

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.”

Committee Members: **Chair: Caroline Ross**, Squaw Valley Business Association
 Stephen Lamb, PlumpJack Inn | **JT Chevallier**, Tahoe City Downtown Association
 Joy Doyle, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association
Mike Young, Incline Community Business Association | **Misty Moga**, Incline Community Business Association
 Kay Williams, West Shore Association | **Liz Bowling**, North Lake Tahoe Resort Association
 North Lake Tahoe Resort Association Board Member: **Eric Pilcher and/or Karen Plank**
 Placer County Representative: **JJ Jansen**

AGENDA

TO CALL IN: 1-712-451-0011, access code: 871234

1. Call to Order – Establish Quorum
2. 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. Agenda Amendments and Approval - **MOTION**
4. Approval of Meeting Minutes **Page 1**
 - a. Thursday, July 11, 2018 – **MOTION**
5. BACC Budget & Calendar Overview – Amber Burke (10 min) **Page 4**
 - a. 17.18 Budget
 - b. 18.19 Budget

Discussion & Strategy:

6. Strategic Discussion – Amber Burke & Liz Bowling (10 mins)

Action/Motion Items:

7. Discussion and approval of shopping video outline/scripts to move forward – Amber Burke (10 mins) – **MOTION**
Page 17
8. Discussion and approval of Peak Your Adventure social media photo contest – Allegra Demerjian (10 mins) – **MOTION**
Page 19
9. Discussion and approval of August – October Shopping Scope of Work – Allegra Demerjian (10 mins) - **MOTION**
Page 21

Discussion & Strategy:

10. July Campaign Recaps – Allegra Demerjian & Kambrya Blake (10 mins) **Page 23**

- a. Peak Your Adventure
 - o Family Itinerary [HERE](#)
 - o Outdoor/Millennial Itinerary [HERE](#)
- b. Summerlong Music
- c. Shopping

11. Summerlong Music Campaign on Tahoe.com Update – Jody Poe (15 mins) **Page 27**

12. Shopping Campaign – Amber Burke & Allegra Demerjian (10 mins) **Page 37**

- a. Updated Regional Shopping Event Calendar
- b. Regional Shopping Event Scope of Work

13. 2018 Small Business Saturday Proposal – Liz Bowling (20 mins)

Other Items:

14. Committee Member Reports/Updates from Community Partners (1-2 mins each)

15. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org

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Kay Williams, West Shore Association | Liz Bowling, North Lake Tahoe Resort Association
North Lake Tahoe Resort Association Board Member: Eric Pilcher and/or Karen Plank
Placer County Representative: JJ Jansen

MINUTES

1. Called to Order – Establish Quorum at 3:13

Committee members in Attendance: JT, Kay, Joy, Stephen, Liz, Amber, Caroline, Aaron, Cindy

Abbi Agency - Allegra, Cambia

Other: Dawn

2. 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.

- None

3. Agenda Amendments and Approval - MOTION

Item 10 Strategic discussion, move to remove and include in the calendar overview.

Motion to approve the agenda JT/Joy/9-0-0

4. Approval of Meeting Minutes

a. Thursday, May 10, 2018 – **MOTION**

b. Thursday, June 14, 2018 – **MOTION**

Motion to approve the May 10, 2018 and June 14, 2018 meeting minutes Joy/JT 9-0-0

5. BACC Budget & Calendar Overview – Amber Burke (10 min)

Cindy left the meeting at 3:15.

- Budget
 - \$7,913 to be billed for music
 - \$8,333 peak your adventure
 - \$80,623 total. Right on budget
 - Jody requested music updates. Added two items in shopping 1820 and 2700, up to date in 17/18

- Strategic planning retreat.
 - Liz and Amber to bring a proposal back regarding retreat and facilitator at next BACC meeting.
 - Survey will be sent for BACC input re: purpose/direction/honest candid feedback. Would like ideas to bring to the Board of Directors strategic meeting Sept. 5th.
 - Liz is requesting feedback from the committee on creating the survey questions.
 - Kay inquired about history of County involvement in the BACC. Amber reviewed. JT recited the contract language.
- Timeline for partnership funding for 2019 calendar year:
 - BACC Committee feedback in August BACC meeting
 - Early Sept.- call for applications
 - Oct 5 - applications due
 - Oct 24 - presentations
 - Oct 30 - present to Tourism Development Marketing Committee
 - Nov 7 – Presentation to Board of Directors

Action/Motion Items:

- 6. Request to move August meeting to 2pm – 4pm on August 9 – Liz Bowling MOTION**
- Request is due to the NLT Mixer 5-7, at the NLT Visitor Center. BACC is requested to attend.

Motion to move August BACC meeting to 2pm – 4pm. M/S/C Kay/Joy/8-0-0

- 7. JVP Communications, Video Production – Amber Burke MOTION**

- Seeking approval \$2,610.00
 - Joy asked about the downside of waiting.
 - Shooting/process would be delayed.

Motion to approve JVP Communications, Video Production. M/S/C Caroline/JT 8-0-0

- 8. 18.19 Shopping Scope of Work Review and Possible Approval – Amber Burke, Allegra Demerjian MOTION**

- Amber introduced Cambria from Abbi Agency who will be working with Allegra on our campaigns.
- Allegra reviewed handout included in the packet.
- Shopping Scope was condensed to July - October
- Caroline pointed out that after this there will still be \$ 14,000+ to spend
- Discussions about highlighting businesses/all association businesses from all districts.

Motion to approve 18.19 Shopping Scope of Work Joy/Kay/8-0-0

Discussion & Strategy:

- 9. June Campaign Recaps – Allegra Demerjian**

a. Peak Your Adventure

- Tool kit being distributed tomorrow & being sent out to all NLT members and associations. All associations should distribute to their memberships.
- 3 influencers out of 4 opted in.
- First itinerary up on the website on Monday.

b. Summerlong Music

- Distributing rack cards today

c. Shopping

- Scope was reviewed.

- 10. Strategic Discussion**

- Item was moved to earlier in the agenda. See Item 5.

11. 18.19 Shopping Campaign

- a. Event Calendar – Amber Burke Updates to Calendar were requested and noted by Amber
 - Need to include Northstar/Donner Summit/other areas
 - Cost will be reviewed/estimated once all the events are submitted
- b. Event Marketing & PR Support – Amber Burke, Allegra Demerjian
 - Tool kit could be incorporated
 - Discussion about current local events with shopping components
 - Caroline suggested this be part of the upcoming strategic discussion.
- c. Holiday Shopping Contest – Amber Burke
 - Committee discussed the holiday shopping contest and decided it has run its course and chose not to pursue it for the 18.19 fiscal year. Participation is dropping, and it is a lot of work to put on the businesses. The committee feels the funds would be better allocated to another initiative.

Other Items:

- 12. Committee Member Reports/Updates from Community Partners (1-2 mins each)
 - Free outdoor movies began, arts festival this weekend, Wanderlust is next week.
- 13. Adjournment at 4:43 p.m.

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

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
North Lake Tahoe Music Campaign	\$20,000	\$14,480	Account Code: 6743-04
Peak Your Adventure Campaign	\$21,000	\$13,250	Account Code: 6743-05
Touch Lake Tahoe Campaign	\$20,705	\$20,091	Account Code: 6743-03
Shopping Campaign	\$17,020	\$21,132	Account Code: 6743-01
Total Spend	\$78,725	\$68,953	

REVENUES

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

	Forecast	Actual
Additional Revenues	\$4,000	\$2,000
Allocated Budget	\$80,000	\$80,000
Expenses	\$78,725	\$68,953
Remaining Budget	\$5,275	\$13,047

Business Association & Chamber Collaborative (BACC)
2017.2018 Budget
North Lake Tahoe Music Campaign (Summer 2018)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Summerlong Music Campaign - Summer 2018	\$20,000	\$14,480			
TAA Campaign	\$11,400	\$8,180	May		
<i>Social Media Management</i>		\$2,500			6/14: Invoice #5874, 7/3: Invoice #5964, 8/1: Invoice #5992
<i>Creative Development</i>		\$2,200			6/14: Invoice #5874, 7/3: Invoice #5964
<i>Media Hard Costs</i>		\$1,980			6/14: Invoice #5874, 7/3: Invoice #5964, 8/1: Invoice #5992
<i>Project Management</i>		\$1,500			6/14: Invoice #5874, 7/3: Invoice #5964, 8/1: Invoice #5992
Advertising	\$7,800	\$6,300			
<i>NLT Visitor Guide</i>	\$2,500	\$2,500	May	June	6/21 check request submitted
<i>Tahoe.com</i>	\$3,800	\$3,800	May	June	6/14 check request submitted
<i>Social Media Advertising</i>	\$1,500		May		
Printing Costs	\$800		May		Will be on TAA invoice
Total Spend	\$20,000	\$14,480			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Total Revenue	\$0	\$0			

	Forecast	Actual
Additional Revenues	\$0	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,000	\$14,480
Remaining Budget	\$0	\$5,520

Business Association & Chamber Collaborative (BACC)
 2017.2018 Budget
 Peak Your Adventure Campaign (Summer 2018)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
PYA Campaign - Summer 2018	\$21,000	\$13,250			
TAA Campaign	\$19,205	\$11,050	April		
<i>Itinerary and Website</i>		\$1,800		June	6/14: Invoice #5875, 7/3: Invoice #5963
<i>Creative Development</i>		\$1,500		June	6/14: Invoice #5875, 7/3: Invoice #5963
<i>Influencer Promotion</i>		\$2,250		June	6/14: Invoice #5875, 7/3: Invoice #5963, 8/1: Invoice #5993
<i>Campaign Management</i>		\$1,500		June	6/14: Invoice #5875, 7/3: Invoice #5963, 8/1: Invoice #5993
<i>Social Media Posting & Influencer Management</i>		\$2,500		June	6/14: Invoice #5875, 7/3: Invoice #5963, 8/1: Invoice #5993
<i>Social Media Contest Prizes</i>					
<i>Social Media Ads</i>		\$1,500		June	6/14: Invoice #5875, 7/3: Invoice #5963, 8/1: Invoice #5993
NLT Visitor's Guide	\$1,795	\$2,200		June	6/14 submitted check request
Total Spend	\$21,000	\$13,250			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$1,000	\$1,000	May		5/15 - submitted invoice request to acct.
Total Revenue	\$1,000	\$1,000			

	Forecast	Actual
Additional Revenues	\$1,000	\$1,000
Allocated Budget	\$20,000	\$20,000
Expenses	\$21,000	\$13,250
Remaining Budget	\$0	\$7,750

Business Association & Chamber Collaborative (BACC)
2017.2018 Budget
Shop Campaign (July 2017 - June 2018, December 2017)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Holiday Shop Local Program	\$5,105	\$5,047			
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)
Domain Name Renewal		\$15		April	Paid via CC - renewed www.shopnorthtahoetruckee.com for a year starting on 4/3
Contest Advertising	\$1,665	\$1,490	November		
<i>Tahoe Weekly</i>	\$480	\$450			Paid invoice via CC
<i>Moonshine Ink</i>	\$594	\$430			
<i>Facebook</i>	\$101	\$100			
<i>Sierra Sun</i>	\$315	\$360		January	Paid invoice via Check request
<i>KTKE Radio</i>	\$175	\$150			
Staycation Grand Prize	\$800	\$1,200	January		
Cash Prize	\$500	\$500	January		Paid via check request
Year Rounds Shop Local	\$11,915	\$16,085			
TAA Campaign Project Management	\$1,400	\$1,400	August	Jan - June	1/6: Invoice #5594, 3/6: #5689, 4/3: #5732, 5/1: #5810; 6/1: #5917, 6/13: #5918
TAA Social Media Management	\$1,400	\$1,400		Jan - June	1/6: Invoice #5594, 3/6: #5689, 4/3: #5732, 5/1: #5810; 6/1: #5917, 6/13: #5918
<i>1 Shopping Post/Month on all channels</i>	\$500			August	
<i>Development, Launch & Mgmt Ad Campaign</i>	\$900			October	
TAA Social Media Advertising	\$3,000	\$3,000			
<i>January</i>	\$500	\$0	February	February	Possibly use these savings to promote video series when complete
<i>February</i>	\$500	\$0	March	March	Possibly use these savings to promote video series when complete
<i>March</i>	\$500	\$500	April	February	Invoice #5594
<i>April</i>	\$500	\$833	May	May	Invoice #5810
<i>May</i>	\$500	\$833	June	June	Invoice #5917
<i>June</i>	\$500	\$833	June	June	Invoice #5918
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) - 3/12 submitted invoice for payment
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)					
Video Series	\$2,315	\$2,315	June	June	General Design - 3 Video Series - 6/15 check request submitted
Video Production	\$1,400				1.5 days of Production
Video Editing	\$840				
Additional Expenses	\$75				Music Licensing
Additional Production Days & String Outs		\$1,820		June	7/3 check request submitted
JVP Communication Production Services		\$2,700		June	7/3 check request submitted
Total Spend	\$17,020	\$21,132			

REVENUES

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

	Forecast	Actual
Additional Revenues	\$1,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$17,020	\$21,132
Remaining Budget	\$3,980	(\$1,132)

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	\$800	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Itinerary Series (2)	\$1,200	\$1,200	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Visitor Guide Ad Design	\$800	\$800	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Visitor Guide Ad	\$2,500	\$2,500	Nov/May	December	10/18 - Signed IO, 12/20 - check request submitted
Influencer Promotion	\$1,400	\$700	November	November	Entire paid 11/8 - only did one influencer
Social Media Management	\$3,400	\$3,400	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Social Media Advertising	\$4,205	\$4,205	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Social Media Contest Prizes	\$1,000	\$1,000		February	Contest Winner Packages - \$250/winner
<i>FedEX</i>		\$86		<i>Feb/May</i>	<i>Shipping Prizes - December, January, February, March</i>
Project Management	\$5,400	\$5,400	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Total Spend	\$20,705	\$20,091			

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
Total Revenue	\$2,000	\$1,000			

	Forecast	Actual
Additional Revenues	\$2,000	\$1,000
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,705	\$20,091
Remaining Budget	\$1,295	\$909

**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 - 7/25/17
Squaw Valley Neighborhood Company	\$10,000	\$10,000	6018-00-11	May	May	Check request submitted - 5/11/18
West Shore Association	\$10,000	\$10,000	6018-00-11	May	June	Check request submitted - 5/24/18
Total Spend	\$30,000	\$30,000				

	Forecast	Actual
Allocated Budget	\$30,000	\$30,000
Expenses	\$30,000	\$30,000
Remaining Budget	\$0	\$0

**Business Association & Chamber Collaborative (BACC)
2018.2019 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	\$21,000	\$0	Account Code: 6743-03
Shopping Campaign	\$20,010	\$2,610	Account Code: 6743-01
Total Spend	\$82,010	\$2,610	

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	\$1,000	\$0	
Shop Local Campaign	\$0	\$0	
Total Revenue	\$2,000	\$0	

	Forecast	Actual
Additional Revenues	\$2,000	\$0
Allocated Budget	\$80,000	\$80,000
Expenses	\$82,010	\$2,610
Remaining Budget	(\$10)	\$77,390

Business Association & Chamber Collaborative (BACC)
 2018.2019 Budget
 North Lake Tahoe Music Campaign (Summer 2019)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Summerlong Music - Summer 2019	\$20,000	\$0			
TAA Campaign	\$12,900		May - October		
<i>Social Media Management</i>					
<i>Creative Development</i>					
<i>Media Hard Costs</i>					
<i>Project Management</i>					
Advertising	\$6,300				
<i>NLT Visitor Guide</i>	\$2,500			June	
<i>Tahoe.com</i>	\$3,800			June	
Rack Card Printing Costs	\$800		June		
Total Spend	\$20,000	\$0			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Total Revenue	\$0	\$0			

	Forecast	Actual
Additional Revenues	\$0	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,000	\$0
Remaining Budget	\$0	\$20,000

Business Association & Chamber Collaborative (BACC)
 2018.2019 Budget
 Peak Your Adventure Campaign (Summer 2019)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
PYA Campaign - Summer 2019	\$21,000	\$0			
TAA Campaign	\$18,800		May - October		
<i>Itinerary and Website</i>					
<i>Creative Development</i>					
<i>Influencer Promotion</i>					
<i>Campaign Management</i>					
<i>Social Media Posting & Influencer Management</i>					
<i>Social Media Contest Prizes</i>					
<i>Social Media Ads</i>					
NLT Visitor's Guide	\$2,200		June		
Total Spend	\$21,000	\$0			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$1,000		May		
Total Revenue	\$1,000	\$0			

	Forecast	Actual
Additional Revenues	\$1,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$21,000	\$0
Remaining Budget	\$0	\$20,000

Business Association & Chamber Collaborative (BACC)
2018.2019 Budget
Shopping Campaign (July 2018 - June 2019)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Year Rounds Shopping					
TAA Campaign	\$13,200	\$0			
<i>Social Media & Project Management</i>	\$8,000				
<i>Social Media Hard Costs</i>	\$5,200				
Event Promotion Campaign	\$4,200	\$0			
<i>Event #1</i>	\$525				
<i>Event #2</i>	\$525				
<i>Event #3</i>	\$525				
<i>Event #4</i>	\$525				
<i>Event #5</i>	\$525				
<i>Event #6</i>	\$525				
<i>Event #7</i>	\$525				
<i>Event #8</i>	\$525				
Video Series	\$2,610	\$2,610	August		
JVP Communication Production Services	\$2,610	\$2,610			Approved at July Meeting - will be billed upon consumption
Total Spend	\$20,010	\$2,610			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
	\$0	\$0			
Total Revenue	\$0	\$0			

	Forecast	Actual
Additional Revenues	\$0	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,010	\$2,610
Remaining Budget	(\$10)	\$17,390

Business Association & Chamber Collaborative (BACC)
 2018.2019 Budget
 Touch Lake Tahoe Campaign (November 2018 - April 2019)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
TAA Campaign	\$20,900		November - April		
Map & Webpage Updates					
Itinerary Series (2)					
Visitor Guide Ad Design					
Visitor Guide Ad					
Influencer Promotion					
Social Media Management					
Social Media Advertising					
Social Media Contest Prizes					
FedEX	\$100				
Project Management					
Total Spend	\$21,000	\$0			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$1,000		November		
Total Revenue	\$1,000	\$0			

	Forecast	Actual
Additional Revenues	\$1,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$21,000	\$0
Remaining Budget	\$0	\$20,000

**Business Association & Chamber Collaborative (BACC)
2018.2019 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		6018-00-11	April		
Squaw Valley Neighborhood Company	\$10,000		6018-00-11	April		
West Shore Association	\$10,000		6018-00-11	April		
Total Spend	\$30,000	\$0				

	Forecast	Actual
Allocated Budget	\$30,000	\$30,000
Expenses	\$30,000	\$0
Remaining Budget	\$0	\$30,000

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

* Shopping

June Action Items

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

February Action Items

* Peak Your Adventure: Plan Discussed
 * Music: Plan Discussed
 * Shopping
 * Touch Lake Tahoe: Update

July Action Items

* Shopping
 *Community Marketing Recap

March Action Items

* Peak Your Adventure: Plan Discussed
 * Music: Plan Discussed
 * Community Marketing Grant Recap & Request
 * Shopping

August Action Items

* Touch Lake Tahoe: Plan Discussed
 * Shopping

April Action Items

* Peak Your Adventure: Plan Approved
 * Music: Plan Approved
 * Community Marketing Grant Recap & Request
 * Shopping
 * Community Marketing Grant Recap & Request

September Action Items

* Touch Lake Tahoe: Plan Discussed
 * Shopping

October Action Items

* Touch Lake Tahoe: Plan Approved
 * Music: Campaign Recap
 * Shopping
 * Partnership Funding Review & Selection

May Action Items

* Touch Lake Tahoe: Campaign Ends
 * Peak Your Adventure: Campaign Launch
 * Music: Campaign Launch
 * Community Marketing Grant Recap & Request
 * Shopping

November Action Items

* Touch Lake Tahoe: Campaign Launch
 * Shopping

December Action Items

* Peak Your Adventure: Campaign Recap
 * Shopping
 * Touch Lake Tahoe Campaign Update

Partnership Funding Tentative Dates:

Applications Due: 10/5
 Presentations: 10/24
 Tourism Development Committee: 10/30
 Board of Directors: 11/17

Local Artisans – Video #1

The premise for this video will be to showcase the local talent and to have them talk in their own words about (and show) the unique item(s) they craft and sell locally.

Artisan questions:

(NOTE: Their responses to the following questions may inspire other questions during the interview process)

- What items do you create and make available for sale?
- How long have you been doing your craft?
- How did you get started? Who taught you your trade?
- How long have you been working in North Lake Tahoe? Why did you choose to live and work in North Lake Tahoe?
- What inspires your designs?
- What might people be surprised to know about how you create your designs?
- What inspires you about living here?
- What do you like to do in North Lake Tahoe when you're not working/creating?
- Where can people see or purchase your work?
- Is there anything else you'd like to add?

Visuals/b-roll:

- Wide and tight shots of artisans working on their craft
- Close-ups of unique Tahoe-crafted items
- Women/couples 30-40s window shopping/in-store
- Customers talking with business owner; packaging/leaving with handcrafted items - tight and wide shots

Knowledge of Local Staff – Video #2

This video will demonstrate the expertise of local business owners who sell and rent equipment that people use to enjoy the outdoors in North Lake Tahoe.

Potential business owners to work with (including relevant customer testimonials) for this video include:

- Jay Wild, Waterman's Landing, Carnelian Bay (Paddle sports)
- Christian, SureFoot, Village at Squaw Valley (Boot fitter)
- Olympic Bike Shop, Tahoe City (Bikes)
- Village Ski Loft, Incline Village (Skis)

Business owner questions:

- How long have you been doing this job in Tahoe?
- How did you get started?
- What do you love most about your job? What keeps you coming back?
- How do you help customers figure out what gear brands are best suited for them?
- What do you offer that sets you apart from other local experts?
- Is there anything else you'd like to add?

Customer questions (testimonials):

- Why did you choose to work with ___? How did you hear about them?
- Can you tell me about the experience you had and why you'd go back?
- How long have you been a customer?
- Why should others shop with ___?

Visuals/b-roll:

- Shop owners/experts showing customers their goods/trade/outfitting them with gear
- Possible inclusion of relevant local customer testimonials from Yelp, Google and/or TripAdvisor (only if we find reviews from local people that we could potentially interview)
- Close-ups of gear, customers being fitted, adjustments being made or other interesting visuals of gear
- Wide shots of shop/shop owner working with customers/selection of gear available

Varied Shopping Districts – Video #3

The purpose of this video will be to show the variety of shopping areas in North Lake Tahoe and the distinct offerings in each of them – year-round. The focus will be on the high-quality, fun experience to be had, with people shopping, sampling wine, engaging with shop owners/employees and more. Limited on-screen text will highlight the key messages of the region's shopping districts. The audio track will be limited to upbeat music, with no voiceover.

Video example: https://www.youtube.com/watch?v=uDqJw_NJQJc

- Limited text on screen; upbeat music track
 - 5 Distinct Lakeside & Mountainside Shopping Districts
 - Expert, Friendly Service and Staff
 - Locally-owned Boutiques, Shops & Markets
 - Hand-crafted Specialty Gifts
 - Professional Outfitters Offering Best-in-Class Brands
 - Park & Ride - Leave the Driving to Us
 - Learn more: gotahoenorth.com
- Video clips show:
 - Variety of shopping locations (Northstar, Squaw, Tahoe City, Kings Beach, Incline Village)
 - Aerial, wide and tight shots to show proximity to Lake Tahoe (specifically Kings Beach and Tahoe City)
 - Sweeping mountain views, etc. (Squaw)
 - People having fun shopping, wine tasting, spa, boot-fitting, looking at paddleboard gear, bikes, etc.
 - Public transportation (Tahoe City bus station/park & ride) + people getting on/off the bus with shopping bags
 - Show interactive shopping map from gotahoenorth.com

OVERVIEW

The Peak Your Adventure social media photo contest capitalizes on the cultivation and promotion of relevant user generated content to drive engagement. The contest is promoted on Instagram through a once-monthly series of branded posts which encourage users to tag their relevant photos with the #MyTahoeAdventure hashtag.

LOGISTICS

- Dates: August 10 - September 10
- Prizes awarded: \$250/per winner, \$1000 total (4 winners: 3 in August, 1 in September)
- Post photos will highlight itinerary recommendations
- Minimal text/graphic overlay on promoted posts to comply with algorithm

ENTRY METHOD

4x/month, Instagram posts will prompt the entrants to take photographs related to the Peak Your Adventure itineraries. The Abbi Agency will monitor posts that utilize the hashtag, selecting 2-4 finalists at the end of the month. The finalist photos will be shared in an Instagram story where viewers can vote on the winner. The winner(s) will be announced and the winning image(s)* featured across Tahoe North social pages, and The Abbi Agency and the North Lake Tahoe team will work to coordinate winner's prize.

PRIZE PACKAGES, \$250 Value Each

Squaw Valley | Alpine Meadows

- 1 High Camp Adventure Package (\$100)
- 1 Restaurant and Shopping Gift Certificate (\$150)

Northstar California Resort

- 2 Bike Park Day Passes (\$120)
- 1 Frites Gift Card (\$30)
- 2 Golf 18-Hole Twilight Play (\$100)

Homewood Mountain Resort

- 1 West Shore Cafe Gift Certificate (\$100)
- 2 Adult Full Day Bicycle Rentals from West Shore Sports (\$150)

Diamond Peak Resort | Incline Village

- 1 Alibi Ale Works Gift Card (\$40)
- 1 Tunnel Creek Cafe Gift Card (\$50)
- 2 Weekday 12-4pm Golf Passes to Incline Mountain Golf Course (\$120)
- 2 Tahoe Incline Sports 2-hr Bike Rentals (\$40)

POST EXAMPLES



COPY: #MyTahoeAdventure includes a full day of world-class dining followed by a twilight 18 hole game at @northstar_california. You really can't beat these views! Tag a photo of how you Peak YOUR Adventure for a chance to win!

BRANDED HASHTAGS: #MyTahoeAdventure #TahoeNorth

OPTIONAL HASHTAGS: #TheGreatOutdoors #GetOutside #Nature #Scenery #Summer #Mountains #VisitCalifornia #Travel #Getaway #Adventure #NakedPlanet

TOPICAL HASHTAGS : #Shopping #Food #FoodPics #Golf #Yoga #Music #Hiking #Biking



COPY: #MyTahoeAdventure is a panoramic view of the High Sierras on the @squawalpine tram followed by laid-back dining at High Camp! Tag a photo of how you Peak YOUR Adventure for a chance to win!

BRANDED HASHTAGS: #MyTahoeAdventure #TahoeNorth

OPTIONAL HASHTAGS: #TheGreatOutdoors #GetOutside #Nature #Scenery #Summer #Mountains #VisitCalifornia #Travel #Getaway #Adventure #NakedPlanet

TOPICAL HASHTAGS : #Shopping #Food #FoodPics #Golf #Yoga #Music #Hiking #Biking

Client and/or Project Name: BACC: Shopping, July – October 2018
Completed by: Allegra Demerjian, Account Manager, The Abbi Agency
Point of Contact: Allegra Demerjian, Account Manager, The Abbi Agency
Project Dates/Timeline: July 2018 – October 2018

Goal

The Shopping campaign goal is to promote shopping to in-market visitors to North Lake Tahoe, encouraging visitors to explore the shopping “districts” and promoting shopping-specific events to these visitors.

Description

The Abbi Agency will work with the BACC on a year-round campaign that promotes shopping to in-market visitors of North Lake Tahoe. This will include a year-round awareness campaign for shopping as a standalone pillar, as well as event promotion support for all shopping-specific events.

Target Audience

The campaign target audience is in-market visitors to North Lake Tahoe year-round.

Strategies

In order to ensure the program has sufficient distribution and awareness, the agency will work to **Promote shopping year-round with a digital awareness campaign** highlighting North Lake Tahoe’s shopping districts.

Tactics

Promote shopping year-round with a digital awareness campaign

- Development and launch of Canvas ad to promote shopping and the 5 shopping districts
 - Canvas ad creative will be refreshed in October for winter-centric visuals and messages
- Social media video advertising via Facebook, Instagram and Instagram Stories to promote the shopping stories series, beginning in October 2018
- Ongoing social media posting to feature shopping-specific messages two (2) times per month on each channel
- Monthly giveaways on Facebook, Instagram or Twitter, highlighting interesting fares and shops around the region

Measurements of Success

1. **Awareness:** Number of campaign impressions (goal: 50,000)
2. **Engagement:** overall engagement to campaign content (goal: 500)

Campaign updates will be provided at the end of each month during campaign flight, highlighting both metrics from the prior month, and comprehensive campaign metrics to-date.

Campaign Timing

Shopping campaign will be executed on an ongoing basis from July 2018 – October 2018.

Campaign Budget

Project	Description	Cost
Social Media and Project Management	Posting to promote shopping 2 times monthly Management of all giveaways Management of all social media advertising efforts	\$2,000
Social Media Advertising Hard Costs	Canvas Ad (\$300/month, Aug - Oct) Video Advertising (\$200/month, Oct) Boosting Budget (\$50/month, Jul - Oct)	\$1,300
<i>Total</i>		<i>\$3,300</i>

Approvals

[Amber Burke, Events and Communications, North Lake Tahoe Resort Association] (Sign/Date)

[Ty Whitaker, CEO, The Abbi Agency]

(Sign/Date)



BACC Campaign Update

July Recap and Next Steps

Peak Your Adventure – JULY EFFORTS

Overview

During the month of July, The Abbi Agency continued execution of the Peak Your Adventure campaign through digital channels.

Key areas of focus included:

- Social Media Posting
- Social Media Advertising
- Itinerary Development
- Influencer Activation

Key insights from July's efforts include:

- Influencer activations provided the most direct impact and broadest reach, as well as engaging visuals and posts.
- Social media posting and advertising has allowed "Peak Your Adventure" messages to be cohesively woven into the greater North Lake Tahoe summertime messaging.

Social Media Posting

Throughout July, The Abbi Agency wove Peak Your Adventure messages seamlessly into North Lake Tahoe social channels, highlighting mountain resort experiences in tandem with other summer messages.

From this effort, July metrics included:

- 12 Total Posts with Peak Your Adventure messages
- 143k Estimated Impressions
- 148k Estimated Reach
- 5k Engagements
- 73 Shares
- 1.2k Uses of #MyTahoeAdventure
- Insights: Scenic photos and UGC tend to garner more engagement and positive responses than posts that explicitly call attention to specific resort activities.

Facebook Canvas Ad

The Abbi Agency ran the Peak Your Adventure Facebook Canvas Ad throughout the month of July, resulting in:

- 57k Impressions
- 31k Reach
- 9k Engagements



- 14 Comments and 23 Shares
- 319 Clicks to Go Tahoe North website
- Insights: Due to the canvas ad, North Lake Tahoe gained 49 new page followers. These followers were slightly more female than male leaning (52% versus 47%), and most fell between the ages of 25-64.

Itinerary Development

The Abbi Agency crafted two Peak Your Adventure-centric itineraries in July, one to promote family experiences and one to promote outdoor enthusiast experiences. These itineraries are live on the Go Tahoe North website and will be promoted heavily throughout August and September.

Influencer Activation

During July, The Abbi Agency activated two influencers, and coordinated trips for two influencers who will visit the region during August.

An overview of influencer activations executed in July includes:

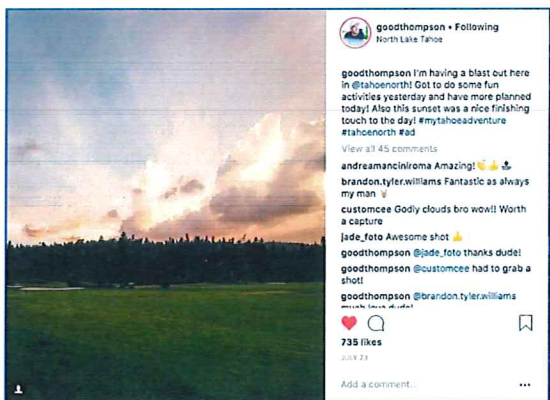
- Carolina Andes ([@carolinaandes](#), Jul 16 - 18)
 - Trip Experience: Family Friendly; Traveling with young children
 - Partners highlighted: Red Wolf Lodge, Squaw Valley / High Camp, Bluesdays, Homewood / West Shore Cafe
- William Thompson ([@goodthompson](#), Jul 22 - 23)
 - Trip Experience: Scenic; Outdoor Adventure
 - Partners highlighted: Granlibakken, Sugar Bowl Resort, Summit Haus Biergarten / Donner Summit, Concerts at Commons Beach, Incline Village Mountain Golf Course, Squaw Valley / High Camp

The two influencers slated for August visits include:

- Maria Boguslav ([@maria_boguslav](#), Aug 8 - 9)
 - Trip Experience: Lifestyle; Travel
 - Partners to Feature: Northstar California, Granlibakken / Treetop Adventure, Homewood California
- Lindsey and Esther ([@bayarea_buzz](#), Aug 14 - 16)
 - Trip Experience: Family and young children; Food & Culinary
 - Partners highlighted: Northstar California, Ritz-Carlton Lake Tahoe, Diamond Peak

From the two influencers who visited North Lake Tahoe during July (Carolina, William), trip performance includes:

- Total Posts: 32
- Owned Images by BACC: 50 (see [HERE](#))
- Total Audiences for Potential Reach: 37.4k
- Estimated Impressions: 63.8k
- Total Partners Featured: 8
- Engagements: 5.7k



Looking Ahead: August Priorities and Efforts

During August, The Abbi Agency will focus on the following areas for the Peak Your Adventure campaign:

- Finalizing influencer activations for final two visits
- Social Media Contesting (Guess That View and Photo Contest)
- Social Media posts and Itinerary Promotion

Summerlong Music – JULY EFFORTS

Music Real-time Broadcasts

During June and July, The Abbi Agency executed three (3) Real-time broadcasts featuring the Music Campaign, one at Kings Beach via Instagram Live, one at Squaw Valley | Alpine Meadows Bluesdays and one at Concerts at Commons Beach. Videos have received an estimated **16k Views** and **700+ Engagements**.

One (1) additional real-time broadcasts will be executed in August to promote the other summerlong music events (Northstar Live Music.)



Social Media Posting

Throughout July, The Abbi Agency wove Music campaign messages seamlessly into North Lake Tahoe social channels, highlighting mountain resort experiences in tandem with other summer messages.

From this effort, July metrics included:

- 9 Total Posts with Music messages
- 56k Estimated Impressions
- 91k Estimated Reach
- 2k Engagements
- 33 Shares
- 9 Uses of #TahoeNorthMusic
- Insights: Music posts have a higher click-through rate than Peak Your Adventure posts.

Facebook Canvas Ad

The Abbi Agency ran the Summerlong Music Facebook Canvas Ad throughout the month of July, resulting in:

- 66k Impressions
- 41k Reach
- 11k Engagements
- 13 Comments and 19 Shares
- 945 Clicks to Go Tahoe North website
- Insights: 53 new followers to the North Lake Tahoe Facebook page were gained.

Looking Ahead: August Priorities

During August, The Abbi Agency will work to wrap up launch all efforts, including:

- Social Media Contest launch and ongoing management
- Ongoing social media posting and canvas ad management

Shopping – July EFFORTS

Planning for FY 2018.19

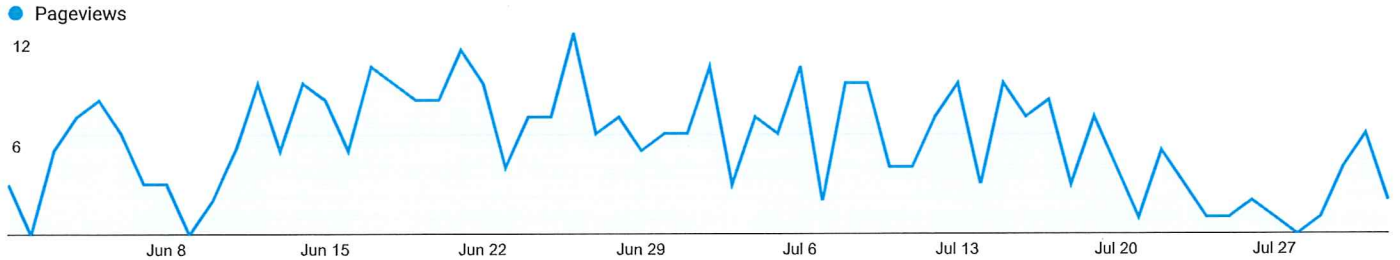
During July, The Abbi Agency worked to establish ideas and plans for FY 2018.19, including providing concepts for potential campaign directions and revising the draft scope of work (SOW).

Pages

Jun 1, 2018 - Aug 1, 2018

All Users
100.00% Pageviews

Explorer



This data was filtered using an advanced filter.

Page	Source	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		341 % of Total: 0.07% (477,901)	330 % of Total: 0.08% (411,492)	00:05:55 Avg for View: 00:02:02 (192.19%)	5 % of Total: 0.00% (241,495)	0.00% Avg for View: 25.08% (-100.00%)	63.05% Avg for View: 50.53% (24.77%)	\$0.00 % of Total: 0.00% (\$0.00)
1. tahoe.com/ct - high notes summerlong music series - http://www.gotahoenorth.com/highnotes/	google	116 (34.02%)	112 (33.94%)	00:05:12	0 (0.00%)	0.00%	62.93%	\$0.00 (0.00%)
2. laketahoethisweek.com/ss - north lake tahoe's summerlong music - https://www.gotahoenorth.com/highnotes/	google	75 (21.99%)	74 (22.42%)	00:05:27	4 (80.00%)	0.00%	69.33%	\$0.00 (0.00%)
3. tahoe.com/ct - high notes summerlong music series - http://www.gotahoenorth.com/highnotes/	laketahoethisweek.com	38 (11.14%)	37 (11.21%)	00:04:16	1 (20.00%)	0.00%	57.89%	\$0.00 (0.00%)
4. laketahoethisweek.com/ss - north lake tahoe's summerlong music - https://www.gotahoenorth.com/highnotes/	tahoe.com	27 (7.92%)	27 (8.18%)	00:05:56	0 (0.00%)	0.00%	88.89%	\$0.00 (0.00%)
5. tahoe.com/ct - high notes summerlong music series - http://www.gotahoenorth.com/highnotes/	yahoo	20 (5.87%)	19 (5.76%)	00:11:36	0 (0.00%)	0.00%	60.00%	\$0.00 (0.00%)
6. tahoe.com/ct - high notes summerlong music series - http://www.gotahoenorth.com/highnotes/	bing	14 (4.11%)	13 (3.94%)	00:09:40	0 (0.00%)	0.00%	57.14%	\$0.00 (0.00%)
7. tahoe.com/ct - high notes summerlong music series - http://www.gotahoenorth.com/highnotes/	(direct)	13 (3.81%)	11 (3.33%)	00:06:58	0 (0.00%)	0.00%	53.85%	\$0.00 (0.00%)
8. tahoe.com/ct - high notes summerlong music series - http://www.gotahoenorth.com/highnotes/	tripsavvy.com	10 (2.93%)	10 (3.03%)	00:01:36	0 (0.00%)	0.00%	20.00%	\$0.00 (0.00%)
9. laketahoethisweek.com/ss - north lake tahoe's summerlong music - https://www.gotahoenorth.com/highnotes/	yahoo	7 (2.05%)	7 (2.12%)	00:07:29	0 (0.00%)	0.00%	57.14%	\$0.00 (0.00%)
10. laketahoethisweek.com/ss - north lake tahoe's summerlong music - https://www.gotahoenorth.com/highnotes/	bing	6 (1.76%)	6 (1.82%)	00:11:40	0 (0.00%)	0.00%	33.33%	\$0.00 (0.00%)
11. tahoe.com/ct - high notes summerlong music series - http://www.gotahoenorth.com/highnotes/	duckduckgo.com	4 (1.17%)	4 (1.21%)	00:26:03	0 (0.00%)	0.00%	75.00%	\$0.00 (0.00%)
12. laketahoethisweek.com/ss - north lake tahoe's summerlong music - https://www.gotahoenorth.com/highnotes/	(direct)	3 (0.88%)	3 (0.91%)	00:02:11	0 (0.00%)	0.00%	66.67%	\$0.00 (0.00%)
13. laketahoethisweek.com/ss - north lake tahoe's summerlong music - https://www.gotahoenorth.com/highnotes/	m.facebook.com	2 (0.59%)	1 (0.30%)	00:01:30	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
14. laketahoethisweek.com/ss - north lake tahoe's summerlong music - https://www.gotahoenorth.com/highnotes/	search.infospace.com	1 (0.29%)	1 (0.30%)	00:00:00	0 (0.00%)	0.00%	100.00%	\$0.00 (0.00%)
15. laketahoethisweek.com/ss - north lake tahoe's summerlong music - https://www.gotahoenorth.com/highnotes/	search.xfinity.com	1 (0.29%)	1 (0.30%)	00:00:56	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
16. laketahoethisweek.com/ss - north lake tahoe's summerlong music - https://www.gotahoenorth.com/highnotes/	us.search.yahoo.com	1 (0.29%)	1 (0.30%)	00:00:00	0 (0.00%)	0.00%	100.00%	\$0.00 (0.00%)
17. tahoe.com/ct - http://www.gotahoenorth.com/highnotes/	google	1 (0.29%)	1 (0.30%)	00:00:00	0 (0.00%)	0.00%	100.00%	\$27.00 (0.00%)
18. tahoe.com/ct - high notes summerlong music series - http://www.gotahoenorth.com/highnotes/	google	1	1	00:00:00	0	0.00%	100.00%	\$0.00

18.	w.gotahoenorth.com/highnotes/	ecostia.org	(0.29%)	(0.30%)	00:00:00	(0.00%)	0.00%	100.00%	(0.00%)
19.	tahoe.com/ct - high notes summerlong music series - http://www.gotahoenorth.com/highnotes/	r.search.aol.com	1 (0.29%)	1 (0.30%)	00:03:37	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)

Rows 1 - 19 of 19

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ANALYTICS REPORT CAMPAIGN OVERVIEW

Start/end date **June 1, 2018 to Sept. 17, 2018**
 Number of impressions ordered **600,000**

North Lake High Notes

June 1, 2018 to July 25, 2018
 Impressions delivered **247,614**
 Clicks through to site **294**
 Clickthrough rate **0.12%**

*Because the delivery of impressions is variable in any given time period, the total delivered will be within 5% of the number ordered.

160x600
 SUMMERLONG MUSIC
 Free concerts and big ticket names appearing al fresco as well as in legendary showrooms and intimate pubs.
 Full Event Lineup ▶
 north lake tahoe

300x600
 NORTH LAKE TAHOE'S
 SUMMERLONG MUSIC
 Free concerts and big ticket names appearing al fresco as well as in legendary showrooms and intimate pubs.
 Full Event Lineup ▶
 north lake tahoe

320x480
 NORTH LAKE TAHOE'S
 SUMMERLONG MUSIC
 Free concerts and big ticket names appearing al fresco as well as in legendary showrooms and intimate pubs.
 Full Event Lineup ▶
 north lake tahoe

300x250
 NORTH LAKE TAHOE'S
 SUMMERLONG MUSIC
 Full Event Lineup ▶
 north lake tahoe

728x90
 NORTH LAKE TAHOE'S
 SUMMERLONG MUSIC
 Full Event Lineup ▶

Average clickthrough rate across Industries nationwide is .07%
 Rates vary with type of business and the impact of the call to action presented in the ad.

Advertising Analysis Report

Advertiser	North Lake Tahoe Chamber
Website	All Websites
Start Date	01-06-2018
End Date	31-07-2018

Campaign Breakdown

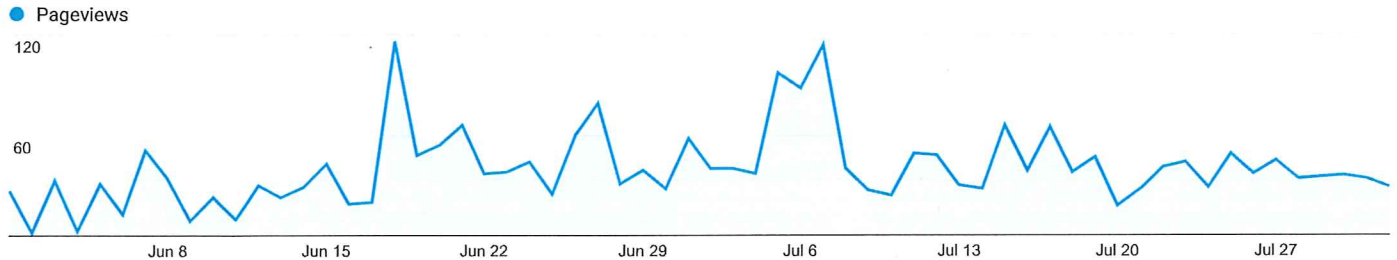
Name	Impr.	Clicks	CTR	Rev.	ECPM
NLTCV - Peak Your Adventure - Skyscraper	0	0	-	-	-
North Lake Tahoe Chamber - High Notes - Leaderboard	11530	107	0.93%	-	-
North Lake Tahoe Chamber - High Notes - Section Banner	31169	34	0.11%	-	-
North Lake Tahoe Chamber - High Notes - Side Banner	12070	101	0.84%	-	-
North Lake Tahoe Chamber - High Notes - skyscraper	4130	9	0.22%	-	-
North Lake Tahoe Chamber - Leaderboard	0	0	-	-	-
North Lake Tahoe Chamber - Northern Lights - Leaderboard	0	0	-	-	-
North Lake Tahoe Chamber - Peak Adventure - Side Banner	0	0	-	-	-
	58899	251	0.26%		

Pages

Jun 1, 2018 - Aug 1, 2018

All Users
100.00% Pageviews

Explorer



This data was filtered using an advanced filter.

Page	Source	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		2,499 % of Total: 0.52% (477,901)	2,247 % of Total: 0.55% (411,492)	00:01:39 Avg for View: 00:02:02 (-18.18%)	829 % of Total: 0.34% (241,495)	27.94% Avg for View: 25.08% (11.38%)	44.30% Avg for View: 50.53% (-12.34%)	\$0.00 % of Total: 0.00% (\$0.00)
1. laketahoethisweek.com/high-notes/events/beerfest-bluegrass	google	157 (6.28%)	149 (6.63%)	00:06:09	133 (16.04%)	30.43%	84.08%	\$0.00 (0.00%)
2. laketahoethisweek.com/high-notes/events/live-music-gar-woods	tahoe.com	143 (5.72%)	132 (5.87%)	00:02:04	75 (9.05%)	30.67%	49.65%	\$0.00 (0.00%)
3. laketahoethisweek.com/high-notes/events/concerts-commons-beach	tahoe.com	109 (4.36%)	102 (4.54%)	00:01:34	59 (7.12%)	26.67%	48.62%	\$0.00 (0.00%)
4. tahoe.com/tahoe-city/high-notes	s3.amazonaws.com	101 (4.04%)	37 (1.65%)	00:00:02	37 (4.46%)	13.51%	35.64%	\$0.00 (0.00%)
5. laketahoethisweek.com/high-notes/events/live-music-gar-woods?modal=1	tahoe.com	94 (3.76%)	91 (4.05%)	00:02:14	52 (6.27%)	44.23%	67.02%	\$0.00 (0.00%)
6. tahoe.com/business/high-notes	laketahoethisweek.com	91 (3.64%)	82 (3.65%)	00:00:51	34 (4.10%)	14.71%	29.67%	\$0.00 (0.00%)
7. tahoe.com/tahoe-city/high-notes	(direct)	90 (3.60%)	71 (3.16%)	00:01:14	71 (8.56%)	11.27%	78.89%	\$0.00 (0.00%)
8. tahoe.com/business/high-notes	google	89 (3.56%)	71 (3.16%)	00:01:27	3 (0.36%)	33.33%	13.48%	\$0.00 (0.00%)
9. laketahoethisweek.com/high-notes/events/concerts-commons-beach	google	88 (3.52%)	84 (3.74%)	00:01:15	23 (2.77%)	13.04%	42.05%	\$0.00 (0.00%)
10. tahoe.com/https://laketahoethisweek.com/high-notes/events/live-music-gar-woods	google	79 (3.16%)	78 (3.47%)	00:02:06	3 (0.36%)	0.00%	56.96%	\$0.00 (0.00%)
11. laketahoethisweek.com/high-notes/events/live-music-gar-woods	google	74 (2.96%)	67 (2.98%)	00:00:44	19 (2.29%)	36.84%	28.38%	\$0.00 (0.00%)
12. laketahoethisweek.com/high-notes/events/concerts-commons-beach?modal=1	tahoe.com	71 (2.84%)	68 (3.03%)	00:03:05	35 (4.22%)	41.67%	64.79%	\$0.00 (0.00%)
13. tahoe.com/https://laketahoethisweek.com/high-notes/events/concerts-commons-beach	google	65 (2.60%)	61 (2.71%)	00:02:10	1 (0.12%)	0.00%	53.85%	\$0.00 (0.00%)
14. laketahoethisweek.com/high-notes/events/concerts-commons-beach	(direct)	54 (2.16%)	53 (2.36%)	00:05:26	39 (4.70%)	33.33%	79.63%	\$0.00 (0.00%)
15. tahoe.com/business/high-notes/event-lineup	laketahoethisweek.com	54 (2.16%)	50 (2.23%)	00:06:57	5 (0.60%)	80.00%	51.85%	\$0.00 (0.00%)
16. tahoe.com/ct - high notes summerlong music series - https://tahoe.com/business/high-notes	google	53 (2.12%)	52 (2.31%)	00:00:02	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
17. tahoe.com/ct - high notes summerlong music series - https://tahoe.com/business/high-notes	laketahoethisweek.com	34 (1.36%)	34 (1.51%)	00:00:01	1 (0.12%)	0.00%	0.00%	\$0.00 (0.00%)
18. tahoe.com/business/high-notes/event-lineup	google	33 (1.32%)	31 (1.38%)	00:03:31	1 (0.12%)	0.00%	36.36%	\$0.00 (0.00%)

19.	tahoe.com/kings-beach/high-notes	google	33 (1.32%)	29 (1.29%)	00:00:25	2 (0.24%)	50.00%	21.21%	\$0.00 (0.00%)
20.	laketahoethisweek.com/high-notes/events/live-music-gar-woods?modal=1	google	31 (1.24%)	29 (1.29%)	00:01:32	0 (0.00%)	0.00%	41.94%	\$0.00 (0.00%)
21.	tahoe.com/tahoe-city/high-notes	google	29 (1.16%)	22 (0.98%)	00:00:15	1 (0.12%)	100.00%	10.34%	\$0.00 (0.00%)
22.	tahoe.com/ct - high notes summerlong music series - https://tahoe.com/kings-beach/high-notes	google	25 (1.00%)	23 (1.02%)	00:00:01	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
23.	laketahoethisweek.com/high-notes/events/concerts-commons-beach?modal=1	google	23 (0.92%)	23 (1.02%)	00:02:30	0 (0.00%)	0.00%	52.17%	\$0.00 (0.00%)
24.	tahoe.com/ct - high notes summerlong music series - https://tahoe.com/tahoe-city/high-notes	google	20 (0.80%)	19 (0.85%)	00:00:01	1 (0.12%)	0.00%	0.00%	\$0.00 (0.00%)
25.	tahoe.com/squaw-valley/high-notes	google	19 (0.76%)	14 (0.62%)	00:01:36	0 (0.00%)	0.00%	21.05%	\$0.00 (0.00%)

Rows 1 - 25 of 270

GoTahoeNorth (High Notes) Summerlong Music Series

June 1, 2018 to Sept 15, 2018

Through July 31

	high-notes	gotahoenorth.com	Revive Ads	June Retarget	July Retarget	Audience Ext	YTD Total
Clicks	2,499	341	251	47	20	294	3,452
Impressions	82,761		58,899	9,047	9,000	247,614	407,321
CTR			0.26%	0.52%	0.22%	0.12%	



ANALYTICSREPORT Retargeting Campaign Overview

CLIENT	IMPRESSIONS	CLICKS	CTR
Tahoe - High Notes	9,000	20	.22%
Mobile	1,585	6	.38%
PC	7,125	13	.18%
Tablet	290	1	.353%

Number of impressions ordered: 8,333



Average clickthrough rate across Industries nationwide is .07%
 Rates vary with type of business and the impact of the call to action presented in the ad.



ANALYTICSREPORT Retargeting Campaign Overview

CLIENT	IMPRESSIONS	CLICKS	CTR
Tahoe - High Notes	9,047	47	.52%
Mobile	2,242	17	.76%
PC	6,400	23	.36%
Tablet	405	7	1.73%

Number of impressions ordered: 8,333



Average clickthrough rate across Industries nationwide is .07%
 Rates vary with type of business and the impact of the call to action presented in the ad.

18.19 Regional Shopping Events

July 2018		
14	Sidewalk Saturdays	Tahoe City
August 2018		
11	Sidewalk Saturdays	Tahoe City
Septmeber 2018		
8	Sidewalk Saturdays	Tahoe City
October 2018		
13	Sidewalk Saturdays	Tahoe City
November 2018		
24	Small Business Saturday	NLT Region
December 2018		
15	Get S'more Saturdays	Kings Beach
January 2019		
19	Get S'more Saturdays	Kings Beach
February 2019		
23	Get S'more Saturdays	Kings Beach
March 2019		
9	Get S'more Saturdays	Kings Beach
April 2019		
May 2019		
11	Sidewalk Saturday	Tahoe City
25 - 27	Opening Day on the Lake	West Shore
25-26	Made in Tahoe Festival	Squaw Valley
June 2019		
8	Sidewalk Saturday	Tahoe City

Overview and Description

During the months of July 2018 – June 2019, The Abbi Agency will work with the BACC to promote shopping-specific events via North Lake Tahoe channels. A series of 6 – 8 events will be specified, one per each region in North Lake Tahoe, for promotion.

Target Audience

Shopping-specific events will be promoted to in-market visitors to North Lake Tahoe year-round.

Promotion Tactics

For the 6 – 8 events selected, the North Lake Tahoe Resort Association will support with the following tactics:

3-4 local events will be identified as shopping-centric, including Made in Tahoe, Get S'mores Saturdays, and others. Each event will be promoted with a specific campaign plan, including:

- Development and distribution of one (1) annual press release promoting “North Lake Tahoe as a Shopping Destination” and providing information on each event
- Local and regional press outreach around each individual event
- Providing list of 5 – 10 local/regional event calendars to each event producer
- Event-promotional posts via North Lake Tahoe social media channels 2-4 times in the weeks leading up to the event or throughout event timeframe, boosted to an audience of in-market visitors
- Real-time promotion leading up to and/or during the event, including one (1) Facebook/Instagram Live broadcast and Instagram Stories
- One (1) Social media giveaway in partnership with the event via Facebook, Instagram or Twitter
- Inclusion of event in relevant blog posts and newsletters from North Lake Tahoe