



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Thursday, August 10, 2017, 3:00pm
Tahoe City Visitor Center

Mission of the North Lake Tahoe Chamber of Commerce

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

Meeting Ground Rules inclusive of the 9 Rules of Civility

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

Business Association and Chamber Collaborative Members

NLTRA Board:

Eric Pilcher

Committee Members:

*Caroline Ross, Chair
Squaw Valley Business Assoc.*

*Stephen Lamb
Plumpjack Inn*

*JT Chevallier
Tahoe City Downtown Assoc.*

*Lisa Nigon
West Shore Café*

*Amy Kylberg
Northstar California*

*Jessi Whalen
Northstar*

*Joy Doyle
North Tahoe Business Assoc.*

*Jody Poe
North Tahoe Business Assoc.*

*Ava Hinojosa
Incline Village/Crystal Bay
Visitors Bureau*

*Mike Young
Incline Community Business
Association*

*Misty Moga
Incline Community Business
Assoc.*

County Representative
Erin Casey

Quorum

*Majority including 1 NLTRA
Board Director*

To Call in: Dial (712) 770-4010
Enter Participant code: 775665#
Host Pin: 5463#

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED:

- A. Call to Order - Establish Quorum
 - B. Public Forum: Any person wishing to address the Business Association and Chamber Collaborative on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Committee on items addressed under Public Forum. (3 minutes)
 - C. Agenda Amendments and Approval-MOTION
 - D. Approval of the Meeting Minutes-MOTION
1. Thursday, July 13, 2017

Discussion & Strategy:

- A. BACC Budget & Calendar Overview– Amber, Natalie (5 Mins)
- B. Peak Your Adventure Update - Kelly (10 Mins)
- C. High Notes Campaign Update – Kelly (10 Mins)
- D. Shopping Update & Map Discussion – Kelly, Amber (20 Mins)
- E. Shop Local Website Update – Natalie (10 Mins)
- F. Shop Local Holiday Plan Discussion – Natalie (20 Mins)
- G. Touch the Lake Plan Discussion – Natalie, Amber (15 Mins)

Action Items:

- A. BACC Strategic Planning & Program Overview Meeting Discussion and Schedule– Natalie (10 Mins)

Other Items:

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

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Thursday, July 13, 2017, 3:00pm
Tahoe City Visitor Center
MEETING MINUTES

A. Call to Order AT 3:06

In attendance: Jessi Whalen, Lisa Nigon, Caroline Ross, Jodi Poe, Ava Hinojosa, Misty Moga, Steve Lamb, Joy Doyle, Eric Pilcher, Dawn Baffone, Amber Burke, Natalie Parrish, Kelly Benson

B. Public Forum: Any person wishing to address the Business Association and Chamber Collaborative on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Committee on items addressed under Public Forum.

- Amber updated the group regarding the current status of the NLTRA contract with Placer County. Changes to Marketing are not anticipated. She is working close with Andy so if there any questions, you can ask Amber. She also updated the group regarding the status of the new NLTRA CEO, Cindy Gustafson. She reported that Cindy will begin at the NLTRA on August 2nd.

C. Agenda Amendments and Approval-MOTION M/S/C (Joy/Jessi 9-0-0)

D. Approval of the Meeting Minutes-MOTION M/S/C (Ava/Misty 9-0-0)

1. Thursday, June 8, 2017

Discussion & Strategy:

A. BACC Budget Overview– Amber

- Amber reviewed the current budget included in the packet. She has also compiled a 17/18 Budget and will present it at the next meeting.

B. BACC Annual Calendar – Amber, Natalie

- For contributions or changes to the calendar, contact Amber.
- Touch the Lake Campaign launch is in November so review will begin November 1st.
- Community Marketing Grant, add Event Task Force as one of the deliverables. Grant application will be due by October 6th. The grant announcement can be made in early November. Amber will have a preliminary plan put together for the workshop. It is in her scope of work for July and is tentative based on the budget.

C. Peak Your Adventure Update - Kelly

- Map distribution
 - Amber reported that maps have been distributed to 31 locations
 - In the future, she recommends streamlining distribution and having partner involvement in the distribution process.
 - There are still a few locations that maps have not been distributed to.
 - There are approximately 1,000-1,500 remaining.
 - There is positive feedback regarding the digital campaign/coupons.
 - There is an ad with the map in the Visitor Guide.
 - 9 of the 12 coupons are live. Squaw tram coupon was withdrawn, since the
 - The map on GoTahoeNorth website will be live with a direct link to the coupon page, by next week.

- 510 have visited the Peak Your Adventure page during this campaign beginning in June. Keyword "Tahoe North" has been texted 14 times and My Adventure texted 31 times. 13 coupons have been downloaded. This will be reviewed again after it has had time to take effect. An idea is that next year, the coupons may be available on the "Deals" page. (The partners will need to be informed before that is done.). Kelly will report on who has redeemed the coupons as soon as that information is available.
- Abbi Agency will provide an update on how many coupons have been redeemed by the end of July.
- Social Media includes Facebook, Twitter and Instagram. The coupon descriptions that are included in Social Media will be updated with more specific wording so that the public understands what the coupons available actually are. There have been close to 20,000 impressions since approx. June 27th.

D. High Notes Campaign Update – Kelly

- 5,000 rack cards printed, 300 posters printed, distribution is in progress. Rack cards have been delivered to the out of market campaigns including Pops in the Park in Sacramento- great response.
- Final stage of Beerfest and Bluegrass video, and will be live with interactive components of schedagraphic. Some videos have been posted on Twitter and performing well.
- A Spotify channel has been created for "High Notes 2017" and includes bands that are in the current High Notes lineup who have a Spotify play list. The channel includes the N logo and the Spotify channel is called "Tahoe North."
- There is a ticket giveaway for Wanderlust included in the promotion.
- There have been 3 Facebook lives done at the music venues and have been successful. The day of the week makes a difference with engagement. Weekdays have more engagement. Results: 10,000 people have been reached, 2,500 views and 102 likes/loves, 13 shares and 6 comments.
- A High Notes Takeover happened (where the band takes over the camera) at one venue and it was a learning experience and had a good response.
- Instagram can now link out to the story and goes to the High Notes page on www.gotahoenorth.com
- During Achilles Wheel in Kings Beach on the 28th, there will be another High Notes Takeover.
- Twitter and Instagram posts are also happening and doing well.
- Amber will distribute the High Notes videos to Joy/Katie and Northstar, as well as the shortened videos and discuss when they will be posted.
- KTHX radio interview happened. Amber did great.

E. Shopping Update – Kelly, Amber

- A map is being created similar to the Ale Trail Map, will have more details of shopping streets and districts. It will be online only at this time. Right now the look and feel of each shopping district is being represented and the buildings representing the districts are being highlighted in this preliminary graphic. It will be interactive and will link out to other websites.
- Suggestion to add highways/roads. Travel minutes may be added.
- Suggestion to add a google maps link, images of graphic rather than a cartoon graphic.
- Amber reported that there was full day Shopping photo shoot on the 11th in Kings Beach. A full day Photo Shoot is also scheduled for August 2nd in Tahoe City. Requests feedback from Squaw and Northstar regarding what they would like to incorporate into their shoot. Dates are not decided yet. Music may be incorporated. Model money is allocated.
- Kelly suggested some of those photo images can be used as icons for the online Shopping map

- The funds have already been budgeted for the components of the map.
- The type of image/icon to represent each district was discussed. Photo icons could change seasonally.
- There is one shopping video, there will eventually be videos representing a variety of stores.
- Kelly said that there could potentially be seasonal Shopping maps.
- Amber said there is no deadline set for the Shopping map. Joy suggested setting one. Photography will be done in a few days, Tahoe City done August 2nd, Resort will be set up prior to next meeting.
- Amber suggested that the campaign kick-off in the fall.
- Kelly will reach out to the contacts in each shopping area. Ava or Misty in Incline, JT in Tahoe City, Jessi in Northstar.

F. Shop Local Website Update – Natalie

- Added video link. Will get Kings Beach from the upcoming photo shoot. Would like input about what photos to include.

G. Touch the Lake Review and 2017/18 Strategy – Kelly, Amber

- The analytics have not changed very much at this point.
- Key takeaways:
 - Get campaign started sooner
 - Go digital with coupons
 - Get better coupons
 - Results by numbers; map impressions were good with 55,000.
- Amber reminded that the \$80,000 is the BACC's money to budget and they decide what it is spend on. The committee should establish the goals. She suggested a committee retreat-one day meeting to examine the bigger picture and strategy of the group. The Marketing committee would be included.
- Discussion about Touch the Lake coupons and maps and whether to do a similar campaign as in the past.
- Twice a month analytic updates from Eric/Abbi Agency were requested.

H. Partner Informational Meetings– Amber

- Amber explained a need for a better system for information to be distributed to each district and their employees by way of her or Natalie meeting with each team at their locations. Steven suggested to host a BACC co-mixer, with wine and appetizers. Amber and Natalie will review and work with each region on an individual basis and will develop over the next year.

Other Items:

A. Committee Member Reports/Updates from Community Partners

- Wanderlust-Squaw
- Homewood High & Dry has short term storage available via buoys and dry storage. Book online.
- Tahoe Trail 100 at Northstar

*Adjournment at 4:42

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	\$22,000	\$0	Account Code: 6743-05
Touch Lake Tahoe Campaign	\$22,000	\$0	Account Code: 6743-03
Shopping Campaign	\$21,000	\$0	Account Code: 6743-01
Total Spend	\$85,000	\$0	

REVENUES

Line Item	Forecast Amount	Actual Amount	Notes
North Lake Tahoe Music Campaign	\$0	\$0	
Peak Your Adventure Campaign	\$2,000	\$0	
Touch Lake Tahoe Campaign	\$2,000	\$0	
Shop Local Campaign	\$1,000	\$0	
Total Revenue	\$5,000	\$0	

	Forecast	Actual
Additional Revenues	\$5,000	\$0
Allocated Budget Expenses	\$80,000	\$80,000
	\$85,000	\$0
Remaining Budget	\$0	\$80,000

2017, 2018 BACC Budget

EXPENSES	Q1		Q2		Q3		Q4		May	Jun	Budget
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
6743-00	\$4,895	\$3,700	\$5,805	\$3,700	\$3,700	\$5,805	\$3,700	\$5,805			\$30,000
6743-01											\$30,000
6743-02											\$30,000
6743-03											\$30,000
6743-04											\$30,000
6743-05											\$30,000
6743-06											\$30,000
6743-07											\$30,000
6743-08											\$30,000
6743-09											\$30,000
6743-10											\$30,000
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6743-25											\$30,000
6743-26											\$30,000
6743-27											\$30,000
6743-28											\$30,000
6743-29											\$30,000
6743-30											\$30,000
Total Expenses	\$4,895	\$3,700	\$5,805	\$3,700	\$3,700	\$5,805	\$3,700	\$5,805	\$3,700	\$0	\$110,000

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	\$22,000	\$0			
TAA Campaign	\$20,205		April		
Project Management & Map Outreach					
Digital Coupon Service					
Social Media Management					
Advertising	\$1,795				
Social Media Geo-Targeting					
NLT Visitor's Guide	\$1,795		May		
Map Printing					
Total Spend	\$22,000	\$0			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$2,000		May		
Total Revenue	\$2,000	\$0			

	Forecast	Actual	Forecast + Actuals
Additional Revenues	\$2,000	\$0	\$2,000
Allocated Budget	\$20,000	\$20,000	\$20,000
Expenses	\$22,000	\$0	\$22,000
Remaining Budget	\$0	\$20,000	\$0

Month	Forecast	Actual
April	\$20,205	\$0
May	\$1,795	\$0
Total	\$22,000	\$0

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 Advertising	\$11,400		May		
NLT Visitor Guide Tahoe.com	\$2,500		May		
Social Media Advertising	\$3,800		May		
Printing Costs	\$1,500		May		
	\$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 Expenses	\$20,000	\$20,000	\$20,000
	\$20,000	\$0	\$20,000
Remaining Budget	\$0	\$20,000	\$0

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

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

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Holiday Shop Local Program	\$5,105	\$0			
Contest Card Printing	\$1,200		November		
Creative Graphics	\$140		November		
Stickers	\$400		October		
Website Management	\$400		October		
Contest Advertising	\$1,665		November		Paid for 2017 Contest in June 2016 (16.17 Fiscal)
<i>Tahoe Weekly</i>	\$480				
<i>Moonshine Ink</i>	\$594				
<i>Facebook</i>	\$101				
<i>Sierra Sun</i>	\$315				
<i>KTKE Radio</i>	\$175				
Staycation Grand Prize	\$800		January		
Cash Prize	\$500		January		
Year Rounds Shop Local	\$15,895	\$0			
TAA Campaign	\$2,495		August		Natalie will request invoice
Social Media Management	\$9,600		August		6/9 requested TAA invoice
July - September	\$2,400		August		
October - December	\$2,400		October		
January - March	\$2,400		January		
April - June	\$2,400		April		
Photo Shoot	\$3,800		November		2 Photo Shoots (\$1,500/each w/ \$400/shoot for models)
Total Spend	\$21,000	\$0			

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	\$21,000	\$0
Remaining Budget	\$0	\$20,000

Month	Forecast	Actual
August	\$4,895	\$0
October	\$3,200	\$0
November	\$6,805	\$0
December	\$0	\$0
January	\$3,700	\$0
April	\$2,400	\$0
Total	\$21,000	\$0

Business Association & Chamber Collaborative (BACC)
 2017.2018 Budget
 Touch the Lake Campaign (November 2016 - April 2017)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
TAA Campaign	\$22,000		October		
Total Spend	\$22,000	\$0			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$2,000		November		
Total Revenue	\$2,000	\$0			

	Forecast	Actual
Additional Revenues	\$2,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$22,000	\$0
Remaining Budget	\$0	\$20,000

Month	Forecast	Actual
October	\$22,000	\$0

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

EXPENSES

Line Item	Forecast Amount	Actual Amount	Account Code	Forecast Month	Actual Month	Notes
Tahoe City Downtown Association	\$0					
North Tahoe Business Association	\$0					
Northstar California	\$10,000	\$10,000	6018-00-11	July	July	Check request submitted - 7/25
Squaw Valley Neighborhood Company	\$10,000			May		
West Shore Association	\$10,000			May		
Total Spend	\$30,000	\$10,000				

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

Month	Forecast	Actual
July	\$10,000	\$10,000
May	\$20,000	\$0
Total	\$30,000	\$10,000

BACC Annual Timeline

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

January Action Items	* Shop Local Holiday Contest: Reports Due, Winner Chosen, Notified & Advertised * Shopping	July Action Items	* Shopping
February Action Items	* Peak Your Adventure: Plan Discussed * High Notes: Plan Discussed * Shopping	August Action Items	* Touch the Lake: Plan Discussed * Shop Local Holiday Contest: Plan Discussed * Shopping
March Action Items	* Peak Your Adventure: Plan Discussed * High Notes: Plan Discussed * Community Marketing Grant Recap & Request * Shopping	September Action Items	* Touch the Lake: Plan Discussed * Shop Local Holiday Contest: Plan Discussed * Shopping
April Action Items	* Peak Your Adventure: Plan Approved * High Notes: Plan Approved * Community Marketing Grant Recap & Request * Shopping	October Action Items	* Touch the Lake: Plan Approved * Shop Local Holiday Contest: Plan Approved * High Notes: Campaign Recap * Shopping
May Action Items	* Touch the Lake: Campaign Ends * Peak Your Adventure: Campaign Launch * High Notes: Campaign Launch * Community Marketing Grant Recap & Request * Shopping	November Action Items	* Touch the Lake: Campaign Launch * Shop Local Holiday Contest: Launch * Shopping
June Action Items	* Touch the Lake: Campaign Recap * Shopping	December Action Items	* Peak Your Adventure: Campaign Recap * Shopping

Hello BACC Committee Members,

Your feedback on the following web copy is appreciated. Please ask yourself the following questions as you read:

- Do you have a full understanding of what the Peak Your Adventure campaign is?
- Do you understand that there are coupons available?
- Do you understand what is being asked of you to take advantage of deals?
- Do you feel compelled to act?

Please feel free to print and make edits to this page and provide them at the meeting on 8.10.

Thank you!

LAKE TAHOE SUMMER – PEAK YOUR ADVENTURE

Get up into the mountains of North Lake Tahoe this summer. Whether you chose to bike, hike or just take in the view, North Lake Tahoe is now sharing some of its secret spots for epic views with you.

When the summer sun begins to shine, resorts like Squaw Valley and Northstar California transform into playgrounds for visitors of all ages. Exploring North Lake Tahoe through the view of a hiker along Squaw Valley's Shirley Canyon waterfalls or a biker whizzing past the pines of Northstar's free-ride mountain biking trails, has never been more fun or rewarding. Check out our Peak Your Adventure Interactive Map below.

Exclusive deals for mountainside dining, activities, and entertainment are just a text message away.

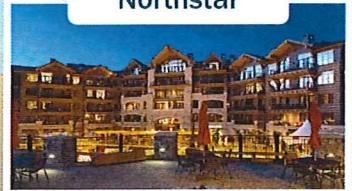
The coupons listed on this page are not the actual coupon, you must follow the instructions to download and redeem:

- Text coupon code to download coupon to mobile device*
- Follow redemption instructions on coupon
- Present coupon to merchant
- Click "redeem" in front of merchant

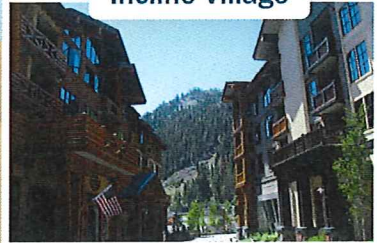
* Some coupons can be redeemed online during checkout. Follow instructions on each coupon for more details. Now, what are you waiting for? Check out these fantastic offers below and explore the mountains!

NORTH LAKE TAHOE SHOPPING EXPERIENCE

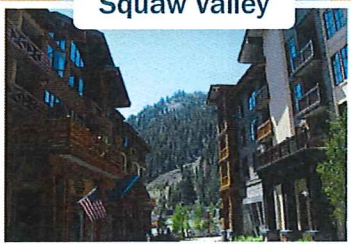
Northstar



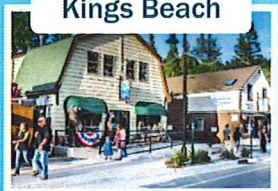
Incline Village



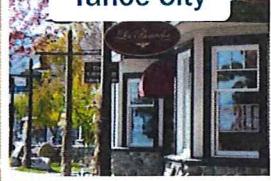
Squaw Valley



Kings Beach



Tahoe City





**SHOP
NORTH
TAHOE
TRUCKEE**

Attached:

- 2016 Budget
- 2016 Results
- 2016 Staycation Prize
- Participating Business List
- 2016 Cheat Sheet for Frontline Employees
- 2016 Dot Distribution

NLTRA / BACC
 Shop Local Holiday Contest Program **DRAFT** Budget 2016
 Updated 11.29.16

	\$5,000 Budget 2016	\$5,000 Actual 2016	Vendor
Contest Card Printing (12,500)	858	858	Print Art
Add'l Contest Card Printing (2500)	-	207	Print Art
Creative-Graphics	150	138	Lauren Shearer
Contest Card Sticker Dots (8-10K)	350	394	Online Labels.Com
Contest Advertising (print, radio & social)	1,500	1,633	Various (see below)
Website Updates	-	-	NLTRA?
Staycation Grand Prize	1,000	775	
\$500 Cash Prize	500	500	
Sub Total of Holiday Contest	4,358	4,505	
(over) under budget	\$642	\$495	

Contest Card Details:

Size: 4 in x 9 in
 Full Bleed: .125in
 2 Sided, Full Color, Card Stock, 14 Pt
 Matte (writable) Finish
 Printed/Delivered by November 8th

Marketing Details:

\$594 (Moonshine print and digital ads)
 \$314 (4 buy one, get one free 1/8 size sierra
 sun ads)
 \$175 (Ktke program launch radio ads)
 \$450 (Tahoe Weekly holiday handbook - 4
 ads)
 \$100 (budgeted for facebook)

NLTRA / BACC

Shop Local Holiday STAYCATION Prize Details

Updated 12.19.16

	Budget \$1,000	Value \$1,500	Notes	Secured by	Rcd
Lodging	450	600	3 Night Stay at Mourelatos	Sandy	x
Breakfast # 1	50	50	The Dam Café		
Breakfast # 2	25	50	Firesign Café	Natalie	x
Lunch # 1	80	80	\$80 Gift Card Moody's Bistro (Truckee)	Caroline	x
Dinner # 1	75	250	\$250 Dinner for Two at PlumpJack Café	Caroline	x
Dinner # 2	75	150	\$150 Gift Card Jakes on the Lake	Stacie	x
Activity # 1	-	80	Two \$40 Gift Cards to Uncorked	Caroline	x
Activity # 2	-	110	Tree Top Adventure Course for Two (TC or TV)	Caroline	x
Activity # 3	-	120	1 day demo day Dave's	Natalie	x
Activity #4	-	144	One full day full suspension bike rental at Olympic	Natalie	x
Activity #5	20	40	\$40 Gift Certificate for Art Haus	Stacie	x
Activity # 6	-	100	1 Gift Certificate for 2 at Borges	Ava	x
Activity # 6	-	200	Skating (4) and scenic gondola (4) ride at Northstar	Adam	x
Sub Total of Staycation Expense	775	1,974			

(over) under budget \$225

Shop Local Contest Results

2016	Cards Turned In	Participating Locations	Avg. \$ Per Card	Total Revenue	Leftovers
Northstar	87	19	\$300	\$ 30,850	550
Squaw	69	22	\$300	\$ 19,325	186
Tahoe City / NLTRA	397	33		\$ 93,975	3300
West Shore / NLTRA	0	5	n/a	\$ 100	140
Incline Village	68	10	243.01*	\$ 16,525	647
Kings Beach/NTBA	33	22	\$231	\$ 7,650	n/a
Truckee	380	55		115,375	n/a
Other				\$9,700	n/a
Totals	1034	163		\$ 293,500.00	4823

2015	Cards Turned In	Participating Locations	Avg. \$ Per Card	Total Revenue
Northstar	25	12		\$ 29,025
SVBA	148	21		\$ 29,100
TCDA	361	29		\$ 115,400
West Shore	1	2		\$ 275
NLTRA - HH	4	40		\$ 3,425
ICBA	150	9		\$ 21,075
NTBA	46	18		\$ 10,175
Truckee Chamber	650	61		\$ 181,700
Other	57			
Totals	1442			\$ 390,175.00

2014	Cards Turned In	Participating Locations	Avg. \$ Per Card	Total Revenue
Northstar	139	17	287	\$ 39,825
SVBA	77	21	270	\$ 20,800
TCDA	231	19		
NLTRA	326	21	274	\$ 151,647
ICBA	64	26	230	\$ 14,300



**SHOP
NORTH
TAHOE
TRUCKEE**

Rick & Cheryl Knapp

Congratulations on winning the Shop Local North Tahoe Truckee 2016/2017 STAYCATION prize and thank you so much for shopping local while you were here! The following is included:

Mourelatos Lakeshore Resort	3 Night Stay	Tahoe Vista	www.mlrtahoe.com	(530) 546-9500
Fire Sign Café	\$50 Gift Certificate	West Shore	www.firesigncafe.com	(530) 583-0871
Moody's Bistro Bar & Beats	\$80 Gift Certificate	Truckee	http://moodysbistro.com	(530) 587-8688
Plumpjack Café	\$250 Gift Certificate	Squaw	http://plumpjacksquawvalleyinn.com/dine/lake-tahoe-dining	(530) 583-1578
Jake's on the Lake	\$150 Gift Certificate	Tahoe City	http://www.jakestahoe.com/	(530) 583-0188
Uncorked Petra Soupa	2 - \$40 Gift Certificates	Tahoe City, Truckee, Squaw, Northstar	http://teloswine.com/	(530) 581-1106
Tahoe Treetop Adventure Park	Treetop Adventure Course for 2	Tahoe City, Tahoe Vista	http://northtahoeadventures.com/	(530) 581-7563
Tahoe Dave's Skis & Boards	1 Free Demo Day for 2	Tahoe City, Kings Beach, Truckee, Squaw	http://tahoedaves.com/	(530) 583-6415
Olympic Bike Shop	1 Full Day Full Suspension Bike Rental for 2	Tahoe City	http://www.olympicbikeshop.com/	(530) 581-2500
Tahoe Art Haus & Cinema	\$40 Gift Certificate	Tahoe City	http://tahoearthauscinema.com/	(530) 584-2431
Borges Sleigh & Carriage Rides	Horse Drawn Sleigh Ride for 2	Incline Village	http://www.sleighride.com/	(775) 588-2953
Northstar California	Skating for 4 &/or Scenic Gondola for 4	Northstar	http://www.northstarcalifornia.com/	(775) 586-4443

Business Name	Date Signed	Location	Email
North Tahoe Business Association	1/12/2015	Kings Beach	info@northtahoebusiness.org
Reiki Tahoe	1/23/2015	Kings Beach	Reikitahoe@gmail.com
California 89	1/23/2015	Truckee	lisa@california89.com
Tahoe Dave's	1/25/2015	Truckee	lindsay@tahoedaves.com
		Squaw	
		Tahoe City	
		Tahoe City	
		Kings Beach	
Gratitudes Gifts & Home Decor	1/28/2015	Truckee	gratitudes@sbcglobal.net
Cooking Gallery	1/28/2015	Truckee	mpreseau@gmail.com
Totally Board	1/28/2015	Truckee	totallyboard@cebridge.net
James-Harold Galleries	1/29/2015	Tahoe City	hal@jamesharoldgalleries.com
Mourelatos Lakeshore Resort	1/29/2015	Tahoe Vista	aamourelatos@gmail.com
Everything Hunky Dory	1/29/2015	Squaw	Lauren72@me.com
Trunk Show	1/29/2015	Tahoe City	info@tahoetrunkshow.com
Gallery Keoki	1/29/2015	Squaw	lynn@gallerykeoki.com
Tahoe City Library	1/30/2015	Tahoe City	llewin@placer.ca.gov
Barifot Mtn Photo	1/30/2015	Tahoe City	Barifot@aol.com
Mo, Jo & Zoe	1/30/2015	Truckee	mojoe@gmail.com
Tahoe Maritime Museum	2/1/2015	West Shore	laurie@tahoemaritime.org
tahoe house bakery & gourmet	2/1/2015	Tahoe City	tahoehouse@fotl.com
Bath by Nature	2/2/2015	Northstar	Patrick@BathbyNature.com
Plumas Bank	2/2/2015	Tahoe City	sherina.kreul@plumasbank.com
NLTRA	2/2/2015	Tahoe City	Emily@Gotahoenorth.com
The Traveling Photo Booth	2/3/2015	Tahoe City	renotahoe@travelingpb.com
Tahoe Oil & Spice	2/4/2015	Truckee	natasha.weissman@gmail.com
Tahoe Mountain Sports	2/5/2015	Truckee	adamb@tahoemountainsports.com
Mountain High Sandwich Co.	2/8/2015	Incline Village	ashandjohn@hotmail.com
Tom Beebe Fine Woodworking & Craft School	2/16/2015	Truckee	TruckeeWoodworking@hotmail.com
NeatTweets	2/18/2015	Truckee	gigzib@yahoo.com
Truckee River Taxi	2/18/2015	Tahoe City	truckeerivertaxi@gmail.com
Mountain Home Center-Main	2/24/2015	Truckee	jodyp@mountainhomecenter.com

Mountain Home Center-Downtown	2/24/2015	Truckee	jodyp@mountainhomecenter.com
Chris Peterson	2/20/2015	Individual	kcptahoe@sbcglobal.net
Riverside Studios	2/18/2015	Truckee	riversideartstudios@gmail.com
Truckee California Welcome Center	2/18/2015	Truckee	ruth@truckee.com
Truckee Donner Chamber of Commerce	2/18/2015	Truckee	melody@truckee.com
Specialty Beads	2/25/2015	Truckee	beads@specialtybeads.com
Willow Tree Photography	2/25/2015	Crystal Bay	willowandsky@msn.com
Sierra Pet Clinic	2/25/2015	Truckee	sierrapetclinic@yahoo.com
The Store Copies and More	3/1/2015	Tahoe City	info@thestoretc.com
Villager Nursery	3/3/2015	Truckee	eric@villagernursery.com
MaryBeth Larrusen	3/4/2015	Individual	mb.larusson@yahoo.com
West Shore Sports	3/5/2015	West Shore	westshoresports@sbcglobal.net
Sierra Business Council	3/13/2015	Truckee	kristin_york@yahoo.com
Dickson Realty	3/13/2015	Truckee	agrahn-nilsson@dicksonrealty.com
Save Mart	3/16/2015	Truckee	627mgr@savemart.com
Cedar Crest Cottages	3/15/2015	West Shore	stay@cedarcrestcottages.com
Watermans Landing	3/19/2015	Kings Beach	anik@watermanslanding.com
Well Being Massage & Skin Care	3/24/2105	Kings Beach	seehughes29@gmail.com
Brockway Bakery	3/30/2015	Kings Beach	kingjohn5@charter.net
Alpine Power Equipment	3/28/2015	Lake Forest/TC	bdodge@alpinepower.com
Sugar Pine Gifts	3/31/2015	Kings Beach	sugarpinegifts@aol.com
North Lake Tahoe Visitor Center		Tahoe City	Emily@Gotahoenorth.com
Tahoe Specialty Flooring & Window Design	4/5/2015	Tahoe City	tahoesspecialty@aol.com
JT Thompson	4/5/2015	Incline Village	tahoesspecialty@aol.com
Technical Equipment Cleaners	4/4/2015		
Crystal Bay Casino	4/7/2015	Truckee	tectahoe1@gmail.com
Trilogy Spa	4/7/2015	Crystal Bay	bwood@cbc-nv.com
Village Toys	4/7/2015	Squaw	alli@trilogyspa.com
Moonshine Ink	4/7/2015	Incline Village	villagetoys@yahoo.com
Artisans Marketplace	4/7/2015	Truckee	info@moonshineink.com
Truckee-Tahoe Lumber Company	4/9/2015	Truckee	ecorivka@gmail.com
Mountain Valley Meats	4/13/2015	Tahoe City	emilyv@ttlco.com
	4/13/2015	Truckee	emilyv@ttlco.com
	4/14/2015	Truckee	info@mountainvalleymeats.com

Olympic Bike Shop	4/9/2015	Tahoe City	lindsay@olympicbikeshop.com
Tahoe Flow Arts Studio	4/13/2015	Tahoe Vista	tahoeflowartsstudio@gmail.com
Transformations Salon	4/15/2015	Kings Beach	amberhair333@gmail.com
The Carmel Gallery	4/17/2015	Truckee	lizcarmel@gmail.com
North Lake Massage & Skin Care	4/20/2015	Tahoe Vista	nlmassageandskincare@hotmail.com
BlueZone Sports	4/23/2015	Truckee	mlua@bluezonetahoe.com
Mountain Hardware and Sports	4/24/2015	Truckee	heatherg@mountainhardwareandsports.com
Far West Nordic	5/1/2015	Truckee	info@farwestnordic.org
North Lake Tahoe Public Utility District	6/3/2015	Tahoe Vista	pemmerich@ntpud.org
Tahoe Sierra Recreation	5/20/2015	Tahoe City	aaronrudnick@gmail.com
Geared for Games		Tahoe City	hestertahoe@gmail.com
Tahoe Marine Supply		Tahoe City	greg.mickiewicz@gmail.com
Salvaged-11/10/15		Tahoe City	alissamorg@gmail.com
Modern Mountain Kitchen & Bath	11/7/2015	Tahoe City	mountainmodernknb@gmail.com
The Office Boss-11/11/15		Truckee	printingservices@theofficeboss.com
Indigo-11/14/15		Truckee	laura@ljimdesigngroup.com
Homewood Mountain Sports-11/18/15		West Shore	lnigon@westshorecafe.com
West Shore Café-11/18/15		West Shore	lnigon@westshorecafe.com
Truckee River Winery			

Random Stickers

Quotas

NTBA	30	Joy-20 Stickers 07/09/15
TCDA	30	
Truckee	60	
NLTRA/Squaw/Northstar	40	
Squaw		Caroline-15 Stickers 07/09/15

Booth at Commons-\$105
 Bride-11/10/15-\$70

Annual Shop Local Contest 2016

Participating Business - Cheat Sheet for Frontline Employees



Here's how the Shop Local Contest works . . .

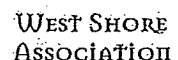
- **Purpose:** To encourage guests to shop local for the Holidays
- **Contest cards are available at participating businesses**
 - All participating businesses are listed on www.ShopNorthTahoeTruckee.com.
- **Contest Period – The day after Thanksgiving through Christmas day**
 - November 25 through December 24, 2016
- **Prizes:**
 - Participants that track spending at \$100 or more on their contest cards will be eligible to win \$500 CASH. Participants that track spending at \$300 or more on their contest cards will be eligible to win a North Lake Tahoe Staycation including lodging, dining and activity/activities valued at \$1500.
- **Entry:**
 - Pick up a contest card at a participating businesses
 - Receive one sticker on contest card for each \$25 spent at participating businesses
 - Collect at least 4 stickers and enter your card in to win \$500 of a North Lake Tahoe Staycation
 - Enter as many times as you want! Drop-off or mail-in cards by **Jan. 5, 2017**
- **No purchase necessary:**
 - Receive one entry by sending a handwritten index card with Name, Phone, ZIP Code and Email to PO Box 884 Tahoe City, CA 96145
 - Limit of one entry per person, per sweepstakes period
- **Eligibility:**
 - Limited to residents of the U.S., excluding Residents of Florida and New York; employees and affiliates of all participating retailer and organizers. Void where prohibited by law. Must be age 18+ to enter.
- **Prize drawings will take place the week of January 10, 2017; winners will be notified via email.**

The North Lake Tahoe Chamber/CVB/Resort Association, North Tahoe Business Association, Tahoe City Downtown Association, Incline Community Business Association, Squaw Valley Business Association, Truckee Donner Chamber of Commerce, Truckee Downtown Merchants Association and Northstar California are distributing press releases, Public Service Announcements, and running a print ads about the program as well as promoting it through their business association communications (enewsletters, websites, etc.). Please help communicate this program to your customers, guests and employees.

What do participating businesses and their employees need to do?

1. Engage with your customers about the program -- this is vital!!
2. For every \$25 spent at your business, the shopper receives a sticker on their contest card (okay to round up)
3. Prominently display the Shop Local Contest cards on your counter, near your cash register
4. Prominently display the Shop Local window cling on your front door or window
5. If you run out of cards or stickers or have questions, please contact the association below that you are a member of or contact Dawn at 530-581-8727, dawn@gotahoenorth.com

Business Name: _____ Region / Color: _____



Who currently maintains the social media? (I do see that they are being updated but I'm not sure who is doing that and where the login, passwords belong at this time?)

Stacie with the TCDA volunteered her time during the holiday contest - but otherwise no one was currently appointed to maintain the social media channels. I have access and passwords to our facebook, instagram and twitter pages.

What was the original vision for the website? (specifically, what were the reasons you chose to have a stand-alone website and what were the plans of maintaining the website in your project projections?)

We choose to go with a stand alone website because this is a stand alone program. Although funded and run through the chamber - it crosses county and state lines as well as has it's very own unique group of participating businesses. Our plans for maintaining the website was having the chamber manager execute the smaller updates (such as adding new businesses) and we had budgeted for any larger changes to be outsourced to a web developer/designer.

What was the original vision for the long term program and what ideas did you have for budget and return on investment?

As we recall, there were multiple meetings (BACC, Marketing Committee, and Board meetings) where this topic was discussed & minutes were taken. Additionally we believe that there was a detailed budget that was being managed by NLTRA. We encourage you to look into NLTRA records and bring those forward as a refresher for all and for further discussion at Thursday's BACC Meeting.

Pink	Truckee
Purple	Tahoe City
Yellow	Kings Beach
Green	Incline
Orange	Northstar
Tan	West Shore
Gray	Squaw Valley

Have a great day!

Dots distributed 2016