



north lake tahoe

Chamber | CVB | Resort Association

**BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE  
MINUTES**

**Thursday, April 20, 2017, 3:00pm  
Tahoe City Visitor Center**

**A. Call to Order - Established Quorum 9:03am**

In Attendance: Ava Hinojosa (telephone), Aaron Rudnick (telephone), Amy Kylberg (telephone), Jody Poe (telephone) Caroline Ross, Joy Doyle, Rob Weston, Eric Pilcher (arrived at 9:09), Kelly Benson, Connie Liu, Sandy Evans Hall, Amber Burke, Natalie Parrish, John Thompson, Dawn Baffone

**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.

**C. Agenda Amendments and Approval-MOTION**

**M/S/C (Joy/Rob 7-0-0)**

**D. Approval of the Meeting Minutes-MOTION**

1. Thursday, February 9, 2017

**M/S/C (Joy/Ava 7-0-0)**

Discussion & Strategy:

**E. Touch the Lake Campaign Update – Connie**

- Connie updated
- Connie has received feedback from many businesses in regards to the distribution of the maps, all is positive. She recommends increased distribution timeline in the future (including the coupons) to continue perhaps through May. Approximately 4-5 total coupons have been turned in. Much less than anticipated. They are researching the exact cause. There were many contributing factors. Another follow up will happen this week. Kelly will also follow up the first week of May.

**\*Eric Pilcher arrived at 9:09**

- It is agreed that in the future, the campaign would go through May; possibly through the summertime. Adding a cross seasonal message would be beneficial.
- The group requested statistics on web page visits.
- Caroline suggested having a text coupon (coupon tools) as opposed to a paper coupon, and adding a link to the landing page on the website. Kelly described the digital coupon procedure. There would also be a downloadable app so that would include an educational aspect.
- Joy pointed out that the participants would still need to be represented in a physical way, in order to track (a map, rack card, etc.).
- Eric commented that the POS piece is very complicated to track, and a button may be an easier alternative and would make it easier to track.

- Ava asked about extending this program and whether it would impact the Shop Local program. Connie said it is directed to two different audiences and shouldn't create confusion. Touch the Lake is more of a lodging thing and shop local is more retail.
- Joy asked about how many maps were distributed and Connie said there were 5,000 distributed.
- JT accessed the Google analytics and reviewed the statistics of Touch the Lake Maps. He reported that 25% of the map distribution recipients actually did visit the website.
- Next year we may look at distributing more maps.
- JT commented that there could be a charge to businesses for publication in the map.

Action Items:

- A. MOTION:** Discuss & Possibly Approve Peak Your Adventure Campaign - JT, Connie, Amber
- Connie reviewed the history of Peak Your Adventure.
  - The map concept is being proposed to continue and add a digital aspect; a downloadable map with redeemable coupons.
  - She will investigate a downloadable text coupon aspect to it.
  - A 10,000 map distribution is projected as an objective, with a summer focus and a photo contest.
  - Local business outreach needs to begin in the next 1.5 weeks.
  - Draft target date May 11<sup>th</sup>. Printing by Memorial Day.
  - Photos are to be integrated into the maps.
  - Rob suggested contacting Tahoe Rim Trail Foundation, Ward Creek Recreational Area, and Burton Creek Recreation area.
  - Caroline said Squaw open is daily through Memorial Day weekend, and weekends throughout June, tram operating. She suggested a possible inclusion of area tram coupon.
  - Caroline would like to see a text coupon instead of a paper coupon.
  - Connie commented that the Ale Trail map is being used as a base for design.
  - Eric asked what sets this map apart from the other maps out there. Connie said the map is a greater scale and appeals to a wider range of visitors, and activities.
  - Connie suggested focusing on; Shopping, adventure, dining and activities. She suggested inclusion of Treetop Adventure Park and to focus on mountain biking, (for coupons).
  - Connie pointed out that the budget figures in the hand out are a generalization.
  - A suggested was made to increase the budget and maybe to reach out to the lodging partners.
  - Discussion about budget. JT said this needs to be approved today in order to get it to the Marketing Committee tomorrow.
  - Connie said there could be mention of High Notes events and maybe a coupon on the map.
  - Suggestions for summer; to reach out to Northstar, Squaw and Sugar Bowl, Boreal, Woodward, Homewood, Tahoe Donner, and IVGID.
  - Amy commented that she is for a digital coupon, Northstar is moving everything to digital. They are doing 3<sup>rd</sup> party advertising and would like to bundle the coupon idea. The buy one/get one free is popular.
  - Sandy pointed out that if the coupon area on the map were eliminated, then there would be a lot more room for other content.

- Discussion about driving the customers to the peaks, and attracting them to events via the map and large activities.
- Joy asked about the music venues banners. The same banners would be used this summer. We know where 3 are, and Connie will locate the remaining 3. She suggested having something similar at the resorts for the winter time.
- There will be a discussion between Connie and Eric Brandt about the texting coupon.

**MOTION to approve the Peak Your Adventure Campaign  
M/S/C (Joy/Caroline 8-0-0)**

**B. MOTION:** Discuss & Possibly Approve High Notes Campaign - JT, Connie, Amber

- Connie reported that there is a lot that can be done with media to use with in-market partners. There is a Tahoe.com opportunity for \$7,500 (625,000 impressions) to do high reach marketing. And she recommends considering this. JT said there are 600,000 viewers on Tahoe.com. The coop would pick up a percentage of \$7,500. (That may be \$2,500 by Co-op.) JT will double check.
- JT displayed Tahoe.com on screen and there was a discussion about the placement of the ad and the service provided by Tahoe.com.
- Caroline questioned the \$7,500 contract with Tahoe.com. and where the money would be distributed from. JT said there would be a decision about the percentage of how the money would be split between BACC/Marketing. JT will speak with Jody.
- Discussion about costs.
- Joy asked about budget for radio, which we currently do not have.
- Joy asked about a tagline under the logo that describes what High Notes is and frontline staff education about High Notes.
- Connie said an education component/fact sheet is being developed.
- Connie will research a tag line with their design team, since "High Notes" has not been effective in advertising via radio and other communications. "Summer long music series" has been used in the past.
- Joy will finalize their poster and banners by May 15<sup>th</sup>. Connie will get her the assets by the end of the month.
- Caroline suggested that High Notes be listed in the community music calendars.
- Rob suggested a common tagline to be used for all the events advertising, "...as a part of the High Notes summer music series."
- Discussion about talking to Maria Kiss at 101.5 regarding the battle of the bands contest and something to giveaway, like the poster last year but the poster was a hard sell and didn't go over well.
- Eric suggested sponsoring the venues with the \$20,000 instead.
- Discussion about out of market targeting.
- Kelly said there is a new video going to be filmed at Northstar. Amber will reach out and talk about it.
- Caroline requested a Blues Days video and Connie will get with Caroline about that, it will be linked into the website.

**\*Amy left the meeting at 10:22**

- Consensus is that coasters aren't a good idea. Approx. 2,500 (same as last year) rack cards to be printed (out of market-from Co-op) were distributed in visitor centers and various rack card locations, and posters would be hung. Posters would be a split cost between BACC and marketing.

**Motion to approve a revised tentative \$20,000 budget to be spent on High Notes in market, with rework to include; advertising including Tahoe.com; investigation into other advertising opportunities; radio and social media; and after final comments and approval from marketing committee. \*The final motion is to approve a total of \$10,500 for advertising/design, \$5,000 social media, \$3,500 for project design and \$1,000 for social media equaling \$20,000.**

**M/S/C (Rob/Caroline 7-0-0)**

- C. Committee Member Reports/Updates from Community Partners
  - Amber-Amgen Thursday, May 11th road closures coming up, needs volunteers, get your cowbells. Send your high notes listings.
  - Natalie-Chamber Customer Service Training seminar May, Chamber Rec Luncheon in June, Mixer May 31-Boatworks mall
  - Eric-Saturday music at Moe's, baby on the way
  - Rob-Deck openings at Chambers, West Shore Café, Sunnyside All Memorial Weekend. Business expo and brew tasting events on the West Shore
  - Caroline-Still skiing at Squaw every day through Memorial Day, then weekends through July 4th. Earth Day Saturday. Made in Tahoe, Blues Days lineup.
- D. Adjournment at 10:46

Next BACC meeting May 11<sup>th</sup>.

Business Association & Chamber Collaborative (BACC)  
2016.2017 Budget

**EXPENSES**

Line Item	Forecast Amount	Actual Amount	Notes
North Lake Tahoe Music Campaign	\$20,750	\$11,668	
Peak Your Adventure Campaign	\$19,091	\$977	
Touch Lake Tahoe Campaign	\$20,000	\$16,667	
Shop Local Campaign	\$20,000	\$4,510	
<b>Total Spend</b>	<b>\$79,841</b>	<b>\$33,822</b>	

**REVENUES**

Line Item	Forecast Amount	Actual Amount	Notes
North Lake Tahoe Music Campaign	\$0	\$8,355	
Peak Your Adventure Campaign	\$2,000	\$0	
Touch Lake Tahoe Campaign	\$2,000	\$0	
Shop Local Campaign	\$0	\$0	
<b>Total Revenue</b>	<b>\$4,000</b>	<b>\$8,355</b>	

	Forecast	Actual
Additional Revenues	\$4,000	\$8,355
Allocated Budget Expenses	\$80,000	\$80,000
	<b>\$79,841</b>	<b>\$33,822</b>
<b>Remaining Budget</b>	<b>\$4,159</b>	<b>\$54,533</b>

**Business Association & Chamber Collaborative (BACC)  
2016.2017 Budget - Business Association Grants**

**EXPENSES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Tahoe City Downtown Association	\$0				
North Tahoe Business Association	\$0				
Northstar California	\$10,000				
Squaw Valley Neighborhood Company	\$10,000				
West Shore Association	\$10,000				
<b>Total Spend</b>	<b>\$30,000</b>	<b>\$0</b>			

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

Business Association & Chamber Collaborative (BACC)  
 2016.2017 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 2016	\$0	\$11,668			
T-Shirts		\$3,998		July 2016	
Advertising		\$7,670			
KTKE		\$3,600			
Tahoe Weekly		\$3,870			
Tahoe.com		\$200			
<b>High Notes Campaign - Summer 2017</b>	<b>\$20,750</b>	<b>\$0</b>			
Project Management	\$4,500				Attend meetings, provide reports, ongoing communications, updating webpage copy, create toolkit for BACC partners, reaching out to businesses for rack card distributin
Social Media Management	\$4,300				Post 2x/week, social toolkit for BACC partners, Instagram takeovers (3-4x), Facebook lives (2-4x), ad management, ticket giveaways
Social Boostings	\$500				
Design	\$1,500				Interactive component of schedulgraphic
Video	\$1,200				Nortistar Video
Advertising	\$7,750				
NLT Visitor Guide	\$2,500				
Tahoe.com	\$3,750				
Social Media Advertising	\$1,500				
Printing Costs	\$1,500				Estimated Cost
<b>Total Spend</b>	<b>\$20,750</b>	<b>\$11,668</b>			

**REVENUES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
High Notes Refund from TAA		\$6,015		July 2016	
NTBA		\$280		September 2016	
A-Carlisle Printers		\$2,000		October 2016 - Refund of Deposit	
IVCBVB		\$60		January 2017 - Deposit of Posters Sold	
<b>Total Revenue</b>	<b>\$0</b>	<b>\$8,355</b>			

	Forecast	Actual	Forecast + Actuals
Additional Revenues	\$0	\$8,355	\$8,355
Allocated Budget	\$20,000	\$20,000	\$20,000
Expenses	\$20,750	\$11,668	\$32,418
<b>Remaining Budget</b>	<b>(\$750)</b>	<b>\$16,687</b>	<b>(\$4,063)</b>

Business Association & Chamber Collaborative (BACC)  
 2016.2017 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	\$977			
Advertising		\$977			
PYA Banners		\$977			
PYA Campaign - Summer 2017	\$19,091	\$0			
Design	\$4,000				Map creation (print & digital/interactive), ad creation (NLT Visitor's Guide)
Project Management & Map Outreach	\$5,500				Business outreach (coupons, distribution, FAQ sheet), attending meetings, providing reports, ongoing communications, updating website
Digital Coupon Service	\$2,016				SMS coupon service, managing system setup and analytics
Social Media Management	\$3,000				Posting 2x/week, season long photo contest, social toolkit for BACC partners
Advertising	\$2,591	\$0			Social media, print, banners, printing costs
Social Media Geo-Targeting	\$796				\$265.20/month (June - August)
NLT Visitor's Guide	\$1,795				Full page
Map Printing	\$4,000	\$0			Estimate
<b>Total Spend</b>	<b>\$19,091</b>	<b>\$977</b>			

**REVENUES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$2,000				
<b>Total Revenue</b>	<b>\$2,000</b>	<b>\$0</b>			

	Forecast	Actual	Forecast + Actuals
Additional Revenues	\$2,000	\$0	\$2,000
Allocated Budget	\$20,000	\$20,000	\$20,000
Expenses	<b>\$19,091</b>	<b>\$977</b>	<b>\$20,067</b>
<b>Remaining Budget</b>	<b>\$2,909</b>	<b>\$19,023</b>	<b>\$1,933</b>



Business Association & Chamber Collaborative (BACC)  
 2016.2017 Budget  
 Touch the Lake Campaign (November 2016 - April 2017)

**EXPENSES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Map Creation	\$4,000				Design, edits, digital map updates
Map Outreach	\$2,000				Business outreach (coupons, distribution, FAQ sheet)
Project Management	\$1,500				The Abbi Agency Services - attending meetings, providing reports
Social Media Management	\$3,000				Posting 2x/week, season long photo contest, social toolkit for BACC partners
Social Media Boosting & Targeting	\$2,000				Target in-market visitor
Printing Costs	\$7,500				Map printing
The Abbi Agency		\$16,667			Need breakdown - these are the charges we've paid
<b>Total Spend</b>	<b>\$20,000</b>	<b>\$16,667</b>			

**REVENUES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Inline Community Business Association	\$2,000				
<b>Total Revenue</b>	<b>\$2,000</b>	<b>\$0</b>			

	Forecast	Actual
Additional Revenues	\$2,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	<b>\$20,000</b>	<b>\$16,667</b>
<b>Remaining Budget</b>	<b>\$2,000</b>	<b>\$3,333</b>

Business Association & Chamber Collaborative (BACC)  
2016.2017 Budget  
Shop Local Campaign (July 2016 - June 2017, December 2016)

**EXPENSES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
<b>Holiday Shop Local Program</b>	<b>\$5,000</b>	<b>\$4,510</b>			
Contest Card Printing		\$1,145			1st Batch Quantity: 12,500, 2nd Batch Quantity: 2,500 - Print Art Vendor
Creative Graphics		\$138			Lauren Shearer
Stickers		\$394			Quantity: 10,000 - OnlineLabels.com Vendor
Contest Advertising		\$1,665			Placements: Moonshine Ink, Sierra Sun, KTKE Radio, Tahoe Weekly, Facebook
Tahoe Weekly		\$480			
Moonshine Ink		\$594			
Facebook		\$101			
Sierra Sun		\$315			
KTKE Radio		\$175			
Staycation Grand Prize		\$650			
Moody's Bistro		\$80			
Jake's On The Lake		\$75			
Tahoe Art Haus		\$20			
Fire Sign Café		\$25			
Mourelatos Lakeshore Resort		\$450			Winner: Brooke West
Cash Prize		\$500			
Fed Ex Shipment		\$20			
<b>Year Rounds Shop Local</b>	<b>\$15,000</b>				
<b>Total Spend</b>	<b>\$20,000</b>	<b>\$4,510</b>			

**REVENUES**

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

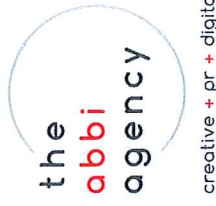
	Forecast	Actual
Additional Revenues	\$0	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,000	\$4,510
<b>Remaining Budget</b>	<b>\$0</b>	<b>\$15,490</b>



creative + pr + digital

# TOUCH LAKE TAHOE WINTER 2017 CAMPAIGN RECAP

Digital Engagement



# TOUCH LAKE TAHOE CAMPAIGN OVERVIEW

## Campaign Goals & Objectives:

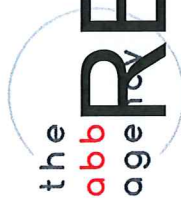
- Reach visitors in the North Lake Tahoe region through social media channels and resort locations and encourage fans to go beyond the resorts in the winter and visit (and engage with) the lake communities of North Lake Tahoe.
- Distribute 10,000 maps within the North Lake Tahoe area to ski resort lodging guests.
- Have a minimum of 14 businesses provide a coupon for the map.
- 10 percent of coupons distributed turned in to a business.

## Tools:

- Graphics for social posting and sharing
- Graphics for print ads
- Maps designed, printed, and distributed to participating resorts
- Shortstack application to run photo contest on Facebook, generate analytics and collect photo submissions
- Social measurement tools to track hashtags and other sharing data including Sprout Social and Facebook Insights

## Strategy:

- Use a visual and interactive map with “Locals Secrets” to encourage exploration and visitation to the lakeside communities.
- Paid social media outreach through Facebook ads, Facebook boosted posts and Facebook link campaigns to target users by location
- Re-posting images shared by users



# RESULTS BY THE NUMBERS

429 Photo Entries

503 Hashtag Uses

32,643 Campaign Engagements

2,904 Webpage Views

54,916 Interactive Map Impressions

5,000 Maps Distributed

10 Coupons returned

96,405 Campaign Impressions



# RESULTS BY CHANNEL

creative + pr + digital

## Facebook Data

- Paid Campaign Impressions: 86,775
- Total Number of Likes: 112,310
- Gained During Campaign: 12,847
- Gender Demographic : 61.2% female; 38.8% male
- Total Campaign Impressions: 172,100
- Total Shares and Likes: 7,904

## Twitter Data

- Campaign Impressions: 27,588
- Campaign Engagements: 641
- New Followers: 1,497
- Link Clicks: 1,304
- Gender Demographic: 41% female, 59% male
- Total Mentions: 2,477

## Instagram Data

- Total Campaign Likes: 31,643
- Total Photos with tag: 429
- Total Followers: 45,889
- New Followers: 4,010

## Web Analytics

- Web Page Views: 2,904
- Average Time On Page: 00:55



creative + pr + digital

# DESIGN: PRINTED MAP



The map and coupon were designed to be educational and inspirational, encouraging visitors to explore more and book a return visit.

Total Coupons distributed: 5,000  
 Total businesses providing coupons: 15  
 Total Coupons returned: 10\*

\*This number is an approximation as many businesses did not report back.



# SOCIAL MEDIA HIGHLIGHTS

creative + pr + digital



- Twitter Post, Jan. 1  
Photo Submission
- Likes: 31
  - Retweets: 11
  - Link clicks: 10
  - Reach: 3,367



- Instagram Post, Feb. 28
- Likes: 2,824
  - Comments: 16
  - Reach: 27,550



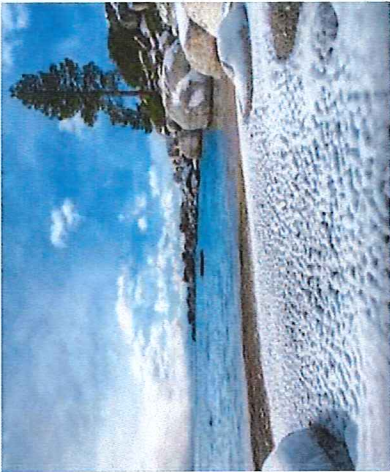


# SOCIAL MEDIA HIGHLIGHTS

creative + pr + digital

**North Lake Tahoe**  
Published by Obitalia | March 26 at 4:00pm · 48

Spend the first few weeks of spring in North Lake Tahoe and discover a whole new world of adventure. #TouchLakeTahoe and share your photos for the chance to win a North Lake Tahoe prize. Details here: <http://a.pgib.me/N17skX>



**Touch Lake Tahoe**  
#TouchLakeTahoe  
[@wendyhudnallphotography](https://www.instagram.com/wendyhudnallphotography)

35,604 people matched  
1.8K  
25 Comments 50 Shares

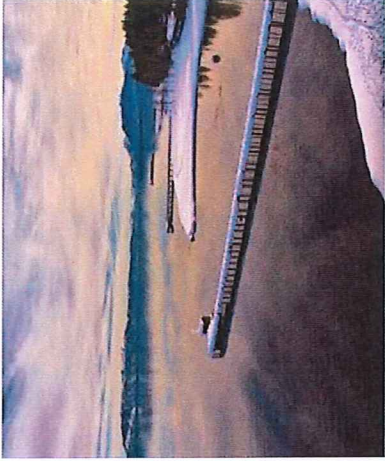
Like Comment Share

View Results

- Facebook Post, Mar. 26  
Interactive Map
- Reactions: 2,108
  - Shares: 92
  - Comments: 35
  - Reach: 35,604

**North Lake Tahoe**  
Published by Obitalia | March 30 at 4:00pm · 48

There's still time to enter your #TouchLakeTahoe photos! Share your pictures along the north shore for the chance to win a North Lake Tahoe prize. Details and entry here: <http://a.pgib.me/N17skX>



**Touch Lake Tahoe**  
Lake view at  
**Tahoe City**

34,470 people matched  
1.4K  
17 Comments 112 Shares

Like Comment Share

View Results

- Facebook Post, Mar. 30  
Lodging Feature
- Reactions: 1,582
  - Shares: 112
  - Comments: 28
  - Reach: 44,100



creative + pr + digital

# THANK YOU

1385 HASKELL STREET RENO, NV 89509 | 775.323.2977 | [THEABBIAGENCY.COM](http://THEABBIAGENCY.COM)



## 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 of five 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.

## 2015 – 2016 BACC Grant Request Review

### “Opening Day at the Lake”

**\$4,500**

*Update: While the new design was well received participation in the mailer contest was low. Based on the response we decided to revamp the format once again and no longer send a mailer or create a giveaway. 6,500 printed and the mailing list was 5,500*

Opening Day at the Lake is undergoing a changed format for 2016 starting Memorial Day weekend and extending through TCDA's Octoberfest. The WSA will be mailing over 4,000 "event post cards" to all West Shore homeowners which will list West Shore and Tahoe City events. The WSA has a dedicated web page on our website where people can check all of the above including a detailed listing of participating businesses.

<b>Opening Day/Lake</b>	Print Art	Passport mailing		\$1,550.00
	Atomic Printing	Print Passport		\$1,550.00
	Sierra Nevada Media	Open Day Ads		\$850.00
	The Weekly	Open Day Ad		\$695.00
		Posters		\$150.00
		Web (see below)		
				<b>\$4,795.00</b>

### WSA Social Media Campaign and Website

**\$5,000**

*Update: The WSA continues to use Andria Gutierrez to manage all digital platforms, social content and website development and updates. Our social reach has continued to experience rapid growth over the last year greatly increasing our reach.*

In 2015 the WSA completely revamped the WSA website and have moved our site to a different host. The new site, [tahoewsa.com](http://tahoewsa.com) is much more user friendly, has a dedicated page to paid members and links to events such as Opening Day at the Lake, and Jazz at the Lake. For 2016 we plan a more concentrated Social Media campaign.

<b>Social Media</b>	Andria Gutierrez	Social M. Proposal		<b>\$4,000.00</b>
		Facebook Ads		
		Instagram Ads		
<b>Website Updates</b>		Member/Event updates		<b>\$1,000.00</b>



## West Shore Association

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

### West Shore Jazz in the Park

**\$500**

*Update: While the event was successful with aprox 200 to 250 attendees in 2016 the WSA will not continue this event in 2017.*

The West Shore Association plans to offer "Jazz in the Park" on the lawn of the Ehrman Mansion at Sugar Pine Point State Park, where Lake Tahoe's shoreline is the stunning backdrop to this event. Gates will open at 5 p.m. for picnics. The funds requested will be used primarily for social media and website, some print advertising, posters, and directional signs.

<b>Jazz in the Park SPPSP</b>	California State Parks fee	Special Event		\$250.00
	Event Helper Insurance	Event Liability		\$250.00
	Sierra Nevada Media	Big Band Jazz ad		\$350.00
				<b>\$850.00</b>

## Social Media & Website Recap

	5/2015 - 5/2016	5/2016 - 5/2017	% change	Total
<b>FANS</b>				
Facebook @WestShoreAssociaiton	2,861	6,978	<b>144%</b>	<b>6,978</b>
Instagram @WestShoreTahoe	6,000	13,400	<b>123.33%</b>	<b>13,400</b>
Twitter @WestShoreTahoe	n/a	1,297	-%	<b>1,297</b>
				<b>21,675</b>
<b>FACEBOOK</b>				
NEWSLETTER SIGN UP	0	<b>13</b>	-%	<b>13</b>
REACH (TOTAL)	1,600,000	<b>4,100,000</b>	<b>156%</b>	<b>5,700,000</b>
Organic + Viral	1,479,233	3,702,500	<b>150%</b>	<b>5,181,733</b>
Paid	125,600	497,900	<b>296%</b>	<b>623,500</b>
IMPRESSIONS (TOTAL)	2,900,000	<b>7,200,000</b>	<b>148%</b>	<b>10,100,000</b>
Organic + Viral	2,794,300	6,631,700	<b>137%</b>	<b>9,426,000</b>
Paid	126,600	500,600	<b>295%</b>	<b>627,200</b>
<b>FACEBOOK ADS</b>				
TOTAL SPEND	\$323.36	\$1,218.00	<b>277%</b>	<b>\$1,541.36</b>



## West Shore Association

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

LIKES (SPEND)	\$100.00	\$376.00	276%	\$476.00
Page Likes	501	1,518	203%	2,019
Cost per Like	\$0.20	\$0.25	24%	\$0.24
<b>INSTAGRAM ADS</b>	\$187.00	\$787.00	321%	\$974.00
Engagement	2,193	16,664	660%	18,857
Cost per Website Click	\$0.09	\$0.05	-45%	\$0.05
ENGAGEMENT (SPEND)	\$36.00	\$55.00	53%	\$91.00
Engagements	219	3432	1467%	3651
Cost per Engagement	\$0.16	\$0.02	-90%	\$0.02
<b>TWITTER</b>				
IMPRESSIONS (TOTAL)	117,100	139,300	19%	256,400
<b>TWITTER ADVERTISING</b>				
TOTAL SPEND	\$190.00	\$389.00	105%	\$579.00
LIKES (SPEND)	\$190.00	\$389.00	105%	\$579.00
PAGE LIKES	87	427	391%	514
COST PER LIKE	\$2.18	\$0.91	-58%	\$1.55
<b>INSTAGRAM</b>				
CLICKS TO WEBSITE	26	210	708%	
LIKES	29,277	52,116	78%	81,393
Average LIKE per post	196	543	176%	332
<b>WEBSITE</b>				
Sessions	5,013	12,522	150%	17,535
Users	4,371	10,761	146%	15,132
Page Views	11,353	25,438	124%	36,791



**West Shore Association**

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

**2016 – 2017 BACC Grant Request**

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

For the past few years the WSC has been focusing on the growth of the website and social accounts. While that is still a large aspect of this ask, we hope to use the funds to implement an eBlast campaign directed towards visitors looking for more information on businesses and happenings on the West Shore. In conjunction with promoting the new eBlast system on social accounts, we will be creating a contest that we will be promoting through our website.

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

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

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 15 – 20, 2017**

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 – 5<sup>th</sup> Annual Lake Tahoe Dance Festival – July 26 - 28**

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/>

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



## West Shore Association

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

### **WSA Non Profit Support - Tahoe Maritime Museum Brochure**

**\$500**

The WSA plans on providing the Tahoe Maritime Museum with these funds to create and 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**



## BACC: PEAK YOUR ADVENTURE + THE ABBI AGENCY SCOPE OF WORK

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

**Completed by:** Kelly Benson, Junior Account Executive, The Abbi Agency

**Point of Contact:** Kelly Benson, Junior Account Executive & Connie Liu, Account Manager

**Project Dates/Timeline:** April 15, 2017 – September 30, 2017

### Goal

The BACC Peak Your Adventure program aims to drive in-market visitors to mountainside communities and encourage engagement, both physically and online, between the months of June and September.

### Description

The Abbi Agency suggests a continuation of the map and coupon strategy that was developed for the BACC during the Touch Lake Tahoe campaign that took place throughout the 2016-17 winter season. This map will include details about participating mountain resorts and their summer offerings, while enticing visitors to learn about and redeem SMS coupons at participating establishments. The map will be supported digitally through a landing page with each available coupon, an interactive digital map piece and targeted social media ads. Both the map and digital outreach will focus on real life experiences and owned photography to show the diversity of recreation opportunities to a visitor in North Lake Tahoe.

The maps will be distributed to guests checking in at hotels and vacation rentals, as well as the visitors' center and on counters at participating businesses.

### Objectives

- Distribute 10,000\* maps within the North Lake Tahoe area to lakeside lodging guests (\*dependent on printing costs).
- Have a minimum of 12 businesses provide a coupon for the map.
- Throughout the summer season, have 10 percent of coupons distributed turned in to the businesses.

### Target Audience

The Abbi Agency will target in-market visitors to North Lake Tahoe from key drive and fly markets with a propensity for adventure and recreation.



## Strategies

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

- **Partner Activation**

Work closely with partners and employees at distribution sites to ensure maps are being promoted properly (in-person onboarding, boilerplate, toolkits).

- **Digital Activation**

Use social media marketing to increase awareness for in-market visitors Using #MyTahoeAdventure, and disseminate engaging information on GoTahoeNorth.com.

- **Digital Coupons**

Initiate digital coupon delivery system instead of print to allow greater flexibility, tracking, and ease of use and redemption.

- **Coupon Partnerships**

Provide in-person training on digital coupon redemption and ensure establishments and their staff are familiar with the Peak Your Adventure program.

- **Monitoring and Measuring**

At the end of each month, The Abbi Agency will compile a report of all Peak Your Adventure social media results and coupon data to keep the team informed on campaign performance. The Abbi Agency will also provide analytics and redemption data to all participating establishments at the end of the campaign.

## Tactics

### Digital Coupon Activation:

- Initiate “text-to-connect” SMS coupon delivery system for easy delivery and redemption.
- House all coupons on landing page at [GoTahoeNorth.com/peakyouradventure](http://GoTahoeNorth.com/peakyouradventure)
- Provide in-person training to all participating establishments on how to accept coupons.

### In-Person Activation:



## BACC: PEAK YOUR ADVENTURE + THE ABBI AGENCY SCOPE OF WORK

- Design a printed map and corresponding digital map.
- Conduct map outreach, training and distribution with partner establishments.

### Digital Outreach:

- Update Peak Your Adventure page on GoTahoeNorth.com to include coupons and a link to an interactive map of mountainside communities.
- Social media promotion, including posting on North Lake Tahoe Twitter, Instagram, and Facebook 2x/week.
- Boost social media posts with geo-targeting to attract visitors in the area on Facebook and Instagram.
- Providing a social media toolkit to BACC members and partners.

### Advertising:

- Social Media: Geo-targeting visitors in the area on Facebook and Instagram
- Print: North Lake Tahoe Visitors Guide (to be paid by NLTRA directly)

### Communication & Reporting

- The Abbi Agency will communicate with BACC via email or phone communications as often as needed.
- The agency will also provide a monthly status report ahead of the BACC meetings.
- The agency will attend all BACC monthly meetings in person or via phone.

### Budget

Total project budget not to exceed \$20,000. The Abbi Agency will only bill **\$17,228.20** (*total cost of \$20,000 - \$1,795 for NLT Visitors Guide ad - \$976.80 for banners*).

- **Design: \$4,000**
  - Map Creation (Design, two edits, digital map creation)
  - Ad Creation (NLT Visitors Guide full page ad)
  - Digital Map Interactivity: \$1,500 (*this will be an add-on and is not currently reflected in the budget*)
- **Project Management & Partner Outreach: \$5,500**
  - Reaching out to businesses for coupons/distribution, conducting distribution, creating FAQ sheet for map distribution.



## BACC: PEAK YOUR ADVENTURE + THE ABBI AGENCY SCOPE OF WORK

o Attending meetings, providing reports, ongoing communications, updating PYA webpage, providing campaign-end reports on coupons to partners.

- **Digital Coupon Service: \$2,016**
  - o Cost of SMS coupon service, managing system setup and managing analytics
- **Social Media Management: \$3,000**
  - o Social Project Management (posting on North Lake Tahoe 2x week, conducting one season-long photo contest, providing social media toolkit to BACC members for posting.) - \$2,300
  - o Social post boosting - \$200 per month
- **Advertising: \$928.20**
  - o Social Media: Geo-targeting visitors in the area on Facebook and Instagram - \$265.2 per month
  - o Print: North Lake Tahoe Visitors Guide - \$1,795 (*to be paid by NLTRA directly, price not reflected in advertising total*)
  - o Peak Your Adventure Banners: \$976.80 (*Note: these were created in 2016, but the budget was allocated out of 2017*).
- **Map Printing:** To be determined from remaining budget (currently \$1,784 remaining)

Invoices are sent on the 1<sup>st</sup> or 15<sup>th</sup> of each month. The Abbi Agency requests invoices are please paid with 7 days of their receipt. Invoices are officially due 30 days from their receipt.

### Potential Additional Costs

Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval.

### Approvals

---

[John Thompson, Tourism Director, North Lake Tahoe Resort Association] (Sign/Date)

---

[Ty Whitaker, CEO, The Abbi Agency] (Sign/Date)



## BACC: HIGH NOTES + THE ABBI AGENCY SCOPE OF WORK

**Client and/or Project Name:** BACC: High Notes

**Completed by:** Kelly Benson, Junior Account Executive

**Point of Contact:** Kelly Benson, Junior Account Executive & Connie Liu, Account Manager

**Project Dates/Timeline:** April 15, 2017 – September 30, 2017

### Goal

The BACC High Notes program aims to encourage attendance of the free summer musical offerings in North Lake Tahoe between the months of June and September, as well as increase ticket sales of summer music festivals and drive mid-week occupancy.

### Description

The Abbi Agency suggests a continuation of in-person and online promotion of the High Notes brand that was established during the 2016 summer season. Using assets previously developed, including images and videos, as well as new creative promotional tools, like an interactive schedugraphic, High Notes will continue to engage with an audience who is already in North Lake Tahoe. To further clarify and enhance the brand messaging, High Notes will always be mentioned in conjunction with North Lake Tahoe, such as *“The North Lake Tahoe summer High Notes music series”*. This summer, a greater emphasis will be placed on partner activation to promote the co-branding of individual music events in addition to social media outreach, digital engagement, and informative printed materials.

### Target Audience

The Abbi Agency will target in-market visitors to North Lake Tahoe from the key drive and fly markets.

### Strategies

To continue communication of the High Notes brand while co-existing with the established brand identities of the individual music venues. As suggested upon by the North Lake Tahoe Marketing Cooperative, we will no longer use the High Notes logo, but will continue use of the name and domain. The following developed assets will be utilized throughout the campaign:

- North Lake Tahoe logo
- Hi-res images from previous years' events.
- Videos from Kings Beach, Squaw Valley and Tahoe City music events.
  - *Note: A video for Northstar California will be filmed during this campaign.*

## **BACC: HIGH NOTES + THE ABBI AGENCY SCOPE OF WORK**

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

- **Digital Outreach**  
Connect with travelers when they arrive in market to begin message awareness, while highlighting both User Generated Content (UGC) and owned content with North Lake Tahoe/High Notes branding on social media.
- **Grassroots Activation**  
Activating in-market visitors to engage with campaign by promoting through visitor's centers, rack card distribution sites, and printed schedugraphics. As well as activating with partners through boilerplates, toolkits, and personal outreach.
- **Social Activation**  
Increase engagement and awareness through social media "take overs", one photo and video contest with ticket giveaway, and social media "live" streaming.
- **Advertising**  
Obtaining wide spread messaging through local, in-market advertising, including print, social and digital.
- **Creative Development**  
Complete creative development initiatives from previous year and design.
- **Monitoring and Measuring**  
At the end of each month, The Abbi Agency will compile a report of all High Notes social media results to keep the team informed on campaign performance.

### **Tactics**

- **In-Person Activation:**
  - Place printed schedugraphics and rack cards at establishments in North Lake Tahoe.
  - Include North Lake Tahoe/High Notes information in Peak Your Adventure maps.
- **Digital Outreach:**
  - Update High Notes page on GoTahoeNorth.com to include (interactive) schedugraphic, images and videos.
  - Conduct one High Notes Instagram Takeover to promote weekly music with one band or performer.
  - Conduct one Facebook Live from each event (total of four).

## **BACC: HIGH NOTES + THE ABBI AGENCY SCOPE OF WORK**

- Promote owned videos and images on the North Lake Tahoe Facebook, Twitter and Instagram accounts 2x/week, while posting all videos to YouTube using #HighNotesTahoe
- Conduct one (1) social media ticket giveaway through the @TahoeNorth Instagram account. This giveaway will feature a prize of two (2) tickets to an upcoming festival, and will encourage followers to tag a friend. The Abbi Agency will design promotional graphics as well as posting and selecting a winner.
- **Advertising:**
  - Print advertisements in the North Lake Tahoe Visitor's Guide.
  - Digital advertisement on Tahoe.com.
  - Social media ad buy to in-market audience members on Facebook, Twitter and YouTube.

### **Communication & Reporting**

- The Abbi Agency will communicate with BACC via email or phone communications as often as needed.
- The agency will also provide a monthly status report ahead of the BACC meetings.
- The agency will attend all BACC monthly meetings in person or via phone.

### **Exceptions**

- The Abbi Agency is not responsible for design of printed schedugraphic and rack cards.

### **Budget**

The total project budget for High Notes is not to exceed \$20,000. The Abbi Agency will only bill **\$13,750** (*total cost of \$20,000 - \$2,500 for NLT Visitors Guide ad – \$3,750 Tahoe.com ad*).

- **Project Management: \$4,500**
  - Attending meetings, providing reports, ongoing communications, and updating High Notes webpage copy, creating toolkit/talking points for BACC partners, reaching out to businesses for distribution of rack cards (not including actual distribution)
- **Social Media Management: \$4,300**
  - Project Management: Posting 2x week, social toolkit for BACC partners/venues, Instagram takeovers (3-4x), Facebook Live (2-4x), ad management, and ticket giveaway contest: \$3,800
  - Social post boosting: \$500
- **Design: \$1,500**

## BACC: HIGH NOTES + THE ABBI AGENCY SCOPE OF WORK

- Develop Interactive Component of schedugraphic: \$1,500
- **Video: \$1,200**
  - Film Northstar California event
- **Advertising: \$1,500**
  - NLT Visitor's Guide – (*\$2,500 price not reflected here, paid by NLTRA directly*)
  - Tahoe.com - (*\$3,750 price not reflected here, paid by NLTRA directly*)
  - Social Media advertising - \$1,500 = \$428.57 per month
- **Printing\*: To be decided from remaining costs (currently \$750 remaining)**
  - Schedugraphic: cost TBD
  - Rack cards: cost TBD

\*Total cost of these items can be shared with out-of-market budget from co-op.

Invoices are sent on the 1<sup>st</sup> or 15<sup>th</sup> of each month. The Abbi Agency requests invoices are please paid with 7 days of their receipt. Invoices are officially due 30 days from their receipt.

### Potential Additional Costs

Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval.

### Approvals

---

[John Thompson, Tourism Director, North Lake Tahoe Resort Association] (Sign/Date)

---

[Ty Whitaker, CEO, The Abbi Agency]

(Sign/Date)



ROI Prepared for: The Business and Chamber Advisory Collaboration  
Community Marketing Grant Program  
For: FY 2015-2016

## **SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW**

The Squaw Valley Business Association (SVBA) membership consists of the following six lodging properties; Olympic Village Inn, PlumpJack Squaw Valley Inn, Red Wolf Lodge, Resort at Squaw Creek, Squaw Valley Lodge and The Village at Squaw Valley and three corporate entities: Squaw Valley Resort, the Squaw Village Neighbourhood Company and the Squaw Valley Public Service District.

The purpose of the Association is to:

- (a) Promote Squaw Valley as a year round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

The Squaw Valley Business Association was awarded \$10,000 in June 2016 from the Community Marketing Program for a digital media buy with EXL Media that was geo-targeted to Southern California. Creative included emails, banners and Facebook ads. The creative linked directly to a closed landing page promoting Squaw Valley / North Lake Tahoe and a lodging offer from each of our Valley properties, equally and in alphabetical order, with a direct link to their proprietary site.

The campaign ran February 3, 2016 through March 31, 2016. The Campaign delivered a total of 286,171 impressions, 2,267 clicks and a .79 click through rates. Squaw Valley Resort provided revenue tracking results to EXL and reported direct click revenue of \$10,524; we assume the other partners also had good revenue results. A 2 to 1 ROI from one partner alone speaks volumes about our cooperative direction.

See attached digital campaign performance report from EXL Media.

Due to lack of inventory, the SVBA only spent \$7,500 out of the \$10,000 that was awarded for this campaign and intends to roll over the savings into another digital media buy in 2017.

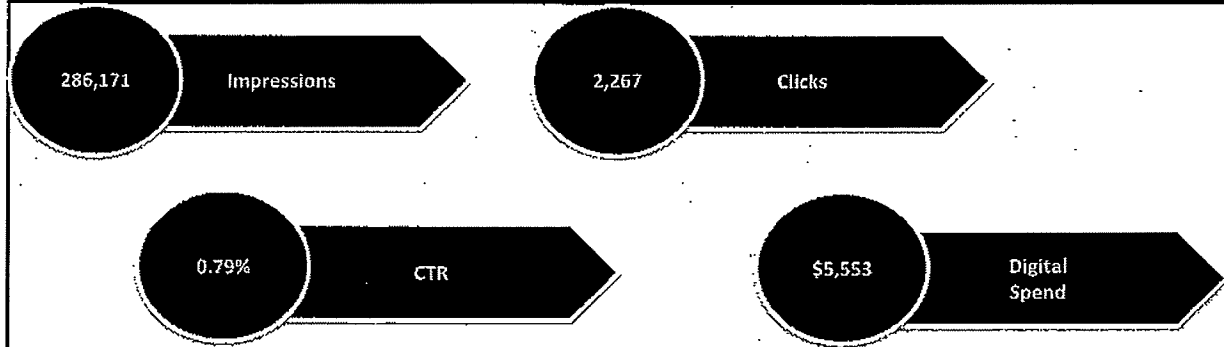
Caroline Ross  
SVBA Representative  
Sincerely,  
Squaw Valley Business Association  
PO Box 2915 Olympic Valley, CA 96146



# SVBA Winter 2016 Southern CA Campaign

Flight Dates: February 3-March 23, 2016

## Digital Campaign Performance Report



Vendor	Impressions	Clicks	CTR	Digital Spend
Google	18,117	240	1.32%	\$1,171
Yahoo	6,143	197	3.21%	\$318
On The Snow	148,529	118	0.08%	\$2,000
SnoCountry Site Buys	49,119	272	0.55%	\$514
SnoCountry Newsletter	43,409	48	0.11%	\$550
E Target Email Blast	20,854	1,392	6.67%	\$1,000
<b>Total</b>	<b>286,171</b>	<b>2,267</b>	<b>0.79%</b>	<b>\$5,553</b>

### Insights

1. This campaign originally had flight dates of November-January but was delayed until February.
2. Due to the delayed start, inventory became an issue. The campaign delivered \$5,500 of the \$8,000 proposed media spend. Buys that under-delivered were SnoCountry & Google/Yahoo.
3. Revenue was not reported by any of the partners, except Squaw|Alpine which received \$10,524 in revenue from this campaign.
4. E-Target had a click rate of almost 7%, which is extremely high for a purchased email list.
5. Overall, we are very happy with these results and would recommend a similar site mix for next year. However, we would run earlier in the season since this campaign targets the destination market.

### Sample Screenshots

Search Resort, Location, or Topic

SNOW REPORTS RESORTS WEATHER WEB CAMS GEAR NEWS TRAVEL FORUMS PHOTOS WORDS

FIND YOUR DEGREE **snu.edu** Get Yourself Degreeed

**SNOWFALL**

- Alpessia Resort 24.8" 24.8" 24.8"
- SNOWFALL
- Alpessia Resort 24.8" 24.8" 24.8"
- Alpessia 24.8"
- Timberline Lodge 24.8"
- Alta Ski Area 24.8"
- Mt. Hood Meadows 24.8"
- SNOWFALL

Ready Resorts & Open Resorts

UP TO

STAY SLOPESIDE BOOK TODAY SQUAW VALLEY ALPINE MEADOWS

INFOGRAPHIC: CALIFORNIA'S REBOUND WINTER  
California ski resorts are on the rebound this winter with snowpacks surpassing last season's totals...



Site News Open Areas with New Snow

Area	Open	Hours	Price
Backside	✓	9-4	\$17
Alpine Meadows	✓	9-4	\$17
Alpine Meadows	✓	9-4	\$17
Alpine Meadows	✓	9-4	\$17
Alpine Meadows	✓	9-4	\$17
Alpine Meadows	✓	9-4	\$17
Alpine Meadows	✓	9-4	\$17
Alpine Meadows	✓	9-4	\$17
Alpine Meadows	✓	9-4	\$17
Alpine Meadows	✓	9-4	\$17
Alpine Meadows	✓	9-4	\$17

# STAY SLOPESIDE

## NEWSLETTER

Subscribe to our weekly Slopeside newsletter, and it's yours to win a pair of lift tickets for the 2019 season.



### Mikaela's Back: Shiffrin Dominates Slalom Again in Switzerland

By [SNOCOUNTRY](#) on 11/25/18, 5:56 PM. [View Comments](#)  
Olympic and World Champion Mikaela Shiffrin from Eagle-Vail, Colo., returned from injury to once again dominate the Audi FIS Ski World Cup slalom Monday, taking her 18th World Cup victory Monday at Crans-Montana, Switzerland. Heavy snows had canceled... [More](#)

[Continue Reading](#)

SQUAW VALLEY ALPINE MEADOWS



## FLY NONSTOP

And stay slopeside for your mountain adventure

With 6,000 acres of diverse terrain across 2 mountains and over 24 feet of snow so far this season, Squaw Valley Alpine Meadows is Lake Tahoe's ultimate winter and spring skiing destination. All of our lift tickets are good at both Squaw Valley and Alpine Meadows, and our free shuttle between mountains makes it even easier to explore the expansive terrain while taking in the amazing views of the Sierra and Lake Tahoe. And with our vibrant base Village and activities and events throughout the season, you'll experience an array of shopping, dining, après and entertainment, all just steps from your door.

Getting here has never been easier! There are now over a dozen nonstop flights daily from Southern California to Reno Tahoe including a NEW nonstop from the John Wayne Airport in Orange County. Air fares are currently as low as \$69 one way.

SKI & STAY



Proposal for consideration by:  
The Business and Chamber Advisory Collaboration  
Community Marketing Grant Program  
For: FY 2016-2017

## SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

The Squaw Valley Business Association (SVBA) is made of the following six lodging properties; Olympic Village Inn, PlumpJack Squaw Valley Inn, Red Wolf Lodge, Resort at Squaw Creek, Squaw Valley Lodge and The Village at Squaw Valley and three corporate entities: Squaw Valley Resort, the Squaw Village Neighbourhood Company and the Squaw Valley Public Service District.

The purpose of the Association is to:

- (a) Promote Squaw Valley as a year round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

SVBA Tax ID # - 68-0471187

Currently the SVBA maintains an annual operating budget of approximately \$34,000. The funding is made up solely by contributions from the above businesses to cover expenses associated with the signage and propane at the base of Route 89/Squaw Valley Rd, marketing and normal business expenses to operate a non-profit corporation.

In addition to this funding, the SVBA properties contribute individual funds towards enhanced operations that will benefit visitors and our community as well as to promote and host numerous events throughout the year. The businesses in Squaw Valley have successfully created a well rounded calendar of events that draws visitors nationally, regionally and locally.

---

The Squaw Valley Business Association respectfully requests \$10,000 from the Community Marketing program for FY2016-17 for an off-peak, digital advertising campaign. The \$10k grant would be inclusive of media agency fees, likely spent with Richter7. We would spend the dollars similarly to our Winter of 2016 SVBA NLTRA grant-funded campaign by targeting destination/ideally mid-week travelers in the Southern California market for late summer (Aug 2017-Oct 2017). The digital ads will direct guest to a

landing page that represents all of our lodging properties equally and in alphabetical order. Our total spend for this campaign will be \$12,500, as we had \$2500 left over from our prior campaign due to inventory shortage/time of year the campaign ran. This is another reason we are choosing to target mid-week, late summer timeframe – to produce even better results. Our goal would be to follow up with another similar campaign early winter/4 season digital campaign with additional co-op funding December 2017 to March 2018.

The project is consistent with our mission and purpose as it promotes destination business to North Lake Tahoe which includes longer length of stays to fill in mid-week timeframes.

The project is consistent with the NLT Tourism and Community Investment Plan because it promotes Squaw Valley and North Lake Tahoe as both a summer and winter destination to the Southern California market. It will promote awareness of our destination and will have a revenue tracking component and click through tracking for the entire campaign. The campaign will also complement flight dates of the NLTRA, Squaw Valley and Ski Lake Tahoe plans so that we are following these entities brand messaging with specific lodging offers.

The success of the project will be measured by impressions, clicks and click through rate as well as, most importantly direct click revenue. We believe we will be able to lien on an agency like Richter7 for better tracking moving forward.

---

On behalf of all SVBA members and the Squaw Valley community, we thank you for your consideration and continual support in our marketing efforts.

Sincerely,

Caroline Ross  
Squaw Valley Business Association Representative  
PO Box 2915 Olympic Valley, CA 96146



## Northstar California Resort BACC 2016/2017 Marketing Grant Recap

### 2016/2017 BACC Approved Grant Program

Northstar utilized the BACC marketing grant to launch a content marketing program consisting of 5 *diverse* ambassadors with different expertise, specialties and locations. These ambassadors were invited to North Lake Tahoe this winter, wrote an original article focusing on North Lake Tahoe, published it on their proprietary website, socialize it on their social channels as well as shared the content with the new blog, [Tahoe Ascent](#).

Between November 2016 to February 2017 timeframe, there were 6 ambassadors from 4 specific markets: **Sacramento, SF Bay Area, Southern California, Local (Tahoe/Reno)**. Content featured experiences, lodging, culinary and events and was distributed through social posts, articles, listicles and/or photo essays.

Measurement for success will be reported on:

- Social: reach, engagement, and shares
- Content: page views (Tahoe Ascent only)
- Native Advertising: clicks, impressions, CTR

### Program Performance & Recap

**Sacramento** – Jenna Francisco is a mother of two based out of Sacramento. She is the founder of, [This Is My Happiness](#), a travel blog about the best of Northern California travel, culture and lifestyle. [44k PV's/month and 40k social followers]

**This is My Happiness Blog posts:**

[The Perfect Day Trip to Truckee & Donner Lake](#)

[What to Pack for a Winter Trip to Tahoe](#)

[7 Discoveries in North Lake Tahoe](#)

**Tahoe Ascent blog posts:**

[Where to Stay with Kids in North Lake Tahoe](#)

[A North Lake Tahoe Family Ski Lesson Experience](#)

## Where to Eat in North Lake Tahoe with Kids

### Social post example:



**jennafrancisco** [Follow](#)

158 likes 3w

jennafrancisco The perfect family day trip ☺️ to Truckee and Donner Lake in Northern Calif. my new post #ontheblog today. #linkinbio I

christinascucina Wow! Pretty!

jennafrancisco #snow #tahoe #truckee #donnerlake #snowshoeing #hiking #familytravel #california #californialiving #norcal #westcoastexposures #optoutside #daytrip #goexplore #explore #truckeemoments

pnazey357 Perfection!

littlexurylist What a gorgeous view!


mellisa.vargas.photo Beautiful!

### Native Advertising example:

**Northstar California Resort** [Like Page](#)

Sponsored · 🌐

The ski lodging experience is perhaps as iconic as ski culture itself. Here's a guide to lodging in Truckee.



**Where To Stay in Truckee**  
Cabins, Lodges, Private Homes, Resorts - All in Truckee

[TAHOEASCENT.COM](http://TAHOEASCENT.COM) [Learn More](#)

29 Likes 1 Share

[Like](#) [Comment](#) [Share](#)

Content Creation	\$1,500
Social Boost	\$100
Native Advertising	\$200
<b>TOTAL</b>	<b>\$1,800</b>

Social Reach	775 likes, 16 shares (Instagram Only)
Content	Tahoe Ascent: 4,664 PV's
Native Advertising	.45%, 32k impressions

---

**SF Bay Area** – Leslie Harvey is a mother of two, currently living in the Bay Area and founder of [Trips with Tykes](#), a blog devoted to simplifying the logistic of traveling with young kids. [25k PV's/month and 25k social followers]

**Trips with Tykes Blog posts:**

[Secrets to Saving Money on a Ski Vacation](#)

[Spring Break Destinations in Tahoe](#)

[How to Spot a Kid Friendly Ski Resort](#)

**Tahoe Ascent blog posts:**

[Tips for Driving to North Lake Tahoe in the Winter](#)

[6 Tips for Taking a Toddler on a North Lake Tahoe Ski Vacation](#)

[Ski School: Tips for Parents](#)

**Social post example:**



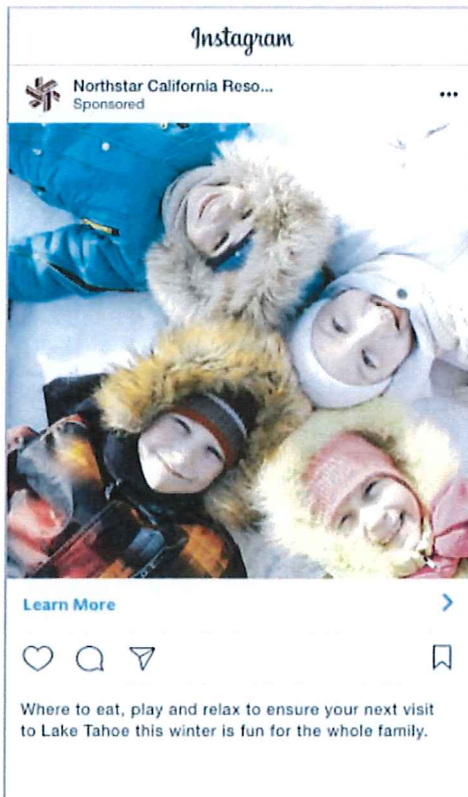
Leslie Harvey @TripsWithTykes · Feb 2 ✓

6 tips for a North Lake Tahoe ski vacation with toddlers  
[tahoeascent.com/home/2017/1/17...](#) via [@tripswithtykes](#) [@northstar\\_ca](#)  
[#northstar](#)

**6 tips for a North Lake Tahoe ski vacation with todd...**  
Considering a trip with very young kids to North Lake Tahoe in the winter? Ski trips with toddlers are doable, and even lots of fun, with these helpful tips.  
[tahoeascent.com](#)

↩️ ↻️ 4 ❤️ 3

**Native Advertising example:**



Content Creation	\$3,000
Social Boost	\$400
Native Advertising	\$400
<b>TOTAL</b>	<b>\$3,800</b>

Social Reach	2,073 likes, 378 shares
Content Reach	Tahoe Ascent: 2,719 PV's
Native Advertising	1.77% CTR, 68k impressions

**Southern California** – Esther Tseng is a freelance writer, avid snowboarder, food enthusiast, worldwide traveler and occasional musician from Los Angeles. She has contributed to the LA Times, Eater, Discover LA, Time out, Thrillist and has a social following of more than 34k on Twitter and Instagram alone. During her ambassadorship for Tahoe Ascent, she also wrote a post for the [Thrillist](#) featuring several NLT ski resorts – see below.

**Social posts:**


Esther socialized a total of 16 social posts, plus 4 Instagram Stories covering NLT




**Tahoe Ascent blog posts:**

- [Luxury Dining in North Lake Tahoe](#)
- [Platinum tost, Ski-Up Champagne Bar](#)
- [Where to Drink in Truckee](#)

**Social post example:**

 **e\*starLA**  
January 25 · 🌐

It's time to ski & snowboard! I ranked the best skiing areas within driving distance to LA for Thrillist 🎿 ⛷️ :  
<https://www.thrillist.com/.../best-skiing-la-los-angeles-with...>



**The Best Ski Mountains Within Driving Distance From LA, Ranked**  
Is Mammoth No. 1? The answer may surprise you.  
THRILLIST.COM

👍 Like    💬 Comment    ➦ Share



 **estarla**  
Northstar California ...    Following

267 likes    21w

estarla Eeked out this season's 1st day of riding 🎿 ⛷️ today @northstar\_california. More 📍 than 🎿 but found great stashes of pow at the top. Instastories has pow yelps. #pow #snowboarding 🎿 ⛷️ #instagood #laketahoe

estarla .

...

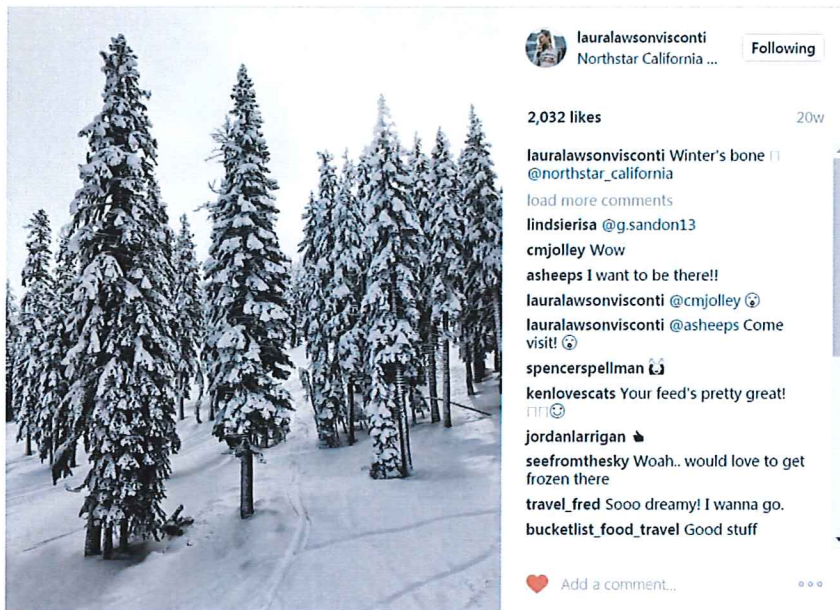
#travelwriter #travel #instatravel #travelgram #tourism #instago #passportready #travelblogger #wanderlust #ilovetravel #writetotravel

Content Creation	\$1,500
Social Boost	\$200
Native Advertising	\$300
<b>TOTAL</b>	<b>\$2,000</b>

Social Reach	1,672 likes, 44 shares, 1,700 Insta story views
Content	Tahoe Ascent: 1,479 PV's
Native Advertising	.22% CTR, 15k impressions

**Tahoe/Reno** – Laura Lawson Visconti is an adventure-obsessed digital marketing storyteller based in Tahoe. Laura is also the Head of Marketing for the local NLT business, Tahoe University and published author. Her husband Nick Visconti, was born and raised in Tahoe, a retired professional snowboarder, X-Games medalist and currently local small business owner. [Combined social following = 170k followers]

**Social post example:**





Laura L. Visconti  
@lauralawson

Following

People often ask me for Tahoe recommendations, so I put together a little winter guide, now on the blog:  
[lauralawsonvisconti.com/blog/winterint...](http://lauralawsonvisconti.com/blog/winterint...)



RETWEETS 7  
LIKES 11



**Laura Lawson Visconti Blog:**

[A Guide to visiting Tahoe in the Winter](#)



**Tahoe Ascent blog posts:**


[Winter in North Lake Tahoe through the eyes of a Local](#)

[5 Must-Climb Peaks in North Lake Tahoe](#)


[7 Ways to get Ride-Ready for Lake Tahoe Ski Season](#)

**Native Advertising example:**


 **Northstar California Resort**  
Sponsored · 






Spring-time in Tahoe is a hikers dream and these 5 peaks have the best views!



**Hike Tahoe's Best Views**  
5 Must-Climb Peaks in Tahoe

[TAHOEASCENT.COM](http://TAHOEASCENT.COM) 

431 Reactions 16 Comments 79 Shares

 Like  Comment  Share

Content Creation	\$2,000
Social Boost	\$100
Native Advertising	\$300
<b>TOTAL</b>	<b>\$2,400</b>

Social Reach	7,948 likes, 12 shares, 14,500 Insta story views
Content	Tahoe Ascent: 5,383 PV's
Native Advertising	.97% CTR, 44k impressions



## Northstar California Resort BACC 2017/2018 Marketing Grant Proposal

### Tahoe Ascent

With the funds from the 2016/2017 grant Northstar launched, [Tahoe Ascent](#), with the mission to be the destination for all things North Lake Tahoe, inspiring and equipping visitors and locals with where and how to venture, retreat, discover and indulge. Upon launch, the blog partnered with influencers in North Lake Tahoe's key visitor markets, including an L.A. food writer, SF family blogger, Sacramento travel journalist, Truckee local and former pro snowboarder and X Games medalist, a Reno Olympic gold medalist, and an award-winning videographer. The blog generated over 85 pieces of original content surrounding every touch point of North Lake Tahoe and speaking to every kind of potential visitor. Tahoe Ascent content was distributed far and wide, including Bay Area news stations, OnTheSnow.com and several local businesses, as well as Tahoe Ascent ambassadors being syndicated in publications like Thrillist.com. The goal of Tahoe Ascent was to publish weekly content endemically and on the influencers' blogs and social channels to reach the target markets, growing readership, while increasing revenue and visitors. For the 2016/2017 ski season, the blog received 65k monthly page views and drove an estimated 2k incremental visits to North Lake Tahoe.

### 2017/2018 Grant Proposal

Northstar is requesting the 2017/2018 BACC Marketing Grant to help continue the success of Tahoe Ascent in driving visitation to North Lake Tahoe. The program featuring relevant and influential content generators will remain the same, but feature new ambassadors to produce even more diverse content. Northstar will apply the same strategy of hand picking these freelance writers and social influencers according to North Lake Tahoe's key geographic and demographics of visitors, ranging from Bay Area millennials to Southern California families and beyond. The content will be a range of stories, reviews, guides, listicles, infographics, videos and photo journalism essays.

The funds will be distributed and measured as follows during the October 2017 – April 2018 timeframe:

- Bay Area family influencer(s) reaching families with kids still in the household and outdoor enthusiasts with propensity to take winter vacations
  - \$2,500 for content creation, native advertising and paid social promotion, plus lodging and experiences
- Millennial influencer(s) with engaged target audience seeking adventure and unique experiences through travel and time with friends and family

- \$2,500 for content creation, native advertising and paid social promotion, plus lodging and experiences
- Destination (fly market) influencer(s) with core audience near direct flight markets
  - \$2,500 for content creation, native advertising and paid social promotion, plus lodging and experiences
- Promotion of Tahoe Ascent to all key markets/demographics to further define the blog as a research tool for discovering unique experiences within North Lake Tahoe
  - \$2,500 for native, paid social and digital advertising

Performance measurement:

- Social: reach, engagement, and shares
- Content: page views (Tahoe Ascent only)
- Native Advertising: clicks, impressions, CTR

Thank you!



TahoeAscent.com is the destination for all things North Lake Tahoe, both inspiring and equipping visitors and locals with the 4-1-1 on where and how to venture, retreat, discover, and indulge.

