,000	\$10,000
May	\$20,000	\$0
<b>Total</b>	<b>\$30,000</b>	<b>\$10,000</b>

## Touch Lake Tahoe Campaign Update

### February Recap and Next Steps

#### Photo Contest – February Performance

- Impressions: 213,493
- Reach: 162,540
- Reactions: 17,246
- Comments: 220
- Shares: 35
- **Entries: 114**
  - Total entries Dec – Feb: 403
- *YoY Comparison: In 2016/17 campaign, we had 429 total photo entries; on par to beat that and meet our KPI of 500 entries*

#### Photo Contest – March Photo Prompts

- *Promoted weekly as Instagram Stories and boosted Facebook albums*
- March 4-10: Get Historical; SnowFest!
  - Tahoe is full of rich and exciting history. From the stunning Thunderbird Lodge to the historical Tahoe Biltmore, you can find plenty of historical locations to explore. Share a photo of your favorite historical spot.
  - SnowFest! Is a North Lake Tahoe tradition, celebrating snow and winter in our community. The event runs March 1 – 10, share a photo this week for the chance to win!
- March 11-17: Secret Lakeside Trails
  - There are plenty of breathtaking trails along North Lake Tahoe. What is your go-to spot for lakeside strolls?
- March 18-24: Lakeside Beverages
  - There is something totally refreshing when it comes to enjoying a fresh beverage alongside the lake – whether it's a beer, glass of wine, apèrs cocktail, or a creamy hot chocolate!. Take a photo of your favorite beverage alongside the lake.
- March 25-31: End of Winter Plunge
  - As winter comes to a close, we're counting down the days until summer starts. So to get things started early, we're daring you to take the plunge and jump into Tahoe. Seriously! Jump into Tahoe to close out winter and get summer started, if you dare!



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## Canvas Ad – February Performance

- Impressions: 73,274
- Engagements: 23,625
- Reactions: 290
- Link Clicks: 1,253

## Influencers

Hannah Thornton (@hannahbrie)

- Itinerary has been drafted
- Aiming to have Hannah execute takeover this week or next; tentatively: Mar. 8 - 9

Chris Burkard: Not available for takeover (looking at summer opportunity)

- Moving on to potential backup Jordan Herschel (500k+ followers)



TENTATIVE Hannah Thornton Itinerary  
March X-X, 2018

Touch Lake Tahoe Campaign Overview

The [Touch Lake Tahoe](#) campaign is an effort to encourage wintertime visitors to the North Lake Tahoe area to experience the lakeside communities. Many winter visitors only experience the downhill resorts, and miss out on the magical experience down by the lake. Key message points:

- Your trip to North Lake Tahoe isn't complete until you experience the lake up close; a day by the lake is the perfect addition to your winter ski trip (and for athletes, the perfect rest day to balance out your downhill ski days)
- Getting from the resorts to lakeside is easy and accessible - it's a 20-minute drive from many resorts, and there are public transportation options available
- North Lake Tahoe's lakeside communities are charming, and offer many activities/attractions to round out a visitor's trip

Social Media Handles and Tags:

North Lake Tahoe

Facebook: [@LakeTahoeNorth](#)

Twitter: [@TahoeNorth](#)

Instagram: [@TahoeNorth](#)

Hashtags: #TouchLakeTahoe #TahoeNorth

[GoTahoeNorth.com](#) is a great resource for travelers, providing information on the charming towns that comprise North Tahoe, itinerary ideas, lodging and activity deals, event information and more. We encourage guests to utilize the blog and newsletter for airfare sales and local tips + recommendations while visiting.

TENTATIVE ITINERARY

Day 1

4:00 PM Check-in to Cedar Crest Cottages, Granlibakken or West Shore Cafe

Commented [1]: tentative

6:30 PM Dinner and sunset at West Shore Cafe

Commented [2]: tentative

7:30 PM Retire to room at XX (TBD)

Day 2

8:00 AM Breakfast at Fire Sign Cafe (1785 W Lake Blvd, Tahoe City)  
*First up: Fuel up for a great day by the lake*

10:00 AM Winter Sports at [Tahoe City Winter Sports Park](#) (251 N. Lake Blvd. Tahoe City, CA, 96145)  
*Enjoy some "Active Rest" with sledding, snowshoeing, ice skating or other fun options*

*Drive Time: 15 Minutes*

12:30 PM Lunch at Gar Woods in Carnelian Bay (5000 N Lake Blvd, Carnelian Bay, CA 96140)

*Drive Time: 20 Minutes*

2:00 PM Spa treatment at Stillwater Spa at Hyatt Regency Lake Tahoe  
*Highlights: swim-in entrance, heated pool*

3:30 PM S'mores and drinks at the Hyatt Regency Lake Tahoe beach

*Drive time: 5 Minutes*

4:30 PM Beer at Alibi Ale Works (204 E Enterprise St, Incline Village, NV 89451)

*Drive time: 15 Minutes*

6:00 PM Sunset on the beach at Kings Beach

7:00 PM Dinner at [Jason's Beachside Grille](#) (8338 N Lake Blvd, Kings Beach, CA 96143)

*Drive time: XX*

8:30 PM Retire to room at XX (TBD)

**Day 3**

10:00 AM Check out of XX (Check-out time is XX)

## Accounts:

- [Instagram.com/jordanherschel](https://www.instagram.com/jordanherschel)
- [Jordanherschel.com](http://Jordanherschel.com)

## Followers

- 532,817

## Engagement Rate

- 3% Engagement Rate (The benchmark engagement rate is around 3%. This is calculated by dividing their average engagement (likes + comments) by the number of followers.)

## Pros

- Quality engagement rate.
- Consistently stunning visual content.
- On brand images regularly featuring outdoor rec.
- Tahoe local.

## Potential Cons:

- Travels frequently. Would need to lock him down ASAP.
- 75% landscape photos. Fewer images featuring people.

## Instagram Highlights



**Geography Creative**

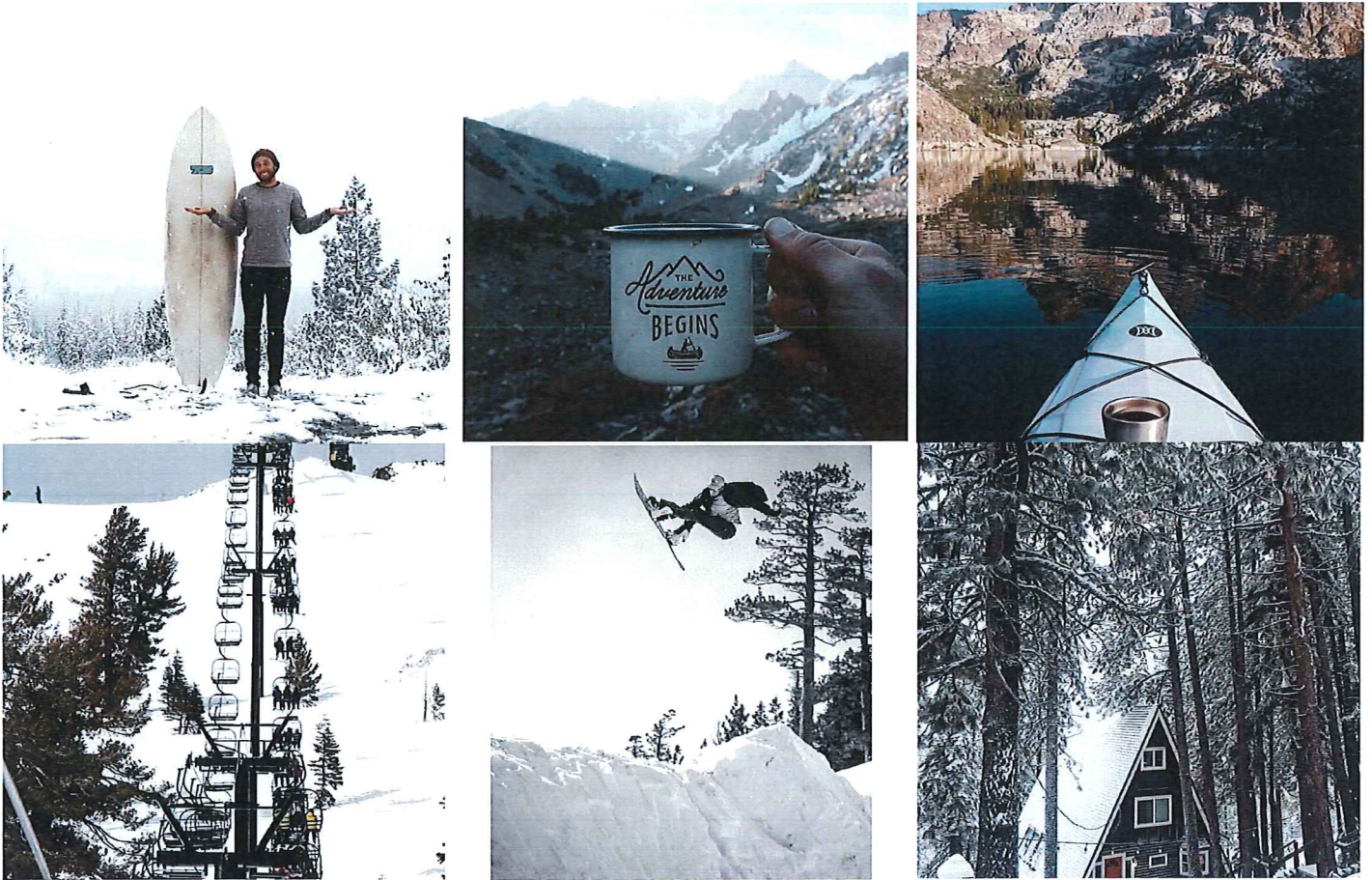
Laura & Nick Visconti  
([www.wearegeography.com](http://www.wearegeography.com))

Athlete - Laura & Nick Visconti

- *Pros:* Local and have a huge regional audience; reach would also be a huge win; visuals would be incredible & blog post would add a lot of value for us
- *Cons/Considerations:* While they have HUGE reach, they have a much lower engagement rate (Laura's average post engagement is 1.3%, as compared with @HannahBrie's 18.3%). We usually caution this as a red flag on influencer campaigns...but because we're looking at reach (and she does have a more targeted audience), I don't think it's as huge of a concern.

Instagram: nickvisconti

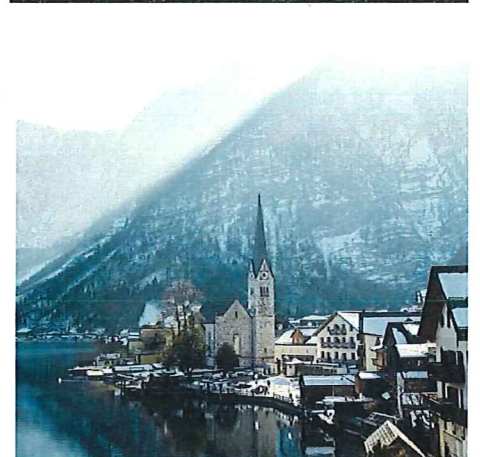
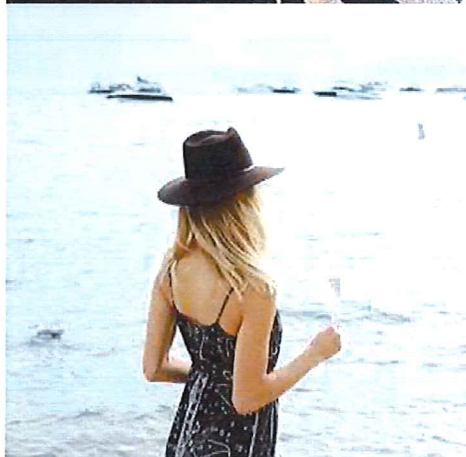
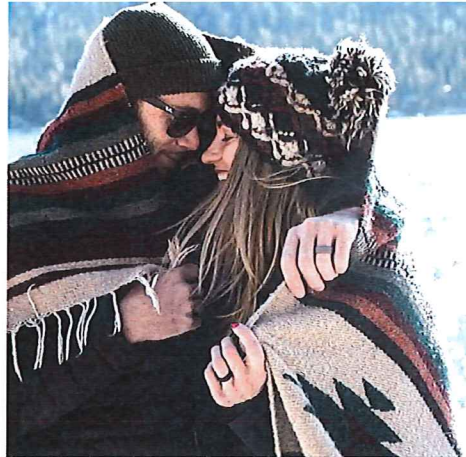
- Followers – 24.2k





Instagram: lauralawsonvisconti

- Followers – 141k





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# BACC: PEAK YOUR ADVENTURE CAMPAIGN RECAP 2017

September 14, 2017

1385 HASKELL STREET RENO, NV 89509 | 775.929.2977 | THEABBIAGENCY.COM



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# OVERVIEW

**Goal:** Drive in-market visitors in the North Lake Tahoe region to mountainside communities and encourage engagement, both physically and online, between the months of June and September.

**Strategy:** Partner with hotels and lodges around the lake to distribute printed maps to in-market visitors that detail unique offerings of mountain communities and educate about the existence of exclusive coupons. Activate North Lake Tahoe followers and in-market visitors on social media with calls-to-action to discover the coupons on Peak Your Adventure landing page and use interactive map.

## **Campaign Objectives:**

- Distribute 5,000 maps to lakeside lodging guests
- Feature at least 12 businesses through digital coupons
- Receive 10% redemption rate of coupon texts received

# 2017 RESULTS BY THE NUMBERS

- 38 TAHOENORTH Texts Received (print)
- 51 MYADVENTURE Texts Received (digital)
- 120 Coupon Texts Received (all) → Number of times a coupon keyword was texted to
- 370 Coupon Page Views (all) → Number of hits to mobile coupon page, higher # most likely because of refreshes and re-opens by users
- 10 Coupon Redemptions (all)\*
- 2,632 Interactive Map Impressions
- 2,578 Webpage Views
- 5,417 Blog Impressions
- 5,000 Maps Distributed\*
- 16,216 Campaign Impressions

# DESIGN: PRINTED MAP

The map was designed to be educational and inspirational, encouraging visitors to explore the mountains, follow Take Care principles and take advantage of exclusive savings.



Find your ultimate adventure with exclusive deals for dining activities and entertainment. Text **TAHOENORTH** to **24587** to unlock coupons at participating mountain resorts.

The Take Care logo is a registered trademark of the Northstar Group. All other trademarks are the property of their respective owners. © 2014 Northstar Group. All rights reserved. For more information, visit [www.northstar.com](http://www.northstar.com).





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# DIGITAL COUPONS

## \$1 Off Any Drink at Coffeabar Squaw Valley

Thank you from Coffeabar Squaw Valley for choosing to peak your adventure in North Lake Tahoe! We hope you enjoy this coupon while you explore the mountains this summer.

☑ \$1 Off Any Drink at Coffeabar in the Village at Squaw Valley

Enjoy Italian-style refreshments at Coffeabar in The Village at Squaw Valley and enjoy \$1 off any beverage, including craft beer and wine. Present this coupon to your cashier at check-out to redeem. Present this coupon to your cashier at check-out to redeem.

### Contributing Businesses

1. Trilogy Spa
2. Bubbles Tahoe
3. Fireside Pizza Company
4. Plumpjack Sport
5. Northstar Wine Walks
6. Sips & Salutations
7. Big Blue Adventure
8. Tahoe Adventure Company
9. Coffeabar at Squaw Valley

### Redemptions

- 0  
0  
1  
1  
1  
2  
1  
0  
4

**SAVE \$1 OFF ALL BEVERAGES AT COFFEEBAR**

Located in The Village at Squaw Valley

Text **COFFEEBAR** to 24587 to download coupon to your mobile device and present to cashier at check-out.

Must be 21 and older to redeem. For adult beverages. Limit one redemption per order. Not valid with any other offer. Not valid Aug. 1, 2017 thru Sep. 30, 2017.

**SAVE 15% OFF RACE EVENT REGISTRATION WITH BIG BLUE ADVENTURE**

Coupon is only valid for the following events that take place in the mountains: Squaw Valley Half Marathon, Run to Squaw, Burton Creek Trail Run, XTERRA Tahoe City, Run To The Beach, Marlette Bay Trail Run, and Great Trail Race.

To redeem and reserve your race spot, use code **BIGBLUE** at [www.BigBlueAdventure.com/Events](http://www.BigBlueAdventure.com/Events) during check-out.

www.BigBlueAdventure.com/Events. Offer valid for the following events: Squaw Valley Half Marathon, Run to Squaw, Burton Creek Trail Run, XTERRA Tahoe City, Run To The Beach, Marlette Bay Trail Run, and Great Trail Race. Offer valid for the following dates: 8/1/2017 thru 9/30/2017. Limit one redemption per order. Not valid with any other offer. Not valid Aug. 1, 2017 thru Sep. 30, 2017.

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# SOCIAL MEDIA



957 Likes  
 75 Shares  
 20 Comments



6 Retweets  
 17 Likes

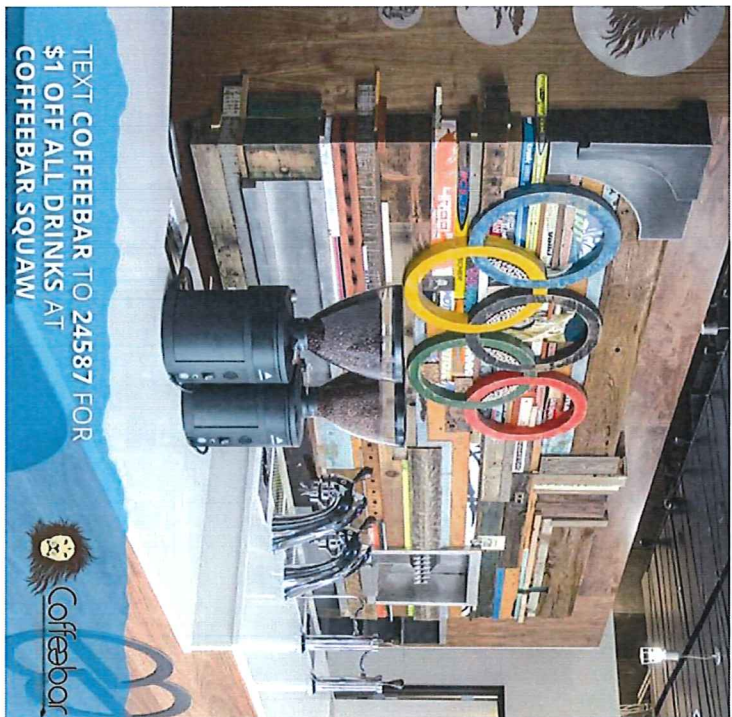


254 Likes

# SOCIAL MEDIA ADS

North Lake Tahoe  
August 25 at 9:31am · 🌐

Discover mountain-sized savings with the Peak Your Adventure coupons of North Lake Tahoe 🏔️. Today's spotlight is \$1 off all drinks at Coffeebar in The Village at Squaw Valley! Text COFFEEBAR to 24587 to download the coupon and details directly to your phone. Only available during summer, so make your way to the mountains today!

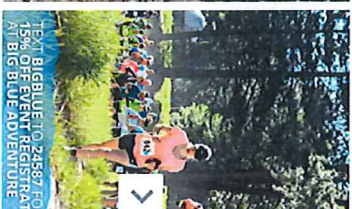


TEXT COFFEEBAR TO 24587 FOR  
\$1 OFF ALL DRINKS AT  
COFFEEBAR SQUAW



North Lake Tahoe  
August 15 at 11:49am · 🌐

Discover mountain-sized savings with the Peak Your Adventure coupons of North Lake Tahoe 🏔️. Visitors can enjoy discounts for dining, activities, wellness, gear and more at select mountainside businesses by texting MYADVENTURE to 24587. See what you can score before summer ends and make your way into the mountains today!



See what you can find before summer ends

15% Off Event Registration

- Targeted to in-market visitors only
- Ads for overall campaign
- Specific ads for each coupon
- Ads run in 4 day chunks
- \$976 evenly split between all ads





# RESULTS BY CHANNEL

## Facebook Data

- Total Impressions: 82,356
- Total Engagement (shares and likes): 1800

## Twitter Data

- Campaign Impressions: 10,382
- Campaign Engagements: 61
- Link Clicks: 110

## Instagram Data

- Total Impressions: 14,244
- Total Campaign Engagement: 776
- Total Photos with #MyTahoeAdventure: 1,154

## Paid Social Media Ads

- Total Campaign Impressions: 397,059
- Total clicks: 1,125
- Total reactions: 1,875
- Total shares: 175
- Best Performing Demographic: Females 55+



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# MEDIA BUYS

## Lake Tahoe Visitor's Guide

- In-room distribution to 90+ lodging properties and vacation rentals
- Available on 150+ racks in high-traffic locations
- At Visitor Center's with 7,000+ monthly drop-ins
- Electronic distribution on GoTahoeNorth.com
- Included in online blogs with 165,000+ reach



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# BACC: HIGH NOTES CAMPAIGN RECAP 2017

September 14, 2017

# OVERVIEW

**Goal:** To encourage attendance of the free summer musical offerings in North Lake Tahoe between the months of June and September, as well as increase ticket sales of summer music festivals and drive mid-week occupancy.

**Strategy:** To engage in-market visitors online through social media promotion of the North Lake Tahoe Summer Long Music Series, High Notes and the individual shows that took place across four venues. Provide a behind-the-scenes, live view on social media to highlight the unique beauty and fun of each venue. To educate and inspire visitors both online and in-person with multiple versions of High Notes creative.

**Tactics:**

- Printed schedugraphics and rack cards at Visitor's Centers and establishments
- Digital schedugraphic
- Social media takeover's and live's
- One social media giveaway
- Geotargeted social media advertisements
- Bonus: On-Air Interview on KTHX Reno

# 2017 RESULTS BY THE NUMBERS

**14,546** Webpage views  
**8,024** Interactive Map Impressions  
**5,417** Blog Impressions  
**3,907** Newsletter Impressions  
**5,000** Rack Cards Distributed\*  
**300** Posters Distributed\*  
**37,194** Campaign Impressions

\* Total printed amounts may not have all been distributed

# DESIGN: SCHEDULEUGRAPHIC



## Bluesdays at The Village at Squaw Valley

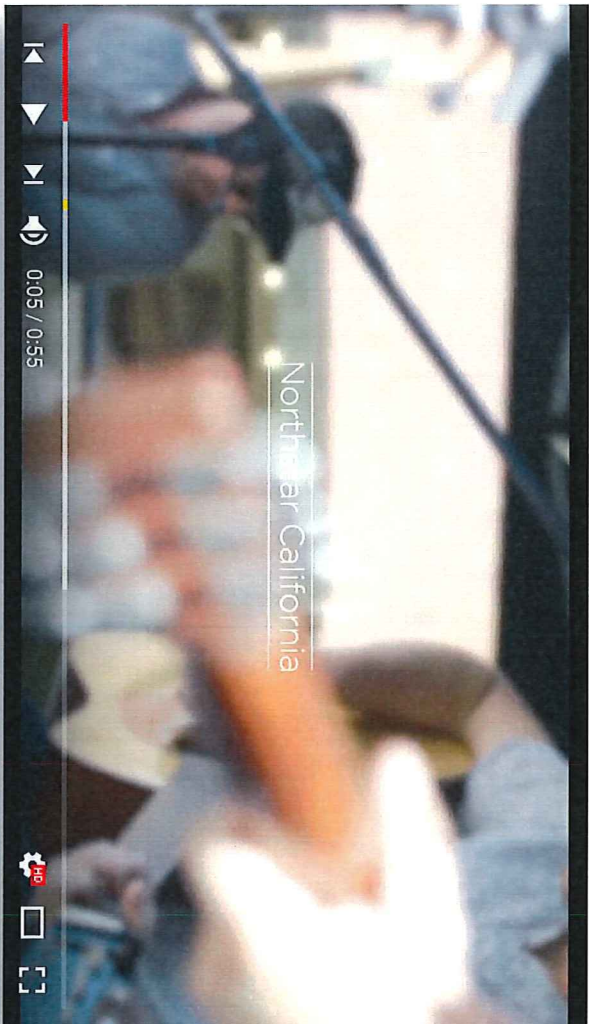
This popular and free outdoor concert series at the Village at Squaw Valley features acclaimed blues musicians, great grub and go food offerings from Village restaurants and a Blues bar with beer, wine & spirits available in the Events Plaza. Join us every Tuesday from June 13 - September 5 6pm-8:30pm

### Music Lineup

- June 13 - The Blues Monsters
- June 20 - Dragondeer
- June 27 - Roy Rogers & the Delta Kings
- July 4 - Chris Cain
- July 11 - Grady Champion
- July 18 - Rick Estrin and The Nightcats
- July 25 - Jimmy Thackery & the Drivers
- August 1 - John Nemeth
- August 8 - Anthony Gomes
- August 15 - Coco Montoya
- August 22 - Ronnie Baker Brooks
- August 29 - Dennis Jones Band
- September 5 - Lone Star Revue with Mark Hummel and Arson Funderberg

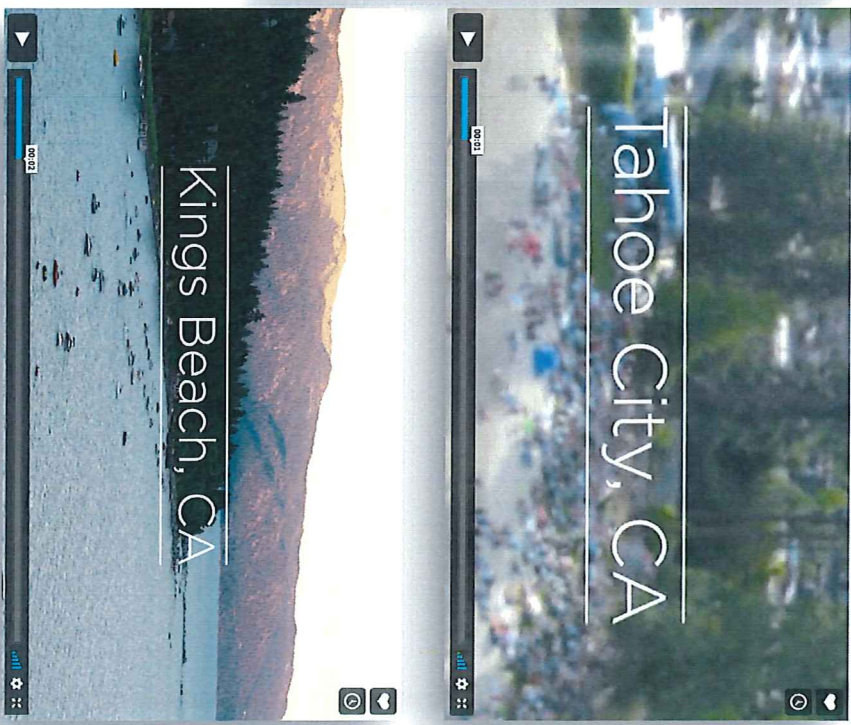
Visit [Squaw Valley](#) for more information

<b>TUESDAY</b>	<b>BLUESDAYS</b> The Village at Squaw Valley	<b>WEDNESDAY</b>	<b>MUSIC IN THE PARK</b> Truckee River Regional Park	<b>THURSDAY</b>	<b>TRUCKEE THURSDAYS</b> Downtown Truckee
<b>FRIDAY</b>	<b>MUSIC ON THE BEACH</b> Kings Beach State Recreation Area	<b>SATURDAY</b>	<b>LIVE MUSIC</b> Northstar California	<b>SUNDAY</b>	<b>CONCERTS AT COMMONS BEACH</b> Tahoe City <b>LIVE MUSIC</b> Northstar California
					<b>SUNDAY FUNDAY</b> Moe's Original BBQ



Production of Northstar California video at Beerfest & Bluegrass on July 1.

# VIDEOS

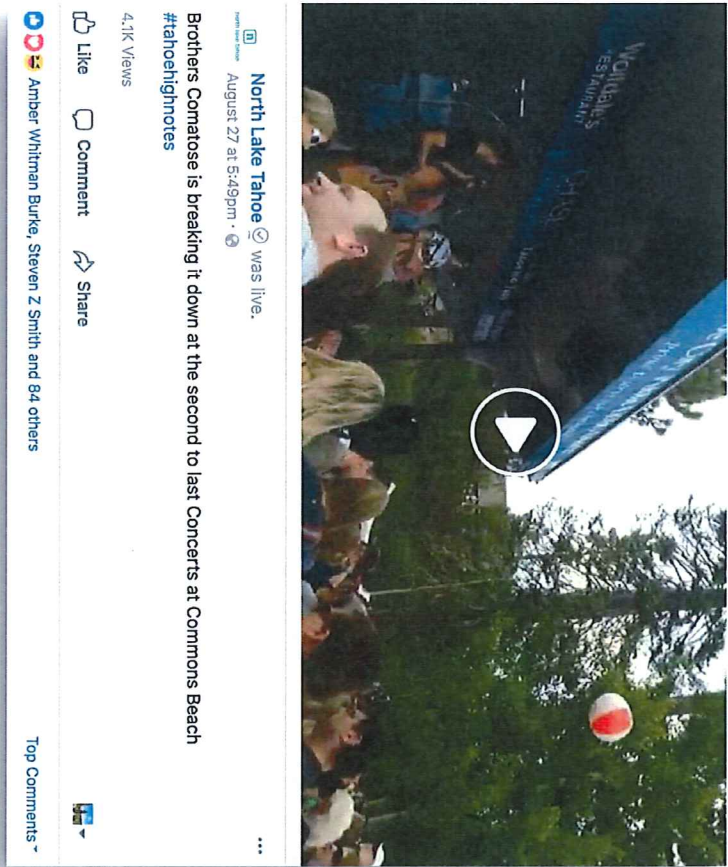


Five shortened videos of :15 seconds for social media promotion (4 venues + campaign)

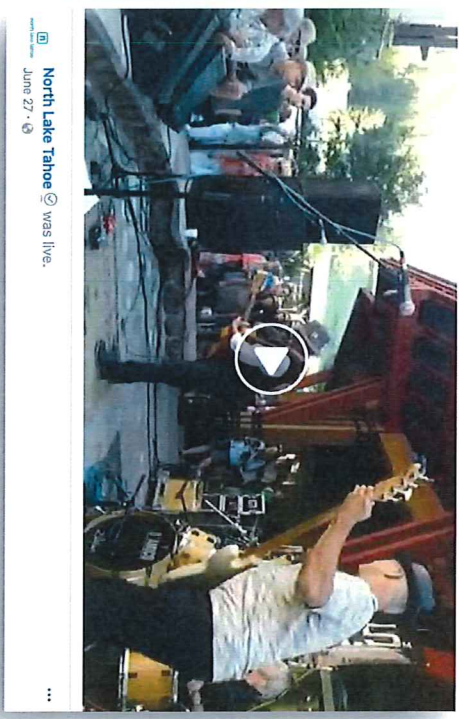
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# FACEBOOK LIVE'S

- 6/27 – Roy Rogers and The Delta Rhythm Kings at Bluesdays
- 7/1 – Poor Man’s Whiskey at Beerfest & Bluegrass at Northstar California
- 7/7 – Sneaky Creatures at Music on the Beach
- 8/27 - Brother’s Comatose at Concerts at Commons Beach



- Results:**
- Likes: 2,802
  - Shares: 192
  - Views: 18,320

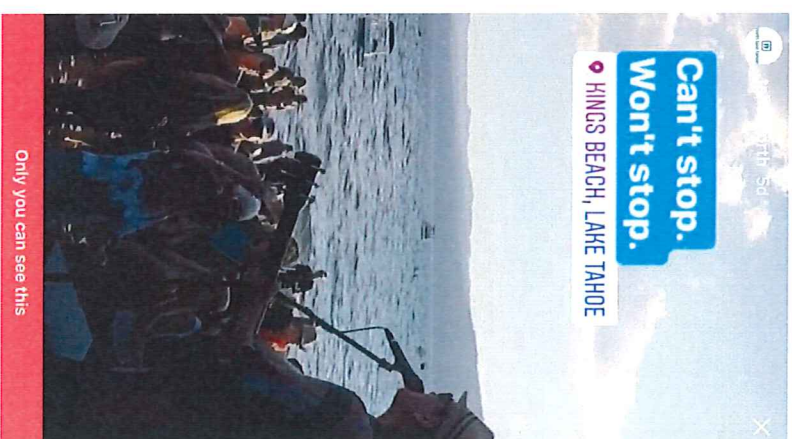
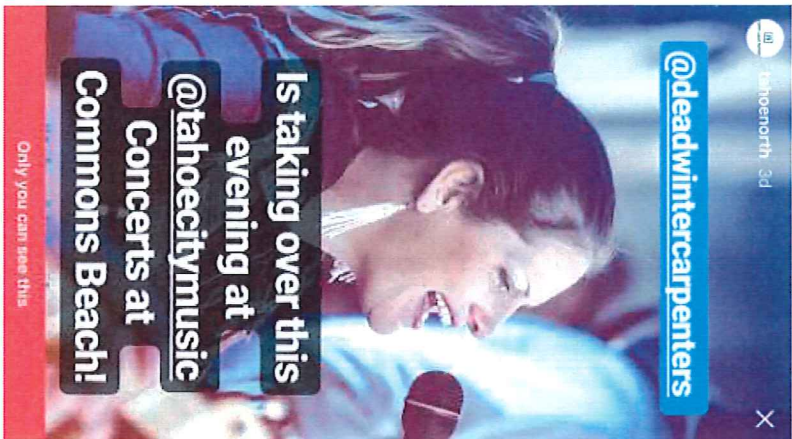




# INSTAGRAM TAKEOVER'S

- 7/2 – Dead Winter Carpenters at Commons Beach
- 7/28 – Achilles Wheel at Music on the Beach
- 8/27 – Brother's Comatose at Commons Beach

**Results:**  
 Average viewership per  
 photo/video: 3,673 followers



# BLOG & NEWSLETTER



EVENTS | HIKING | LAKE ACTIVITIES | SUMMER | TRIP IDEA

## 8 THINGS TO DO IN NORTH LAKE TAHOE BEFORE SUMMER ENDS

Even though summer is winding down, we are still holding to its long days, warm nights, and beach-filled magic for as long as possible. Before the flannels and puffers come out from hibernation, soak up the last few weeks of Lake Tahoe's most iconic season. We've rounded up the best activities and events to keep you busy every night of Peas & Carrots.

08 / 24 / 2017

2183  
 72  
 6

3,156 page views  
 2,261 social shares

Other ways to experience music in North Tahoe



Photo Credit: Ryan Salm Photography

### Music from the beaches to the mountains all summer long

From reggae and rock to classic and pop, the summer skies come alive in Tahoe with the sounds of music at iconic outdoor venues. All summer long into September, enjoy a full nightly line-up of free concerts and big ticket names. Whether you choose to kick your shoes off and dance on the sand or groove under the alpenglow at mountain resorts, the class act of North Lake Tahoe has what you need for end-of-summer entertainment.

Be sure to tag #TahoeHighNotes or your mid-dancing selfie shots for a chance to be featured on @TahoeNorth on Instagram.

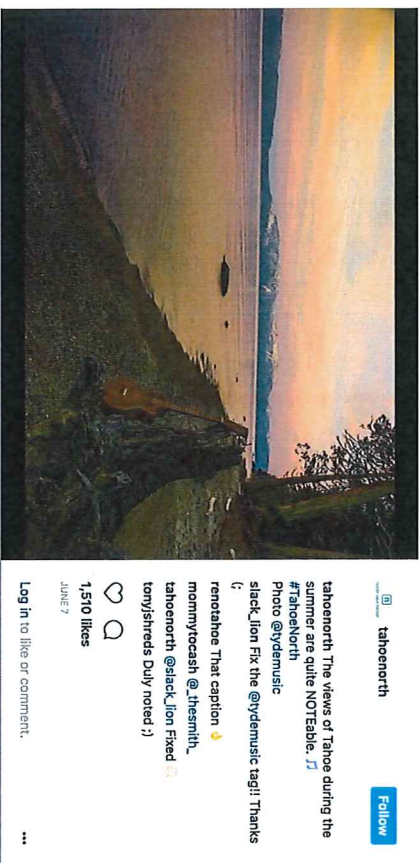
3,830 opens  
 77 clicks

[See Full Line-Up](#)

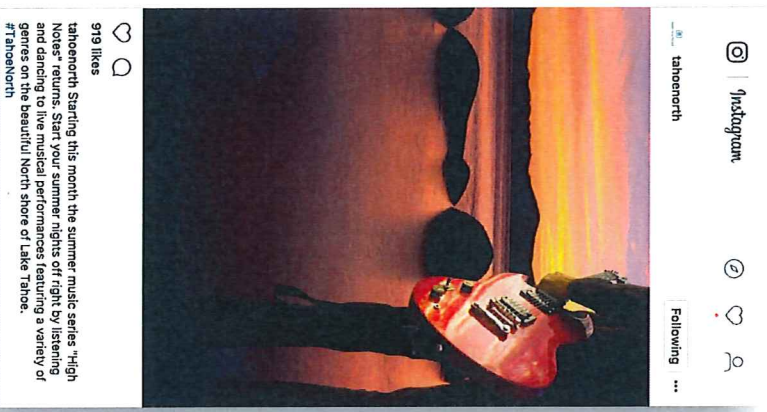
# SOCIAL MEDIA HIGHLIGHTS



Wanderlust Ticket  
 Giveaway  
 515 likes  
 250 entries




1,510 likes  
 5 comments




939 likes  
 2 comments

# GEO-TARGETED ADS

**North Lake Tahoe**  North Lake Tahoe  
 August 22 at 3:42pm · 🌐

Joy and Madness plays Sunday September 3rd at Commons Beach in Tahoe City!

Guests are welcome to bring picnics, blankets, and low-back chairs for a perfect lakeside evening. Local food and drink vendors sell beverages, sushi, bbq foods, ice cream, and more!



Tahoe City, Ca

**Concerts at Commons Beach in Tahoe City**


From bluegrass and southern rock to afro-samba-funk and alternative rock, the concert series at Commons Beach in Tahoe City is the perfect amount of summer fun.

46K Views

Like Comment Share

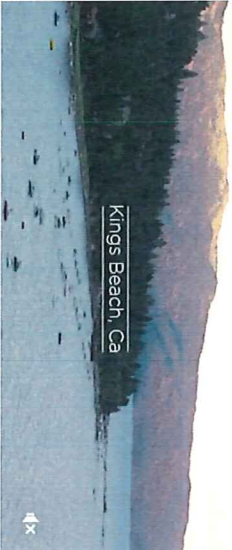
Learn More

Top Comments

**North Lake Tahoe**  North Lake Tahoe  
 August 25 at 10:22am · 🌐

The Wrinkle plays Friday September 1st at Music on the Beach (Kings Beach).

Summer weekends done right! Spend your evening listening and dancing to FREE live music performances featuring a variety of genres on the beautiful North Shore of Lake Tahoe.



Kings Beach, Ca

**Free Summer Concerts in Tahoe**

Music on the Beach is part of North Lake Tahoe's summertime music series, High Notes, which brings music outdoors with live performances every night of the week.

34K Views

Learn More

- Targeted to in-market visitors only
- Specific to each performing band and venue
- Ad ran 3 days leading up to show
- Ad dollars evenly split between all ads



creative + pr + digital

# RESULTS BY CHANNEL

## Facebook Data

- Total Impressions: 55,722
- Total Engagement (shares and likes): 1,800

## Twitter Data

- Campaign Impressions: 42,311
- Campaign Engagements: 301
- Link Clicks: 195

## Geo-targeted Ads

- Paid Ads Campaign Impressions: 364,814
- Total Clicks: 3,116
- Total Shares: 164
- Best Performing Age Set: 45-65+

## Instagram Data

- Total Impressions: 14,244
- Total engagement: 776
- Total Photos with #TahoehighNotes: 3

# CAMPAIGN ANALYSIS

## Takeaways:

- Videos outperformed most imagery in social media posts
- Facebook Live's we're well received but reliable connectivity was a challenge
- Targeted ads are more effective than general social media posts
- True Instagram Takeovers from bands are complicated and unreliable to pull off
  - Quality control is necessary from a member of team
- Females, age 45+ respond best to messaging

## Suggestions:

- Messaging of Kings Beach, Tahoe City and Squaw Valley is strong. Would like to better understand the music messaging for Northstar California.
- Solidify brand messaging (High Notes v. Summerlong Music Series)
- Clarify what falls under High Notes (e.g. the four venues or also Truckee Thursdays, Retro Skate Nights, Sunday Funday at Moes, etc.)

# Special Event Partnership Funding 2018 Cycle Info

## Timeline

- BOD Meeting for Approval: May 2, 2018
- Marketing Committee for Approval: April 24, 2018
- Partnership Funding Presentations: April 18, 2018
- Applications Due: April 6, 2018

## Documents

All application documents can be found on [www.nltra.org](http://www.nltra.org) under the Marketing tab.

- Application
- General Program Information
- Application Explanations
- Applicant Check List & Deadline Worksheet

## Committee Members

- BOD
- Marketing Committee
- BACC
- Lodging

## Communications Information

The North Lake Tahoe Resort Association facilitates a Special Event Partnership Funding program for annual special events in the North Lake Tahoe region. The total amount of funding available, among all recipients collectively, is \$50,000.

The NLTRA is funded by transient lodging taxes (TOT) from lodging in Placer County. Therefore, Special Event Partnership Funding is earmarked for events that occur in Placer County and have a history of, or the potential for, attracting overnight visitors to Placer County. This program is a marketing opportunity, providing a financial resource for events to broaden their advertising and promotional efforts (to potential out-of-market visitors) that would otherwise not be possible. Special Event Partnership Funding is not intended to supplement event production expenses or to augment net income.

Interested producers can find the application and additional information on [www.NLTRA.org](http://www.NLTRA.org). Navigate to the Marketing tab where the following documents can be found.

Please note the application process has been updated this year and is different from years past. Please contact Amber Burke with any questions.

Applications will be accepted for events in the 2018 calendar year and need to be submitted no later than Friday April 6, 2018. Following the application and evaluation process, a number of events will receive funds through the program.

Applications can be submitted to Amber Burke via email or hard copy. She can also answer questions along the way during the application process.

Amber Burke

Events & Communications Manager

Email: [amber@gotahoenorth.com](mailto:amber@gotahoenorth.com)

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