

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

Jessie Whalen, Northstar | **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

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 Board of Directors on items of interest to the Board 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 Board on items addressed under Public Forum.
3. Agenda Amendments and Approval - **MOTION**
4. Approval of Meeting Minutes from Thursday, March 8, 2018 – **MOTION** **Page 1**
5. Introduction of Liz Bowling, Director of Membership & Communications – Amber Burke, Liz Bowling (5 min)
6. BACC Budget & Calendar Overview – Amber Burke (5 min) **Page 5**

Action/Motion Items:

- A. 17.18 Community Marketing Grant Presentation – West Shore Association, Kay Williams (20 min) **Page 12**
- B. 2018 Peak Your Adventure Marketing Plan Discussion – Amber Burke, Allegra Demerjian (20 min) **Page 17**
- C. Tahoe.com Presentation, Music Campaign – Jody Poe (15 min) **Page 21**
- D. 2018 Music Campaign (High Notes) Marketing Plan Discussion – Amber Burke, Allegra Demerjian (20 min) **Page 32**

Discussion & Strategy:

7. Partnership Funding Update – Amber Burke (15 min) **Page 35**

8. Touch Lake Tahoe Campaign Recap, Allegra Demerjian (15 min) [Page 37](#)

9. Year-Round Shopping Update, Allegra Demerjian (10 min) [Page 50](#)

Other Items:

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

11. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

BUSINESS ASSOCIATION AND CHAMBER COLLABERATIVE

Minutes

Thursday, March 8, 2017, 3:00pm

Tahoe City Visitor Center

Committee Members in attendance: Caroline Ross, Joy Doyle, Jody Poe, Jessi Whalen, JJ Jansen, Steven Lamb, NLTRA Board Member: Aaron Rudnick (Via Telephone)

Staff Members in attendance: Amber Burke, Cindy Gustafson, Dawn Teran

A. Meeting called to order 3:08.

B. Public Forum

- Cindy gave an update regarding NLTRA Board Elections; 6 elected confirmed. Current Board discussed 4 at large-decided to leave #5 vacant to fill at a later date. Karen Plank is Placer County at-large seat.
- Anyone can join call-in NLTRA Board Meeting next week
- Board members have 2 year terms.

C. Agenda Amendments and Approval

MOTION to approve agenda. M/S/C Joy/Jesse/6-0-0

D. Approval of meeting Minutes

1. Thursday, December 14, 2017
2. Thursday, February 8, 2018

MOTION to approve BACC meeting minutes from December 14, 2017 and February 8, 2018. M/S/C Steve/Jody/6-0-0

Item E. BACC Budget & Calendar Overview

- Amber reported that the budget is on track.

E. Action Items

1. 17/18 Community Marketing Grant Presentation and possible approval – Squaw Valley – Caroline Ross

- Caroline reviewed Richtor7 ROI from the Marketing grant they received last year. She reviewed her grant request for the 17.18 fiscal year. All Squaw Valley lodging properties submitted offers and are in the report except Resort at Squaw Creek due to staffing turnover. Lodging partner booking information from the last grant was tracked and included. Squaw Valley Lodge and Village at Squaw Valley conversions is not included due to an error.

- For this request, would like to offer a similar campaign focusing on this coming spring. The call to action is to book lodging. Will be tracking lodging information this year and will provide that information.

MOTION to approve the 17/18 Community Marketing Grant request for Squaw Valley. M/S/C Joy/Jessi/6-0-0

- Amber reported that there will need to be an approval by Marketing Committee meeting then a vote at the upcoming Board meeting in April.
- Caroline will email Richtor7 report to Amber for group distribution.
- Amber reported that the NTBA and TCDA do not need to present a formal result of their marketing plan to the BACC, because it is no longer required in the NLTRA contract with Placer County.
- Discussion about origin of BACC Marketing funds.
- Joy said she will share NTBA's marketing plans with the BACC, which are due:
 - Mid-March for summer
 - Mid-October for winter
- Next Month presenter: Was supposed to be West Shore Association but Lisa is now at RSC. Amber will follow up. Northstar already received their grant funding in July 2017.

F. Touch Lake Tahoe update

- Amber reviewed statistics distributed in packet.
 - Canvas add-performing well, and the interaction has increased over the board.
 - Influencers-
 - Hannah Thornton is very close to being "nailed down".
 - Chris Burkhardt can't do winter, but interested in doing something in the summer.
 - \$700 is slotted for each influencer. Amber reviewed other potential influencers (listed in packet).
 - Caroline stated that her choice is Jordan. Group consensus that Jordan is the best choice. The strategy would be to get the influencer here quickly, within the next two weeks. Discussion about time of season in relation to the campaign.

G. Year Round shopping:

- Photo shoot-Tahoe City is the only location left. Photos should be here soon.
- Video series-
 - Amber met with Chris Bartkowski-Generikal. He will compile a production outline and they will work on a script about the regions and artisan products together for "Knowledge" portion, can highlight boot fitter and testimonials from customers. Once she gets an outline she will consult with the BACC committee and set up production days.
 - Amber thinks that a day ½ of shooting maybe difficult for videographer to cover all the regions but she will keep BACC updated. Joy worked with Chris recently and recommends effectively communicating to him what the exact needs and desires are for the video.

- Suggestion for boot fitter to use- Chris – Northstar and Squaw. Eric Brandt was suggested for possible for voiceover.
 - Joy will share her model contact information with us.
- Joy requested stats on Touch Lake Tahoe Map, and we will begin including on a daily basis.
- Shopping Blog post was recently included in newsletter/blog.
- Now there are enough assets to create a canvas ad in March and can start advertising. Amber suggested using the \$1,000 not utilized in Jan/Feb to promote the video series when it's complete. She will bring back to committee at a later date. H. Peak Your Adventure:
- Amber reviewed the 2017 campaign recap from Abbi Agency.
- Group had already decided in previous meetings that it didn't want have printed maps or utilize digital coupons this time.
- Amber said in past, the two campaigns were mirrored (Peak You Adventure and Touch Lake Tahoe), and asked committee if they want to do the same type of things for Peak Your Adventure as Touch Lake Tahoe.
- Caroline pointed out that the Mountain areas already have strong marketing and she would like to have more connectivity from all the entities in the campaign.
- Joy: Let's help the existing brands do better.
- Caroline: Something universal-events? Mid-week? Discussion about Sugar Bowl participation.
- Suggestion to ask Abbi for suggestions and to research other ideas. High Notes is already highlighting music events.
- Suggestion to get buy-in from Resorts early on.
- Caroline said shopping and dining awareness is needed at the resorts.
- Amber asked BACC members to go get their organization's feedback and report back to her prior to the next meeting so she can get ideas to Abbi Agency.
- The money needs to be spent on the campaign by June 30th. Campaign can still be running but the plan must be initiated by then. Caroline suggested using High Notes as a catalyst.
- Steven pointed out that "Peak Your Adventure" can refer to anything, no matter what you are doing, as you are in the mountains and anything can be considered an adventure. (i.e.; maybe your adventure is drinking good wine. It doesn't have to be a typical outdoor activity, it can be shopping that is your adventure.) It's the lifestyle that is being sold-outside and inside.
- Amber pointed out that anything can be added to the itineraries. Joy added that it does need to be something that compels them from going away from the lake.
- Amber said itineraries are nice to use to build off of, for other avenues, and can be in coordination with the resorts itineraries.
- Amber will talk with Allegra. She stressed the need for a full picture of all the activities offered at the resorts and not focused on one activity.
- Committee feedback that a photo contest may not be required this time. Amber pointed out that photo contest encourages engagement in Social Media and is an important component to the campaign.

I. High Notes

- Amber reminded group about Brand discussion from last year. Amber asked that High Notes be included on the Marketing Coop agenda. She pointed out that it is their campaign. We piggy-backed onto that campaign, therefore we do not have the authority to change the messaging. She will present it to the Tourism Development Committee on the 27th.
- She said we own five 15 minutes videos that performed well last year. Tahoe.com geo fencing did really well last year.
- Facebook Lives were difficult to execute. Branding discussions and requests were too late to be included.
- Note: Consumers want concert times written on calendars.
- Amber requested summer calendar with music components be forwarded to her.

J. Partnership Funding Applications

- Amber reported that she has officially requested applications for partnership funding- applications to receive marketing funds for events, up to \$50,000. The money must be used for Marketing of the events, to drive lodging shoulder seasons, midweek or long periods of time and to help events get message to a broader market. Applications due on April 6th. Application is on NLTRA.org/marketing. BACC, a variety of committees and the County's involvement is encouraged so as to be well rounded in funds distribution decision making
- Panel volunteers are requested. Joy suggested that Amber make her recommendations. The group agreed. Do we exclude anyone who is an applicant? Amber said they should not be on both the panel and applying for funds. NLTRA employees are encouraged to be members of the panel.
- Jessi requested information on what was spend last year.
- Money has to be spent by the end of 2018.
- Great job Amber!

K. Reports:

- Amber shared information about the NLT Community Awards Banquet April 26 at Granlibakken; Silent auction items, nominate your businesses, sponsorship opportunities.
- Joy: Snowfest Parade, Snowfest activities, Get S'mores Saturdays March 10 and Mar 31st.
- JJ- Tourism Master Plan grant applications due the end of the month, March 30th at noon.
- Steven – PlumpJack NASTAR race March 22-25. WinterWonderGrass April 6-8. PlumpJack delaying remodeling, closing next spring for remodeling,

L. Adjourned at 4:53pm.

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

February Action Items

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

March Action Items

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

May Action Items

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

June Action Items

- * Touch Lake Tahoe: Campaign Recap
- * Shopping
- * Community Marketing Recap
- * Initial Strategic Discussion

July Action Items

- * Shopping
- * Community Marketing Recap
- * Strategic Discussion

August Action Items

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

September Action Items

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

October Action Items

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

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	\$20,029	Account Code: 6743-03
Shopping Campaign	\$17,020	\$11,697	Account Code: 6743-01
Total Spend	\$78,725	\$31,726	

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	
Total Revenue	\$4,000	\$1,000	

	Forecast	Actual
Additional Revenues	\$4,000	\$1,000
Allocated Budget	\$80,000	\$80,000
Expenses	\$78,725	\$31,726
Remaining Budget	\$5,275	\$49,274

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			
<i>NLT Visitor Guide</i>	\$2,500			May	
<i>Tahoe.com</i>	\$3,800			May	
<i>Social Media Advertising</i>	\$1,500			May	
Printing Costs	\$800		May		
Total Spend	\$20,000	\$0			

REVENUES

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

	Forecast	Actual	Forecast + Actuals
Additional Revenues	\$0	\$0	\$0
Allocated Budget	\$20,000	\$20,000	\$20,000
Expenses	\$20,000	\$0	\$20,000
Remaining Budget	\$0	\$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				
<i>Social Media Geo-Targeting</i>					
<i>NLT Visitor's Guide</i>	\$1,795		May		
Map Printing					
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	Forecast + Actuals
Additional Revenues	\$1,000	\$0	\$1,000
Allocated Budget	\$20,000	\$20,000	\$20,000
Expenses	\$21,000	\$0	\$21,000
Remaining Budget	\$0	\$20,000	\$0

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	\$6,650			
TAA Campaign Project Management	\$1,400	\$933	August	February	1/6: Invoice #5594, 3/6: Invoice #5689, 4/3: Invoice #5732, 5/1: Invoice 5810
TAA Social Media Management	\$1,400	\$933		February	1/6: Invoice #5594, 3/6: Invoice #5689, 4/3: Invoice #5732, 5/1: Invoice 5810
<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	\$1,333			
<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			June	
<i>June</i>	\$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) - 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		June		Generikal Design - 3 Video Series
Video Production	\$1,400				1.5 days of Production
Video Editing	\$840				
Additional Expenses	\$75				Music Licensing
Total Spend	\$17,020	\$11,697			

REVENUES

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

	Forecast	Actual
Additional Revenues	\$1,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$17,020	\$11,697
Remaining Budget	\$3,980	\$8,303

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>		\$24		<i>February</i>	<i>December January gift cards</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	\$20,029			

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	\$20,029
Remaining Budget	\$1,295	\$971

**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	\$10,000	6018-00-11	May		Presenting at March Meeting (3.8.18)
West Shore Association	\$10,000			May		Presenting at April Meeting (4.12.18)
Total Spend	\$30,000	\$20,000				

	Forecast	Actual
Allocated Budget	\$30,000	\$30,000
Expenses	\$30,000	\$20,000
Remaining Budget	\$0	\$10,000





West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

WELCOME TO THE MAGICAL WEST SHORE.

Spend a day or two on the West Shore and you'll understand immediately why it's called the "Magical West Shore". Known for its beauty, history, and outdoor activities, there is so much to see and do on Lake Tahoe's Magical West Shore...you may never want to leave!

Lead by a volunteer board The West Shore Association is an organization of West Shore businesses and individuals working together to promote the "Magical West Shore" to residents and visitors. WSA represents our members as a voice to all of our various government agencies.

2016 – 2017 BACC Grant Request Review

WSA Social Media Campaign, Website and eBlast Campaign **\$6,500**

Update: With the funds provided by last year's grant request WSA created a new email account through MailChimp and began encouraging visitors to sign up via our website and social media. In addition we created a winter contest to drive email sign ups – anyone who submitted their email address was entered in a West Shore Getaway Drawing which was successful in obtain 841 email addresses. In addition two different email templates were created, one for members and one for visitors.

			Allocated	Spent
Social Media	Andria Gutierrez	Social M. Proposal	\$3,900.00	\$3,900.00
		Facebook & Instagram Ads	\$1,200.00	\$1,200.00
Website Updates		Member/Event updates	\$750.00	\$750.00
eBlast Campaigns		Template Creation	\$150.00	\$150.00
		Quarterly Newsletters	\$500.00	\$500.00

WSA Advertising Campaigns **\$3,000**

Update: The WSA continues to push Opening Day at the Lake by utilizing print advertising. Funds were also allocated to Tahoe Music Festival and Tahoe Dance Collective to help cover some cost of advertising. These two events have become West Shore staples over the last few years.

		Allocated	Spent
Opening Day/Lake	Local Media Placements including: The Weekly Moonshine Ink, Sierra Nevada Media	\$1,000	\$1,000
Tahoe Music Festival	Local Media Placements including: The Weekly Moonshine Ink	\$1,000	\$1,000
Tahoe Dance Collective	Local Media Placements Including: Sierra Nevada Media, The Weekly,	\$1,000	\$1,000



West Shore Association

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WSA Non Profit Support - Tahoe Maritime Museum Brochure Allocated \$500 **Spent \$500**
Update: The WSA did allocate the funds to the Maritime Museum to help produce their brochure which was then distributed throughout the area to help bring in guests. The Maritime Museum continues to be a large part of the West Shore culture.

Total Ask **\$10,000**

Social Media & Website Recap

	5/16 – 5/17	5/17 – 4/18	%	Total
FANS				
Facebook	6,978	8,062	16%	8,062
Instagram	13,400	16,200	21%	16,200
Twitter	1,297	1,370	6%	1,370
FACEBOOK				
CLICKS TO WEBSITE (from google analytics)	1,932	1,053	-45%	3,112
TOTAL LINK CLICKS (tahoewsa.com and other West Shore promoted links)	5,285	4,098	-22%	10,756
NEWSLETTER SIGN UP	13	841	6369%	854
REACH (TOTAL)	4,100,000	4,200,000	2%	9,900,000
Organic + Viral	3,702,500	3,986,700	8%	9,168,433
Paid	497,900	206,600	-59%	830,100
IMPRESSIONS (TOTAL)	7,200,000	7,300,000	1%	17,400,000
Organic + Viral	6,631,700	7,096,500	7%	16,522,500
Paid	500,600	210,300	-58%	837,500
ENGAGED USERS	302,400	353,700	17%	774,400



West Shore Association

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ENGAGEMENT RATE	6.70%	7.84%	7.13%	7.13%
PAGE VIEWS	3,131	3,224	3%	7,949
				0
FACEBOOK + INSTAGRAM ADVERTISING				0
TOTAL SPEND	\$1,218.00	\$555.75	-54%	2,097
LIKES (SPEND)	\$376.00	\$0.00	-100%	476
Page Likes	1,518	0	-100%	2,019
Cost per Like	\$0.25	\$0.00	-100%	-
INSTAGRAM AD (SPEND)	\$787.00	\$264.94	-66%	1,239
Engagements	16,664	5,447	-67%	24,304
Cost per Website Click	\$0.05	\$0.05	0%	-
ENGAGEMENT (SPEND)	\$55.00	\$290.81	429%	382
Engagements	3432	4492	31%	8,143
Cost per Engagement	\$0.02	\$0.06	304%	-
TWITTER				
CLICKS TO WEBSITE	44	39	-11%	122
TOTAL LINK CLICKS (tahoewsa.com and other West Shore promoted links)	244	587	141%	1,066
IMPRESSIONS (TOTAL)	139,300	141,500	2%	397,900
Organic	77,141	141,500	83%	318,396
Paid	62,159	0	-100%	79,504
ENGAGEMENT RATE	1.35%	1.80%	33%	-
RETWEETS	181	245	35%	682
LIKES	662	1,367	106%	3,080
INSTAGRAM				
CLICKS TO WEBSITE	210	751	258%	987



West Shore Association

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LIKES	52,116	61,000	17%	142,393
Average LIKE per post	543	642	18%	1,381
WEBSITE				
Sessions	12,522	15,397	23%	32,932
Users	10,761	13,321	24%	28,453
Page Views	25,438	29,440	16%	66,231

2017 – 2018 BACC Grant Request

WSA Social Media Campaign, Website and eBlast Campaign

\$6,500

Our plan is to continue to grow our email list and send, at the minimum, biannual emails to our visitor list promoting happenings on the West Shore. In addition we plan on running a summer giveaway, similar to our winter giveaway, to encourage sign ups. A small portion of this fund will be directed toward content creating for the eblasts including, gathering content from WSA members, blog writing that focuses on the area and other engaging content. Social media ads and website updates continue to remain a focus for us and we plan on allocating a large portion of our money to this avenue.

Social Media	Andria Gutierrez	Social M. Proposal		\$3,500.00
		Facebook & Instagram Ads		\$1,550.00
Website Updates		Member/Event updates		\$750.00
eBlast Campaigns		Content Creation		\$200.00
		Quarterly Newsletters		\$500.00

WSA Advertising Campaigns

\$3,500

Similar to the previous year, the WSA will continue focusing print advertising towards marquee West Shore events such as Opening Day at the Lake, Lake Tahoe Music Festival and Lake Tahoe Dance Festival.

Opening Day at the Lake – Memorial Day Weekend

Opening Day at the Lake is a West Shore tradition, an official summer “kick off” that lets visitors know that shops are open and to stop by the West Shore. Advertising focuses on businesses that host deck opening parties and other events around Memorial Day.

Lake Tahoe Music Festival – August 21 – 26, 2018

The Lake Tahoe Music Festival 20-Piece Academy Orchestra is comprised of elite student musicians from across the United States under the direction of Maestro Timm Rolek. Five concerts are held over days during the month of August and consist of music, ballet, food, and wine.

Tahoe Dance Collective – Annual Lake Tahoe Dance Festival

The Lake Tahoe Dance Festival is a presentation of the Lake Tahoe Dance Collective, a 501c3 organization, whose mission is to promote classical, modern and contemporary dance of the finest quality in the Lake Tahoe area through performance, education and outreach, enriching the community as a whole and as a cultural destination. <http://www.laketahoeandancefestival.org/>



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

Opening Day/Lake	Local Media Placements including: The Weekly Moonshine Ink, Sierra Nevada Media	\$1,000
Tahoe Music Festival	Local Media Placements including: The Weekly Moonshine Ink	\$1,000
Tahoe Dance Collective	Local Media Placements Including: Sierra Nevada Media, The Weekly,	\$1,000

WSA Non Profit Support - Tahoe Maritime Museum Brochure Allocated \$500 **Spent \$500**

The WSA plans on providing the Tahoe Maritime Museum with these funds to print a brochure focused on their offerings. This brochure will be distributed throughout the area to attract visitors to their location and the West Shore region.

Maritime Museum Mission: To stimulate an interest in, increase knowledge of, and maintain watercraft and marine artifacts significant in Lake Tahoe’s maritime history through the highest standards of historic preservation, innovative interpretation and public education.

Total Ask **\$10,000**

Client and/or Project Name: BACC: Peak Your Adventure

Completed by: Allegra Demerjian, Account Manager, The Abbi Agency

Point of Contact: Allegra Demerjian, Account Manager, The Abbi Agency

Project Dates/Timeline: May 2018 – October 2018

Goal

The Peak Your Adventure campaign goal is to “peak” in-market visitors’ interest in summertime mountain activities, encouraging them to experience North Lake Tahoe’s mountain resorts during their summertime trips.

Description

The Abbi Agency recommends a Peak Your Adventure campaign that showcases the many different ways visitors can experience mountain resorts in North Lake Tahoe – from wine to events to outdoors activities, all types of visitors can find something special here for their summertime trip. And, a summertime trip isn’t complete without experiencing the mountains surrounding Lake Tahoe

Target Audience

The campaign target audience is in-market visitors to North Lake Tahoe during the summer. An emphasis will be put on *families* and *outdoor enthusiasts*, as these are the largest summertime traveler segments.

Strategies

In order to ensure the program has sufficient distribution and awareness, the agency will work to pursue the following strategies:

1. **Curate a series of Peak Your Adventure itineraries** to seamlessly incorporate mountain experiences with lakeside experiences
2. **Showcase real experiences** visitors can expect to have with influencers and user-generated content
3. **Develop cohesive messaging and toolkits** to leverage each individual mountain resort and incorporate them into the overarching plan
4. Use **social media posting, engagement tactics, video content and targeted ads** to create and promote engagement among in-market visitors
5. **Promote to in-market visitors** via Visitor Guide ad

Tactics

Develop Cohesive Messaging and Toolkits

- Create cohesive message points showcasing how visitors can peak their adventure in an array of activities – from food and beverage to events to hikes and outdoors adventures
- Create a social media and digital toolkit for partners to promote
- Distribute and collaborate with partners for easy amplification of messaging
- Update Peak Your Adventure page on GTN website with 2018 campaign information

Curate a series of Peak Your Adventure itineraries

- Develop two (2) summer itineraries to live on the GTN blog and highlight an array of activities and events at our resort partners
- Strategically feature events, lodging and activity partners in itineraries and coordinate with partners to spread the Peak Your Adventure message

Showcase real experiences

- Host a series of 4 local/regional influencers to bring the Peak Your Adventure series to life, highlighting summer events and activities at each resort
- Execute a summerlong social media contest to encourage user-generated content around the social media itineraries, providing “prompts” for second half of summer

Social Media Promotion

- Feature Peak Your Adventure messaging at least 1x/week across all North Lake Tahoe channels (Facebook, Instagram, Twitter)
- Break “itineraries” activities into carousel posts and graphics, harnessing user-generated content, to turn posts into tangible activities
- Use “guess that view” giveaways to drive awareness and engagement around each mountain property
- Use video clips to inspire visitors to experience the mountains in summertime (pulled out of previously-developed content)
- Develop Canvas Ad for immersive social media engagement around campaign messaging and activities

Visitor Guide Ad

- Create visitor guide ad showcasing all ways visitors can peak their adventures – from dining to shopping to adventure
- Feature user-generated content in visitor guide ad

Measurements of Success

1. **Awareness:** Number of campaign impressions (goal: 550,000); campaign audiences
 - a. **YoY comparison** – 2017 impressions: 503,000
2. **Engagement:** overall engagement to campaign content (goal: 6,500); number of comments on campaign content (goal: 400); participation in photo contest (goal: 550)
 - a. **YoY comparison** – 2017 engagement: 5,600; Touch Lake Tahoe 2018 entries: 500
3. **Ambassador Sharing:** Posts and analytics from influencers (goal: 10 influencer posts, 1M+ estimated impressions); shares on campaign content (goal: 500)
 - a. **YoY comparison** – 2017 shares: 313

Campaign updates will be provided at the end of each month during campaign flight, and a full recap will be provided at the end of the campaign.

Campaign Timing

May	<ul style="list-style-type: none"> • Develop itineraries, visitor guide creative, canvas ad, campaign toolkit & messaging • Update website page and information • Create Ed Cal for summerlong promotion • Engage 4 influencers
June	<ul style="list-style-type: none"> • Launch campaign info and messaging, distribute toolkit • Launch social media posting, photo contest and canvas ad • Host Influencers #1 & #2
July	<ul style="list-style-type: none"> • Continue social media posting, photo contest and canvas ad • Host Influencer #3 • Provide June campaign recap
August	<ul style="list-style-type: none"> • Continue social media posting, photo contest (with prompts) and canvas ad • Host Influencer #4 • Provide July campaign recap
September	<ul style="list-style-type: none"> • Continue social media posting, photo contest (with prompts) and canvas ad • Provide August campaign recap
October	<ul style="list-style-type: none"> • Wrap up posting and photo contest • Provide full campaign recap

Campaign Budget

Project	Description	Cost
Itinerary and Website	Development of 2 PYA itineraries and updates to website content	\$1,800
Creative Development	Design of Visitor Guide creative and Canvas Ad	\$1,500
Influencer Promotion (4)	Hard cost budget for Influencer Promos	\$3,000
Social Media Posting and Influencer Management	Social media posting and management of 4 influencers, including itinerary development and influencer relations	\$5,000
Social Media Contest Prizes	Hard cost for social media prizes - \$250 budgeted monthly	\$1,000
Visitor Guide Ad Hard Cost	Media cost for Visitor Guide Ad	\$2,200
Social Media Ad Hard Costs	Boosting, advertising, add'l hard costs for social media promotion	\$2,500
Campaign Management	Client communication, meeting, planning, reporting, management of all assets	\$3,000
	TOTAL	\$20,000

SERVICE AGREEMENT



TAHOE.COM FOLLOW-UP APPOINTMENT:

Date: _____ Time: _____

Requirements: _____

Date: 4.19.2017 Marketing Rep: Karl

Advertiser: North Lake Tahoe Resort Assoc-BACC Contact Name: JT Thompson

Mailing Address: PO Box 5459, Tahoe City, CA 96145

Exact Physical Address: 100 N Lake Blvd, Tahoe City, CA 96145

Business Phone: 530-581-8709 Fax: _____ Cell Phone: 916-832-4653

Web/Facebook Address: GoTahoeNorth.com Contact Email: jt@gotahoenorth.com

Market(s)	Digital Marketing	Digital Marketing
	Item/Section	Price
	625,000 Impressions-June, July, August, 1st Week September on network	\$12/cpm @ 1,000/
	BONUS-20,000 Impressions on Tahoe.com	625,000
Tahoe & 5 Markets	BONUS-Marketing Interface-Things to Do	
	-Tahoe City/West Shore	\$3000 Value
	-Incline Village/Crystal Bay	\$1500 Value
	-Truckee/Northstar	\$1500 Value
	-Squaw Valley	\$1500 Value
	-Kings Beach/North Shore	\$1500 Value
	BONUS-Lake Tahoe This Week-Event Package- Banner Ads & Enhanced Concert Listings	\$750 Value

The advertiser agrees to make 1st payment of \$ 7500 on (date) 6.1.2017

Other payment terms: _____

Please make checks payable to: **Tahoe.com**

Please mail checks to: Tahoe.com accounting c/o Swift Management • PO Box 1888 Carson City, NV 89702

Sub Total	\$7500
Prepay Discount	
TOTAL COST	\$7500

PLEASE HELP US BY PROVIDING USEFUL MATERIALS:

Brochures, business card, copies of your favorite ads, photographs you'd like to use, copy ideas, etc.

Notes: Agency will provide creative-art charge waived

Client will pay on 6.1.2017-Campaign will be set up and launched June 1

Check can be mailed to PO Box 1888, Carson City, NV 89702 on June 1

Authorized Signature: _____

By signing this agreement I acknowledge that I have read and agree to the terms and conditions as set forth at <http://tahoe.com/terms-and-conditions>

We are happy to send you a copy of our terms and conditions by email or USPS upon request.



Is this a request for preliminary data only? Yes No If yes, see below

Contact Information

Sales rep: Ginger Karl Sales rep phone: 970-331-6553
Sales rep email: Gkarl@taho.com Sales office location: Tahoe

Business Information

Existing customer? Yes No New
Full business name: North Lake Tahoe Resort Assoc. Website: gotahoenorth.com/highnotes/
Street address/PO box: PO Box 5459 City, state, zip: Tahoe City, CA 96145
Business phone: 530-581-8702 Amber Burke Cell phone: _____

Campaign Information

Target start date: 6/1/2017 End date: _____ Number of months to run (min. of 3) _____
Destination URL: gotahoenorth.com/highnoted/
Total impressions to be served: 625K Total spend: 7500 Spend evenly over campaign duration? Yes No
If no, provide specifics: _____

Targeting Information

Please give a brief description of the campaign and its goals
North Lake Tahoe Summerlong Music Series-Geo-fence In-Market Audience to drive traffic to free concert series around the North Lake region. Geo-target out-of-market audience 30% of impressions to Bay, Reno, Sac, etc.

Describe the audience to be targeted (demographic, psychographic, business and location specifics)
25+ age, music lover, bluegrass, etc.

Specify tactics to be used (keyword, contextual, behavioral and geographic targeting; geofencing; site retargeting)

Greg will pull keywords, yes-site re-targeting

Specify geographic areas (cities, DMAs, ZIPcodes, etc. to be targeted and percent of total audience for each)

In-market-Greg will assist, beaches, venues, hotels, restaurants, etc.

West Shore to Sand Harbor, Truckee

Out-of-market- Reno, Western Placer Co, Estern Sac Co, Davis to Vallejo, East Bay

Provide specific locations and dates to be geofenced (attach file with addresses if possible)

June 1- Sep 8

Is the client able to place a tracking pixel (single line of code) on their website? Yes No

High Notes Summerlong Music Series

May 1, 2017 to Sept 19, 2017
Marketing Interface
on Tahoe.com

May 1, 2017 to Sept 19, 2017
Marketing Interface
on Tahoe.com

May 1, 2017 to Sept 19, 2017
Display Ads
on Tahoe.com + Eblast

June 16-Sept 17
Display Ads Off Site

	high-notes	gotahoenorth.com	Revive Ads	Audience Ext	TOTAL
Clicks	4,282	398	374	327	5,381
Impressions	72,660		84,598	598,922	756,180

<https://tahoe.com/business/high-notes>

SERVICE AGREEMENT



TAHOE.COM FOLLOW-UP APPOINTMENT:

Date: _____ Time: _____

Requirements: _____

Date: 5.4.2018 Marketing Rep: Ginger Karl

Advertiser: North Lake Tahoe Resort Assoc-BACC High Notes Contact Name: Amber Burke

Mailing Address: PO Box 5459, Tahoe City, CA 96145

Exact Physical Address: 100 North Lake Boulevard, Tahoe City, CA 96145

Business Phone: 530-581-8702 Fax: _____ Cell Phone: _____

Web/Facebook Address: GoTahoeNorth.com Contact Email: Amber@gotahoenorth.com

Market(s)	Digital Marketing		Digital Marketing	
	Item/Section	Price	Item/Section	Price
	625,000 Impressions- June, July, August, 1st Week of September			\$12/CPM @ 1,000/
	On-Network/Off-Site			625,000
BONUS	20,000 Impressions On-Site on Tahoe.com			
OTHER BONUS ITEMS	Tahoe & 5 Markets: Marketing Interfaces-"THINGS TO DO"			
	-Tahoe City/West Shore		\$3000 VALUE	
ON TAHOE.COM	-Incline Village/Crystal Bay		\$1500 VALUE	
	-Truckee/Northstar		\$1500 VALUE	
	-Squaw Valley		\$1500 VALUE	
	-Kings Beach/North Shore		\$1500 VALUE	
	Lake Tahoe This Week/Events Calendar Event Package-\$750 VALUE-Banner Ads & Enhanced All Concert Listings,"Top-Picked" Events in 9 Lodging Partners Emails sent directly to summer visitors			

The advertiser agrees to make 1st payment of \$ <u>7500</u> on (date) <u>6.1.2018</u> or <u>7.1.2018</u>	Sub Total	\$7500
Other payment terms: _____	Prepay Discount	
	TOTAL COST	\$7500

Please make checks payable to: **Tahoe.com**
 Please mail checks to: Tahoe.com accounting c/o Swift Management • PO Box 1888 Carson City, NV 89702

PLEASE HELP US BY PROVIDING USEFUL MATERIALS:

Brochures, business card, copies of your favorite ads, photographs you'd like to use, copy ideas, etc.

- Notes: Agency will provide creative-art charge waived if so
Client will pay 6.1.2018 or 7.1.2018 based on budget constraints
Campaign will be set up and launched June 1, 2018
Check can be mailed to PO Box 1888, Carson City, NV 89702-June 1 or July 1

Authorized Signature: _____

By signing this agreement I acknowledge that I have read and agree to the terms and conditions as set forth at <http://tahoe.com/terms-and-conditions>
 We are happy to send you a copy of our terms and conditions by email or USPS upon request.

Amber Burke

From: Ginger Karl
Sent: Friday, May 4, 2018 10:18 AM
To: Amber@gotahoenorth.com
Cc: jpoe@tahoe.com
Subject: BACC Email Example for Lodging Partner

Please also include in packet-thank you!

Ginger Karl
Digital Sales Executive - Tahoe.com
970.331.6553



Begin forwarded message:

From: Tahoe Rentals by Wells & Bennett Realtors <info@tahoerentals.com>
Date: May 4, 2018 at 10:03:39 AM PDT
To: <gkarl@tahoe.com>
Subject: Memories are made here.
Reply-To: Tahoe Rentals by Wells & Bennett Realtors <info@tahoerentals.com>

We hope you found this message to be useful.

However, if you'd rather not receive future e-mails of this sort, please [unsubscribe](#).

[Forward to a Friend](#)

content provided by
The logo for Tahoe.com, featuring a stylized blue mountain peak icon to the left of the text "TAHOE.COM" in a bold, blue, sans-serif font.



**TAHOE
RENTALS**
WELLS & BENNETT
REALTORS

[Our Website](#) | [WB Sales](#) | [Ski Leases](#) | [About Us](#) | [Book Your Next Trip](#)



Memories are made here.

Dear Guest ,

Memories are made here, and we hope you've made some great ones.



Tahoe City, CA

70 °F

Clear

at 11:45 AM



[Click for Forecast](#)

[Click for weather](#)

[forecast](#)

[Connect with Us!](#)



Tahoe Rentals by Wells & Bennett

1225 North Lake Blvd.

Tahoe City, CA 96143

800-858-2463

[Contact Us](#)

[Visit Our Website](#)

Events

Want to see every event possibility? [Daytime Events](#) | [Nightlife](#)



Food Wars! One Restaurant, Two Menus, One Victor

Brewforia • Incline Village

Friday, May 4th 11:30 am - 10:00 pm



3rd Annual Greek Weekend

Mourelatos Lakeshore Resort • Tahoe Vista

Friday, May 4th 3:00 pm - Sunday, May 6th 9:00 pm



2018 Guide School Info Meeting

Tahoe Whitewater Tours • Truckee, Pilot Hill

Friday, May 4th 6:00 pm - 7:30 pm



Open Mic Night

Art Truckee • Truckee

Friday, May 4th 7:00 pm



Live Music: The Beer Gardeners

The Blue Agave • Tahoe City

Friday, May 4th 7:30 pm



Live Music

Moody's Bistro, Bar & Beats • Truckee

Friday, May 4th 8:30 pm - 11:30 pm

Saturday, May 5th 8:30 pm - 11:30 pm

Must Dos

To take a look at all activities & programs, [click here.](#)




Avengers: Infinity War

Tahoe Art Haus & Cinema • Tahoe City


Iron Man, Thor, the Hulk and the rest of the Avengers unite to battle their most powerful enemy...

[More Info](#)




The Blue Agave
Mexican Food... with Altitude


Voted Best Mexican Restaurant in North Lake Tahoe



Tahoe City, Ca
(530) 583-8113

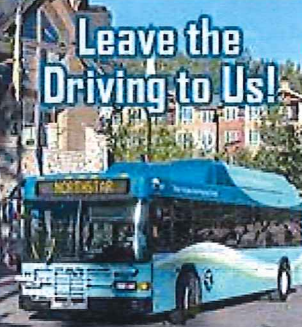


The Robin's Nest Kings Beach




A Charming Boutique Home, Garden, Art, Gifts, Jewelry
(530) 546-2329

Leave the Driving to Us!



Serving Lake Tahoe's North & West Shores, Squaw Valley, Northstar, and Truckee.

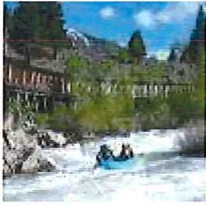
Maps & Schedules 





Emerald Bay State Park

Sierra State Parks Foundation • Tahoe City, South Lake Tahoe, Kings Beach, Truckee, Tahoma
Emerald Bay is the Stuff of Dreams ... [More Info](#)



Raft the Truckee River

IRIE Rafting • Truckee

The Full Day Truckee River Trip begins with the family favorite Bocca to Floriston half day run...
[More Info](#)



Tahoe Science Center

UC Davis Tahoe Science Center • Incline Village

Discover and explore the wonders of science at the UC Davis Tahoe Science Center. Learn about...
[More Info](#)



Couples Fireside Romance

Stillwater Spa & Salon • Incline Village

Enjoy extended time together and truly experience what it means to spa as you're treated side-by...
[More Info](#)

Shopping Must Haves

To shop all sales, [click here.](#)



ROSIE'S CAFE
A North Tahoe Tradition For Over 30 Years!
BREAKFAST - LUNCH - DINNER
TAHOE CITY, CA
530-583-8504

Steve Schmier's
JEWELRY
Since 1977
530.583.5709
Boatworks Mall, Tahoe City

Full Fishing Outfitter

Mountain Hardware & Sports • Truckee

Get the right gear for the lake or river. Huge selection of reels, flies, poles, and more. [More Info](#)



Lorien Powers Custom Rings

Lorien Powers Studio • Truckee

[More Info](#)



Four Season Suite

The Eadington Gallery • Tahoe City, South Lake Tahoe

Four Season Suite - 4 10"x10" canvas printed or metal printing. Pick any image for the suite. Buy...

[More Info](#)



Squaw Dogs

Gallery Keoki • Olympic Valley

Celebrating 30 years in Lake Tahoe. The Squaw Valley Dog Patrol team has made a name for itself...

[More Info](#)



Turquoise Lake Tahoe Pendant With Emerald

Bluestone Jewelry • Tahoe City

Lake Tahoe pendant with Turquoise inlaid in sterling silver with a synthetic Emerald. Measures...

[More Info](#)

Great Plates

To take a look at restaurant featured plates, [click here.](#)

A vertical advertisement for Bridgetender Tavern & Grill. The top part shows the interior of the restaurant with a bar and patrons. Below the image, the text reads: "BRIDGETENDER TAVERN & GRILL", "Breakfast Lunch - Dinner", "At Fanny Bridge in Tahoe City", "15 beers on draught and the best burgers and bloody marys in Tahoe", and the phone number "(530) 583-3342".

BRIDGETENDER
TAVERN & GRILL

Breakfast
Lunch - Dinner
At Fanny Bridge in Tahoe City

15 beers on draught and
the best burgers and
bloody marys in Tahoe

(530) 583-3342



Le Waf

Euro Snack at Northstar • Truckee

Artisan Liege Waffle, made with authentic pearl sugar imported from Europe. [More Info](#)



Prime Rib

Rosie's Cafe Tahoe City • Tahoe City

Friday, Saturday Nights and when available. Served with seasonal vegetable and choice of mashed... [More Info](#)



Buttermilk Biscuits & Country Gravy

Bridgetender Tavern & Grill • Tahoe City

2 buttermilk biscuits with housemade sausage gravy, 2 eggs any way and bacon or sausage [More Info](#)



Keith's Catch

Obexer's General Store • Homewood

Albacore Tuna Salad, Lettuce, Tomato, Red Onion, Cheddar and Mayo on sliced Wheat [More Info](#)



Double Stuffed Lobster Tail

Jake's on the Lake • Tahoe City

8 oz. tail, stuffed with dungeness crab & goat cheese, garlic mashed potatoes, seasonal vegetables

[More Info](#)

Coupons

To view all coupons, [click here.](#)



10% Off Unbroken Case of Wine

The Pour House Wine Shop • Truckee

Get 10% Off Unbroken Case of Wine



Free 5X7 Picture Card

The Robin's Nest • Kings Beach

Free Picture Card 5x7 with any \$25.00 purchase



\$1 Off Beer Special

Tahoe Art Haus & Cinema • Tahoe City

Buy a Haus Cup and get \$1 off beer (or bring your own pint glass)

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You are receiving this email because you opted in via our website.

Tahoe Rentals by Wells and Bennett Realtors 1225 North Lake Blvd Tahoe City, California 96145 USA

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

Goal

The High Notes campaign goal is to introduce in-market visitors to North Lake Tahoe's program of summerlong music, both free weekly shows and larger-scale music festivals.

Description

The Abbi Agency recommends that High Notes marketing efforts focus on the experience of music events. While many destinations offer music to visitors, the views and variety of venues in Tahoe are unparalleled, making the music experience extremely special to experience.

Target Audience

The campaign target audience is in-market visitors to North Lake Tahoe during the summer. An emphasis will be put on *families* and *outdoor enthusiasts*.

Strategies

In order to ensure the program has sufficient distribution and awareness, the agency will work to pursue the following strategies:

1. **Harness experiential video content** to immerse in-market visitors in the venues and activities around North Lake Tahoe musical events
2. **Develop cohesive messaging and toolkits** to leverage each individual event and fold them into the overarching High Notes brand
3. **Use social media posting, engagement tactics, video content and targeted ads** to create and promote engagement among in-market visitors
4. **Target in-market audiences** with collateral and digital targeting to encourage event participation

Tactics

Harness Experiential Video Content

- Execute a series of four (4) Facebook Live broadcasts from the High Notes program of events, using 360-degree technology to immerse viewers in events
 - Facebook Lives will then be advertised to in-market visitors, exposing them to the magic of High Notes events

- Pull mini-moments out of previously-developed High Notes video content for ongoing posts to the North Lake Tahoe Facebook, Twitter and Instagram channels
- Distribute and collaborate with partners for easy amplification of messaging

Develop cohesive messaging and toolkits

- Create an overview of cohesive High Notes messages, social media channels and other assets for individual High Notes events to share to their social and communications channels
- Create graphics for High Notes partners to use via social media and email marketing promotion
- Compile all assets into a toolkit and distribute with High Notes events and other relevant businesses and partners

Social Media Promotion

- Feature High Notes content at least 2x/month across all North Lake Tahoe channels (Facebook, Instagram, Twitter)
- Use “guess that view” giveaways to drive awareness and engagement around High Notes events and venues
- Develop Canvas Ad for immersive social media engagement around events, targeted to in-market visitors

Target In-market Audiences

- Develop an eye-catching and informative rack card, to be distributed to lodging partners, targeting in-market visitors
- Digitally target all posts, ads and content to visitors currently in-market during summer

Measurements of Success

1. **Awareness:** Number of campaign impressions (goal: 400,000); campaign audiences; views on itineraries (goal: 200 each)
 - a. **YoY Comparison** - 2017 impressions: 360,000 on ads
2. **Engagement:** Number of engagements/entries to “guess that view” giveaways (goal: 300 total); Number of total engagements with posts (goal: 3000)
 - a. **YoY Comparison** - 2017 giveaway entries: 250; 2017 engagements: 2800

Campaign updates will be provided at the end of each month during campaign flight, and a full recap will be provided at the end of the campaign.

Campaign Timing

May	<ul style="list-style-type: none"> • Develop campaign messaging and toolkit • Ed cal for giveaways, Facebook Lives and other features • Develop canvas ad and video snippets • Develop rack card and distribute among North Lake Tahoe lodging properties and businesses
June	<ul style="list-style-type: none"> • Begin social media posting with giveaways, Facebook Lives and other features • Launch toolkit and campaign • Push canvas ad live to targeted audiences
July	<ul style="list-style-type: none"> • Continue social media posting with giveaways, Facebook Lives and other features • Continue Canvas Ad • Provide recap of June performance
August	<ul style="list-style-type: none"> • Continue social media posting with giveaways, Facebook Lives and other features • Continue canvas ad • Provide recap of July performance
September	<ul style="list-style-type: none"> • Wrap up all efforts • Provide recap of August and full campaign

Campaign Budget

Project	Description	Cost
Social Media Management	Posting of social, management of social toolkit, social ad management, giveaway coordination and management, Facebook Live broadcasts	\$5,000
Creative Development	Development of canvas ad and clipping videos into mini-features; Development of Rack Card	\$2,200
Media Hard Costs	Ad Costs for Facebook ads, boosting, etc.	\$3,300
Rack Card Printing Hard Costs	Cost of printing 5,000 rack cards	\$500 (<i>estimate – official cost TBD</i>)
Project Management	Client communication, meeting, planning, reporting, management of all assets	\$3,000
TOTAL COST		\$14,000

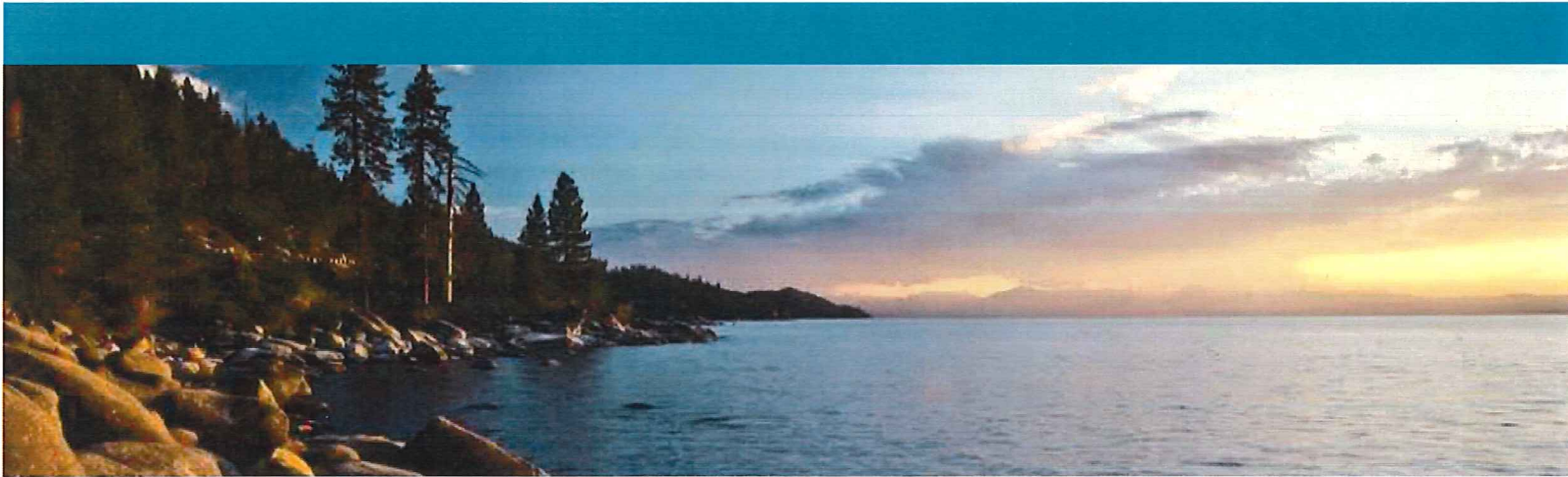
2018 Partnership Funding Allocations

Event	Presenter	Event Dates	Amount Requested	Amount Awarded	Notes (Condensed)
Tahoe Cup Paddle Series	Jay Wild	5/26, 7/21, 8/25, 9/15	\$10,000	\$4,000	New producer
Tahoe City Concerts at Commons Beach	JT Chevallier	6/17 - 9/2, Sundays	\$2,500	\$0	Already funded through High Notes/Music campaign
Hot August Nights at the Village at Squaw Valley	Caroline Ross	6/9	\$10,000	\$10,000	New event, potential to become a larger regional event
Tahoe City Food & Wine Classic	JT Chevallier	6/16	\$2,500	\$5,000	Exceed ask, committee was impressed with rebranding efforts and addition of Friday night event.
Kid's Adventure Games	Helene Mattison	6/22 - 6/24	\$6,250	\$5,000	Caveat to spend funds in Bay Area market
Beer to Beer Northstar Runs	Aaron Hutchinson	7/7	\$5,000	\$0	4th of July Weekend
Her Mountain	Jessi Whalen	7/21 - 7/22 & 8/18 - 8/19	\$10,000	\$0	Not enough info
BIG BLUEgrass at Sugar Pine Point	Heidi Doyle	7/27	\$1,000	\$1,000	New event

Lake Tahoe Music Festival	Georgette Porter	8/22 - 8/26	\$5,000	\$5,750	Require funds to be managed by an ad agency and used for a digital/social campaign
Northstar Freeride Festival	Jessi Whalen	9/13 - 9/17	\$10,000	\$15,000	Includes marketing the Northstar Freeride Festival and the Stetina's Sierra Prospect since both take place the same weekend.
Kampervan Groovin' - Tahoe Adventure Van Expo	Neil Morse	9/14 - 9/16	\$3,000	\$2,000	First time event
Stetina's Sierra Prospect	Carlos Perez	9/14 - 9/16	\$19,500	\$0	Put extra money in Northstar Freeride to promote both
Tahoe City Oktoberfest	JT Chevallier	9/29	\$2,500	\$2,000	New venue - Commons Beach - with larger capacity
SNOWS Gala	Jill Short Milne	11/3 or 11/11 or 12/9	\$20,000	\$0	Date and venue weren't solidified and committee had concerns on funding a one night ticketed chairity fundraiser.
Snowfest	Gail Scoville	2019	\$7,500	\$0	Asked to apply in next cycle for 2019 event
TOTAL			\$114,750	\$49,750	

Touch Lake Tahoe 2017-18 Campaign Recap

Prepared by The Abbi Agency | May 7, 2018



Touch Lake Tahoe Campaign Overview

Campaign Goal

Encourage in-market North Lake Tahoe visitors to experience lakeside communities during their winter trip to the region.

Campaign Objectives

- Awareness: Number of campaign impressions (target: 150,000); reach of campaign (target: 80,000)
- Engagement: Number of engagements on campaign assets (target: 2,000); engagement on map (target views: 1,000; target clicks: 200)
- Ambassador Sharing: Number of UGC posts with #TouchLakeTahoe (target: 500); Number of shares on campaign content (target: 200)

Campaign Strategies

1. **Update and expand online presence** to provide inspiration for activities
2. Use paid print ad in **Visitor's Guide** to reach in-market visitors
3. Use **social media photo contest, posting, video content and targeted ads** to create and promote inspirational user-generated content
4. Work with **regional influencers** for experiential features

Campaign Results by the Numbers

303,223 Impressions

Met and exceeded target objective of 150,000

216,339 Reach

Met and exceeded target objective of 80,000

60,255 Engagements on Campaign Assets

Met and exceeded target objective of 2,000

4,926 Map Views, 464 Map Clicks

Met and exceeded target objectives of 1,000 views and 200 clicks

502 Posts with #TouchLakeTahoe

Met and exceeded target objective of 500

204 Shares on Campaign Content

Met and exceeded target objective of 200

Strategy 1: Update and Expand Online Presence

For the 2017/18 campaign, the map and website page were updated, and two itineraries were launched.

- **Interactive Map, Nov 2017 - Apr 2018**
 - 4,926 views; 25,119 hovers; 464 clicks
 - *Exceeded goal of 2,000 views and 200 clicks*
- **Touch Lake Tahoe Webpage, Nov 2017 - Apr 2018**
 - 3,588 views, 3,321 unique views, 60 estimated shares
- **Family Itinerary, Dec 2017 - Apr 2018**
 - 257 views, 31 shares
- **Athlete Itinerary, Dec 2017 - Apr 2018**
 - 237 views, 1 share



Strategy 2: Paid Advertising, Print and Social

For the 2017/18 campaign, an ad was placed in the Visitors Guide, and a Canvas Ad was launched via Facebook.

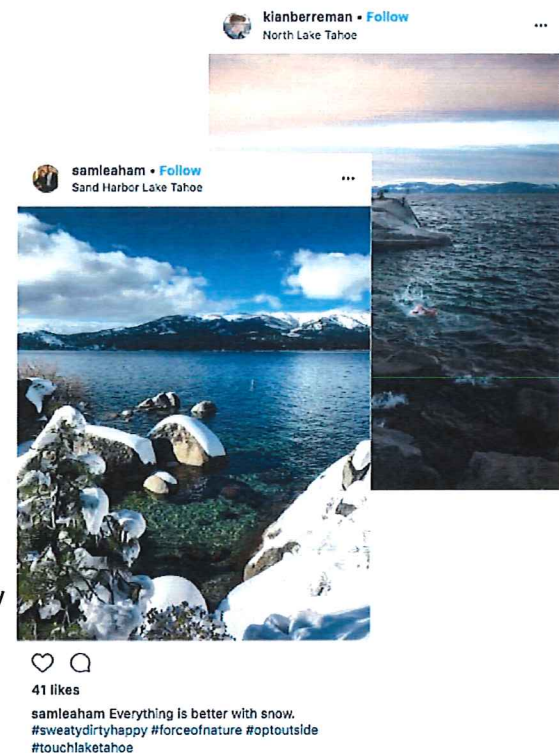
- **Visitors Guide Ad**
 - The Visitors Guide ad was designed to inspire lakeside experiences, and to showcase user-generated content (UGC)
- **Facebook Canvas Ad**
 - The Canvas Ad brought the Touch Lake Tahoe itineraries to life in an engaging social media advertising format
 - 159,115 impressions, 72,651 reach, 51,495 engagements, 2,940 traffic to website



Strategy 3: Social Media Photo Contest

For the 2017/18 campaign, a photo contest was launched for Dec - Apr

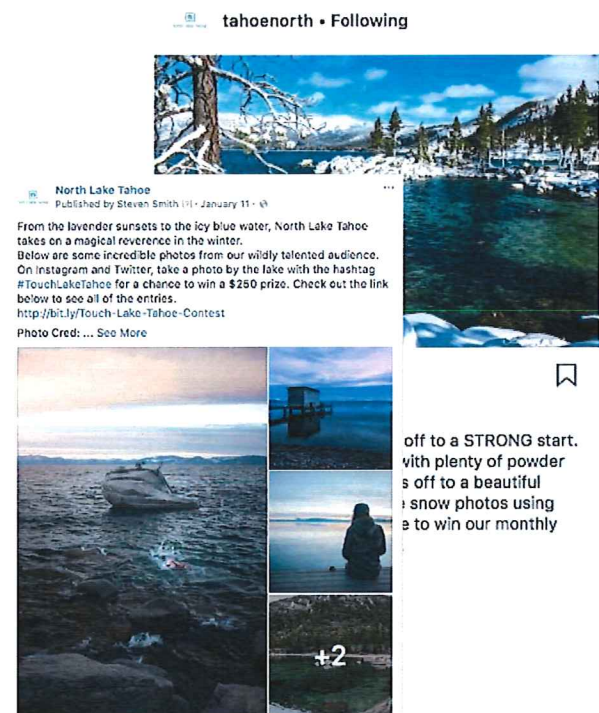
- **Comprehensive Photo Contest Performance**
 - 502 Entries 644,659 Impressions
- **Photo Contest Performance, Dec - Jan**
 - During Dec - Jan, photo contest provided a general “Touch Lake Tahoe” message
 - 280,815 Impressions, 22,448 Engagement
 - 280 Entries
- **Photo Contest Performance, Feb - Apr**
 - During Feb - Apr, photo contest provided weekly prompts inspiring users to submit content
 - 363,844 Impressions, 34,355 Engagements
 - 294 Entries



Strategy 3: Social Media Posting

Touch Lake Tahoe content was integrated into North Lake Tahoe social media channels throughout winter 2017/18.

- **Post Overviews**
 - Touch Lake Tahoe content was featured 33 times across 3 channels
 - Posts Resulted in a total of 1,289,318 impressions and 113,606
- **Post Highlights**
 - Top Performing Facebook post: User Generated Content Shares, 53,808 impressions, 7,110 engagements
 - Top Performing Instagram post: Fresh Snow, 32,702 impressions, 4,005 likes, 31 comments



off to a STRONG start.
with plenty of powder
s off to a beautiful
snow photos using
a to win our monthly

Strategy 4: Influencer Activation

In order to bring the campaign itineraries and messages to life, an influencer was activated to showcase the #TouchLakeTahoe experience

- **Influencer Overview: @thesamgraves**
 - Sam Graves, a social media influencer specializing in travel, outdoors and adventure experiences, was hosted in North Lake Tahoe to bring the athlete itinerary to life
- **Performance and Impact**
 - Sam posted #TouchLakeTahoe messages 12 times via his Instagram stories and 3 times via the Instagram feed
 - Posts resulted in 135,000 est. reach, 8,172 likes and 124 comments



2017/18 Campaign Insights

Overall Campaign

- The 2017/18 Touch Lake Tahoe campaign provided a mix of “tried and true” elements from previous campaigns and new approaches, like the canvas ad, itineraries and influencers
- All campaign objectives that were set in the plan were met with campaign execution

Website and Digital Content

- The website page had phenomenal engagement, and the digital interactive map is still getting a number of hovers and clicks
- While itineraries were a good approach, views and engagement on these were not as high as desired. A few key takeaways and ways to improve this with future BACC campaigns:
 - Remove campaign name (“Touch Lake Tahoe”) from blog title, as consumers don’t know what it means
 - Incorporate itineraries into social media content and NLT newsletter more

2017/18 Campaign Insights

Social Media Photo Contest

- The photo contest exceeded our expectations in regards to the engagement and number of entries.

Social Media Posting

- One of the number one most popular tactics we implemented was sharing albums (across all social channels) of the top posts submitted by users. Next year we might want to look into using this as the primary way to feature content as opposed to the Microsite.
- A method of submission that was unexpectedly popular was users on Facebook submitting images. To promote social engagement next year we should look at using this as one of our submission methods.

Social Media Canvas Ad

- Females 25-34 were the top audience that engaged with our ad.

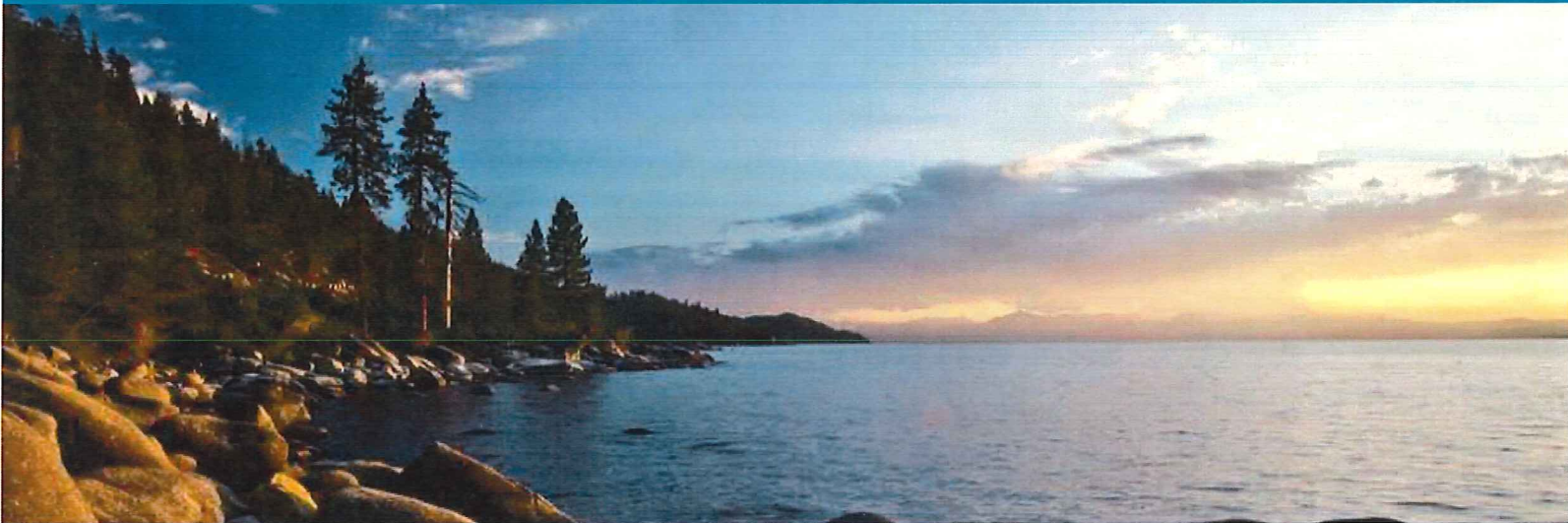
Influencer Activations

- Influencer marketing (in terms of reach and engagement) seemed to be one of the most valuable methods of marketing this year.

n north lake tahoe



Touch
LAKE TAHOE



THANK YOU

BACC Winter Campaign Update

March Recap and Next Steps

TOUCH LAKE TAHOE – MARCH EFFORTS

Photo Contest – March Performance

- Impressions: 199,210
- Reach: 359,407
- Reactions: 18,224
- Comments: 135
- Shares: 121
- **Entries: 75**
 - Total entries Dec – Mar: 478
- *YoY Comparison: In 2016/17 campaign, we had 429 total photo entries and beat that number; with photo contest extension due to new snow, we will meet our goal of 500 entries*

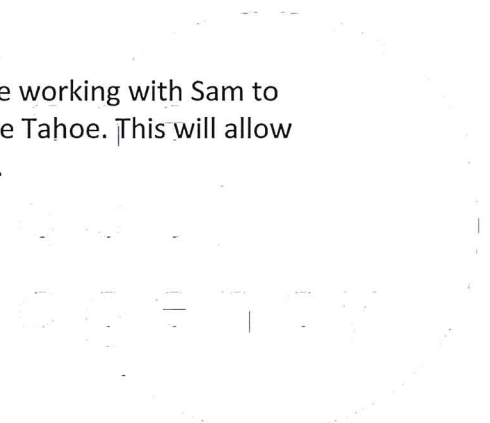
Canvas Ad – March Performance

- Impressions: 40,874
- Engagements: 13,474
 - Engagement rate: 33.1%
- Reactions: 183
- Link Clicks: 758
- *Insights: While number of impressions decreased between February and March due to in-market audiences sizes, number of engagements was still extremely high, with a 33.1% engagement rate (which is phenomenal), an increase from our 32.2% rate from February.*

Influencers

Sam Graves (@thesamgraves)

- Estimated Total Reach: 135,000
- Likes: 8172
- Comments: 124
- Moving forward: Throughout the month of April we will be working with Sam to advertise his content from his page to promote Touch Lake Tahoe. This will allow us to target a specific audience but via alternate methods.



Website and Map Engagement

- Touch Lake Tahoe Pageviews: 645
 - Avg. time on page: 1:48
- Athlete's Itinerary Pageviews: 53
 - Avg. time on page: 1:16
- Family Itinerary Pageviews: 45
 - Avg. time on page: 1:45
- Map Views: 826
 - Hovers: 4,211
 - Clicks to partner content: 100
 - Avg. time on image: 13.6 sec
- *Insights: Both the website pages and map spiked in views and engagement near the end of March, due in part to influencer participation and in part to late-season weather pushes.*

SHOPPING – MARCH EFFORTS

Boosted Content – March Performance

Throughout March, shopping-related content began to be boosted across North Lake Tahoe social channels, resulting in the following:

- Impressions: 10,022
- Reactions: 125
- Comments: 6
- Shares: 17

BACC Shopping Campaign Update April Recap and Next Steps

Shopping - APRIL EFFORTS

Shopping-related posts - April Performance

Throughout April, shopping-related content was shared across North Lake Tahoe social channels, resulting in the following:

- Impressions: 24,113
- Reactions: 32
- Shares: 10

Shopping Canvas Ad - April Performance

In April, the shopping Canvas Ad launched on Facebook and was targeted to in-market visitors of the region, resulting in:

- Impressions: 7,810
- Reactions: 101
- Comments: 6
- Shares: 16

