



AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Thursday, July 13, 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

Rob Weston
West Shore Assoc.

Lisa Nigon
West Shore Café

Amy Kylberg
Northstar California

Joy Doyle
North Tahoe Business Assoc.

Jody Poe
North Tahoe Business Assoc.

Ava Hinojosa
Incline Village/Crystal Bay
Visitors Bureau

Jessi Whalen
Northstar

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, June 8, 2017

Discussion & Strategy:

- A. BACC Budget Overview– Amber (5 Mins)
- B. BACC Annual Calendar – Amber, Natalie (5 Mins)
- C. Peak Your Adventure Update - Kelly (10 Mins)
- D. High Notes Campaign Update – Kelly (10 Mins)
- E. Shopping Update – Kelly, Amber (10 Mins)
- F. Shop Local Update – Natalie (10 Mins)
- G. Touch the Lake Review and 2017/18 Strategy – Kelly, Amber (20 Mins)
- H. Partner Informational Meetings– Amber (10 mins)

Other Items:

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

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

A. Call to Order at 3:20 pm - Established Quorum

- In attendance: Jodi Poe, Karen Plank, Joy Doyle, JT Chevalier, Ava Hinojosa, Misty Moga, Mike Young, Natalie Parrish, Amber Burke, Sandy Evans Hall, 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.

- No public comment.

C. Agenda Amendments and Approval-MOTION

M/S/C (Joy/JT 7/0/0)

D. Approval of the Meeting Minutes-

1. Thursday, May 11, 2017

M/S/C (Joy/JT 7/0/0)

Discussion & Strategy:

A. BACC Budget Overview– Amber

- Per Kelly, Overage of \$122.59 on High Notes Campaign. \$3,200 over budget but approval had happened on the previous meeting.
- Schedugraph will be done by Tuesday, per Kelly. It will be a code linked to our high notes page. Amber will send the link out to the committee.
- Fiscal year spend is close to budget. Once Incline Business Association pays \$1,000 we will be under budget.
- Amber will include Budget at every meeting in the future.
- Shopping: Editing video. Shop Local proposal from Abbi agency, \$7,750. Not included in the budget yet as noted on the budget worksheet in the packet.

B. BACC Annual Calendar – Amber, Natalie

- Peak Your Adventure will be running through mid-October, not end of November as on the graph provided.
- Shopping could be listed as an ongoing year round campaign.
- Joy requested the Grant recap/requests earlier, but it is in March, April and May and can't be added earlier per Amber.
- Change name to Community Marketing Grant, not Business Association Grant.

C. Peak Your Adventure Campaign Update – Amber, Kelly

- Map will go to printer by end of today and trying to get them out by this weekend.
- Email along with a short training sheet, was sent out to partners for forwarding to properties, asking for participation into the program, and focusing on a reciprocal campaign.
- Outreach to lodging partners shooting for next week.
- Coupons-Squaw and Northstar had great contributions. 9-12 coupons are confirmed. Homewood did not have anything to offer. Misty will check with facilities to find out if there are any discounts from IVGID that can be offered. She said she would look into golf discounts.
- Work is being done on coupon design and on the website.
- Social media will begin once the campaign is online.
- Keywords will be used to test the usage of the maps.

D. High Notes Campaign Update – Amber, Kelly

- 300 Posters and 5,000 rack cards are in. Social promotion has begun. Some are distributed to Joy & JT today and Natalie and Amber can distribute. Amber will give some to the Sacramento market, and she will give some to the booths in Kings Beach, and Natalie will deliver to IVGID and Ava.
- Social Media Contest beginning next week to win tickets for Wanderlust, and will run for 5 weeks. There will be a landing page, promoted through Instagram and Facebook. Name and email will be required so we can add to mailing list.
- Call to action for venues and music partners included in the promotion materials. Encouraging hashtags, interaction for success. #tahoehighnotes
- Joy suggests communication about the upcoming campaigns earlier in the future. Amber has created the timeline for that purpose.
- Sandy brought up an idea for a retreat, possibly in the fall, to discuss all of the upcoming campaigns.
- Takeovers; Dead Winter Carpenters July 2nd Commons Beach, MOJO Green August 4th, Kings Beach. Abbi Agency will talk to these acts regarding our branding, and highlighting North Lake Tahoe. Possible multiple lives throughout the event. A peak at the set list, among other ideas.
- FB Lives: Bluesdays-either the upcoming or the following, July 1st Beerfest, Northstar, July 7th Kings Beach, August 27th, Commons Beach. Suggestion by JT for a behind the scenes, and Kelly will look into multiple lives during the event.
- Joy requested that the fact that Music on the Beach is dark on the 11th, but can go to Tahoe Nalu. Kelly can strategize with Joy.
- Joy asked for written messaging regarding the ticket giveaway. A tool kit will be distributed.

Action Items:

A. MOTION: Discuss & Possibly Approve Shopping/Shop Local Campaign - Natalie, Amber

- Kelly discussed Abbi Agency proposal for Shopping on GTN
- Using interactive map, visitors would link to new areas/business associations. They would be able to search by district and shopping type.
- Suggestion to use minutes instead of miles to gage distance on map.
- Natalie spoke about the Shop Local Holiday campaign and adding a shopping component to the Shop Local website and moving it to GoTahoeNorth.com website.
- Natalie presented the three options presented in LT Marketing proposal:
 - Option 1-Utilize shopnorthtaoetruckee.com as consumer facing website with year round shop local message including holiday contest message- Cost \$2,800.00
 - Option 2-Utilize shopnorthtaoetruckee.com as business facing website with only holiday contest information. Includes 1 time redesign and holiday content management.-Cost \$1,320.00
 - Option 3-eliminate shopnorthtaoetruckee.com and only use GoTahoeNorth website, with two pages-Shop Local message under Shopping. Holiday Contest under Chamber.
 - Issue with using GoTahoeNorth only is that you can only include Chamber Members.
- Shopping is under Things to Do. Chamber will be added to the top, and look under programs for the business. For the consumer, it will go under shopping.
- \$3,000 for 2 days summer photo shoot/video, does not include models. Allocate \$800 (\$400 per shoot) for models. Next fiscal we can do 3,000 to capture winter component.
- The vendors on the Holiday page will be listed on the shopnorthtaoetruckee.com website that Lindsay would maintain. Any vendors on the Chamber GTN website do need to be Chamber members.
- Lindsay would be maintaining the shopnorthtaoetruckee.com holiday shopping program.
- Moving forward there will need to be an educational aspect to the businesses to be categorized, and it is only Chamber members. Joy pointed out that a separate link to each organization would be preferred.
- \$1,000.00. – Potential GoTahoeNorthcom redesign/hours for Shelly (Suggested by Sandy.)

MOTION to approve \$13,870 to the Abbi Agency for the following: M/S/C (JT/Joy/7/0/0)

- \$1,320.00 - Option 2 Utilize shopnorthtahoetruckee.com as business facing website with only holiday contest information. Includes 1 time redesign and holiday content management.
- \$7,750.00 - Abbi Agency year Round Shopping page and interactive map on GoTahoeNorth.com
- \$3,800.00 - 2 Photo Shoots-Summer (\$1500.00 per shoot, \$400 Model per shoot.)
- \$1,000.00. – Potential GoTahoeNorthcom redesign/hours for Shelly

B. MOTION: To approve \$1,000 Rotor Collective proposal to shorten existing High Notes Videos for Social Media use.

- Proposal from Rotor Collective, suggestion by Amber to edit the videos down that we already have
- Joy commented that Kings Beach is not featured very much in the videos.
- JT asked about getting a cost for a few shots in Kings Beach and Incline.
- Discussion about use of funds for videos.
- Discussion about the motion on the table and distribution of funds.

MOTION: To approve \$1,000 Rotor Collective proposal to shorten existing High Notes Videos for Social Media use M/S/C (JT/Joy/7/0/0)

C. Committee Member Reports/Updates from Community Partners (1 Minutes-2 minutes each) Wine Walk 17th, concert on 18th.

D. Adjournment at 5:08 p.m.

Next Meeting July 13th, 3 p.m.

Hem A

Business Association & Chamber Collaborative (BACC) 2016.2017 Budget

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
North Lake Tahoe Music Campaign	\$21,040	\$32,758	Account Code: 6743-04
Peak Your Adventure Campaign	\$19,739	\$20,716	Account Code: 6743-05
Touch Lake Tahoe Campaign	\$20,000	\$16,667	Account Code: 6743-03
Shop Local Campaign	\$18,870	\$16,580	Account Code: 6743-01
Total Spend	\$79,649	\$86,721	

REVENUES

Line Item	Forecast Amount	Actual Amount	Notes
North Lake Tahoe Music Campaign	\$0	\$340	
Peak Your Adventure Campaign	\$2,000	\$1,000	
Touch Lake Tahoe Campaign	\$2,000	\$1,000	
Shop Local Campaign	\$0	\$0	
Total Revenue	\$4,000	\$2,340	

	Forecast	Actual
Additional Revenues	\$4,000	\$2,340
Allocated Budget Expenses	\$80,000	\$80,000
	\$79,649	\$86,721
Remaining Budget	\$4,351	(\$4,381)

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	\$19,739	\$19,739			
Design	\$4,000	\$4,000	June	June	Map creation (print & digital/interactive), ad creation (NLT Visitor's Guide)
Project Management & Map Outreach	\$5,500	\$5,500	June	June	Business outreach (coupons, distribution, FAQ sheet), attending meetings, providing reports, ongoing communications, updating website
Digital Coupon Service	\$2,016	\$2,016	June	June	SMS coupon service, managing system setup and analytics
Social Media Management	\$3,000	\$3,000	June	June	Posting 2x/week, season long photo contest, social toolkit for BACC partners
Advertising	\$2,723	\$2,723	June	June	Social media, print, banners, printing costs
Social Media Geo-Targeting	\$928	\$928	June	June	\$265.20/month (June - August)
NLT Visitor's Guide	\$1,795	\$1,795	June	June	Check request submitted - 6/26
Map Printing	\$2,500	\$2,500	June	June	Estimate Quote: 10,000 maps - \$3,600; 5,000 maps - \$2,500
Total Spend	\$19,739	\$20,716			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$2,000	\$1,000	June		6/7 submitted invoice request to Lauren
Total Revenue	\$2,000	\$1,000			

	Forecast	Actual	Forecast + Actuals
Additional Revenues	\$2,000	\$1,000	\$3,000
Allocated Budget	\$20,000	\$20,000	\$20,000
Expenses	\$19,739	\$20,716	\$20,716
Remaining Budget	\$2,261	\$284	\$2,284

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			
High Notes Campaign - Summer 2017	\$21,040	\$21,090			
Project Management	\$4,500	\$4,500		June	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	\$4,300		June	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	\$1,500		June	Interactive component of schedugraphic
Video	\$1,200	\$1,200		June	Northstar Video set for July 1 (Beerfest & Bluegrass)
Advertising	\$7,750	\$7,800		June	
NLT Visitor Guide	\$2,500	\$2,500		June	Check request submitted - 6/26
Tahoe.com	\$3,750	\$3,800		June	5/16 signed contract, 6/8 paid invoice (Full cost was split with Coop)
Social Media Advertising	\$1,500	\$1,500		June	
Printing Costs	\$790	\$790		June	5,000 Rack Cards, 300 Posters, 6/9 - submitted check request
High Notes Video Edits	\$1,000	\$1,000		June	6/21 - Submitted check request
Total Spend	\$21,040	\$32,758			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
High Notes Refund from TAA				July 2016	
NTBA		\$280		September 2016	
A-Carlisle Printers				October 2016 - Refund of Deposit	
IVCBVB		\$60		January 2017 - Deposit of Posters Sold	
Total Revenue	\$0	\$340			

	Forecast	Actual	Forecast + Actuals
Additional Revenues	\$0	\$340	\$340
Allocated Budget	\$20,000	\$20,000	\$20,000
Expenses	\$21,040	\$32,758	\$42,130
Remaining Budget	(\$1,040)	(\$12,418)	(\$21,790)

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
Holiday Shop Local Program	\$5,000	\$4,510			
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			
Stoycation 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			
Cash Prize		\$500			Winner: Brooke West
Fed Ex Shipment		\$20			
Year Rounds Shop Local	\$13,870	\$12,070			
Update ShopNorthTahoeTruckee.com	\$1,320	\$1,320	June	June	6/19 - Natalie submitted check request
Campaign Project Management	\$1,500	\$1,500	June	June	6/21 - submitted check request
Map Project Management & Design	\$5,000	\$5,000	June	June	6/21 - submitted check request
Social Media Management	\$1,250	\$1,250	June	June	6/21 - submitted check request
GTN.com Page Redesign	\$1,000		June		
Photo Shoot	\$3,000	\$3,000	June	June	6/23 - submitted check request
Model Fees	\$800				
Total Spend	\$18,870	\$16,580			

REVENUES

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

	Forecast	Actual
Additional Revenues	\$0	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$18,870	\$16,580
Remaining Budget	\$1,130	\$3,420

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			Final Costs - Invoice Paid
Total Spend	\$20,000	\$16,667			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$2,000	\$1,000	June		6/7 submitted invoice request to Lauren
Total Revenue	\$2,000	\$1,000			

	Forecast	Actual
Additional Revenues	\$2,000	\$1,000
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,000	\$16,667
Remaining Budget	\$2,000	\$4,333

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

Account Code: 6018-00 Business Association 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			December	Approved at May Meeting; Realized they were paid for 16.17 in Dec. - this will be for 17.18
Squaw Valley Neighborhood Company	\$10,000	\$10,000			May	Approved at May Meeting; Check Request Submitted 5/17
West Shore Association	\$10,000	\$10,000			June	Approved at May Meeting; Check Request Submitted 6/2
Total Spend	\$30,000	\$30,000				

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

Hem B

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												

Category	January	February	March	April	May	June	July	August	September	October	November	December
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		



BACC 7.13.17 Campaign Updates:

- **Item C**
 - **Peak Your Adventure**
 - Map distribution
 - Social media update
 - SMS analytics to-date
 - New vendor updates
 - Map Interactivity

- **Item D**
 - **High Notes**
 - Social media update

- **Item E**
 - **Shopping**
 - Preliminary design concept for approval
 - Photo Update



**SHOP
NORTH
TAHOE
TRUCKEE**

Item F:

BACC 7.13.17 Shop Local Update:

Website Updates Made:

- **Logos Updated:**
 - Truckee Donner Chamber
 - Placer County
 - Squaw
 - Truckee Downtown Merchants Association
 - West Shore Association
 - Incline (STILL NEEDED?) *Also link issue still needs to be resolved*

- **Regional Images Received** (*"Shopping" photos - each regions downtown district, or shots that were taken in each region's shops.*)
 - Truckee
 - Northstar
 - Incline (?)

- **Video link added**



TOUCH LAKE TAHOE WINTER 2017 CAMPAIGN RECAP

Digital Engagement



TOUCH LAKE TAHOE CAMPAIGN OVERVIEW

Campaign Goals & Objectives:

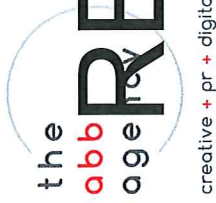
- Reach visitors in the North Lake Tahoe region through social media channels and resort locations and encourage fans to go beyond the resorts in the winter and visit (and engage with) the lake communities of North Lake Tahoe.
- Distribute 10,000 maps within the North Lake Tahoe area to ski resort lodging 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

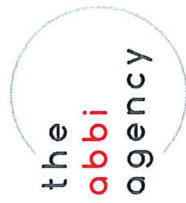
3,132 Webpage Views

54,916 Interactive Map Impressions

5,000 Maps Distributed

10 Coupons returned

96,633 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: 3,132
- Average Time On Page: :53 seconds



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.

ART	TAHOE ART HAUS & CINEMA TAHOE CITY RENTALS AT LOW-MEDIUM RATES
RECREATION	TAHOE HILTMORE LODGE & CASINO CRYSTAL BAY \$1.00 OFF \$100+ BOOKING
RECREATION	TAHOE EXC COUNTDOWN AREA TAHOE CITY \$5 OFF \$100+ BOOKING AT TAHOE EXC
RECREATION	TAHOE CITY WINTER SPORTS PARK TAHOE CITY \$1.00 OFF \$100+ BOOKING
RECREATION	TAHOE CITY WINTER SPORTS PARK TAHOE CITY \$1.00 OFF \$100+ BOOKING
RECREATION	WINTN LAKE TAHOE EXPRESS TAHOE CITY \$1.00 OFF \$100+ BOOKING
RECREATION	AIR TAHOE MIRTAHOE \$1.00 OFF \$100+ BOOKING

DINING	HYATT GUTENBERG SALOON INCLINE VILLAGE \$1.00 OFF \$100+ BOOKING
DINING	SUSIE SCOOPS ICE CREAM & FROZEN YOGURT INCLINE VILLAGE \$1.00 OFF \$100+ BOOKING
DINING	WEST SHORE CAFE & INN HOMERWOOD \$1.00 OFF \$100+ BOOKING
DINING	TAHOE BREW TOURS TAHOE CITY \$1.00 OFF \$100+ BOOKING
DINING	TAHOE HILTMORE LODGE & CASINO CRYSTAL BAY \$1.00 OFF \$100+ BOOKING
DINING	VILLAGE TOYS INCLINE VILLAGE \$1.00 OFF \$100+ BOOKING
DINING	THE BEANS MASSAGE & SKIN CARE KINGS BEACH \$1.00 OFF \$100+ BOOKING
RECREATION	NORTH LAKE MASSAGE TAHOE VISTA \$1.00 OFF \$100+ BOOKING
RECREATION	TAHOE FLOW TAHOE VISTA \$1.00 OFF \$100+ BOOKING
RECREATION	HYATT STILLWATER SPA & SALON INCLINE VILLAGE \$1.00 OFF \$100+ BOOKING

TAKE PUBLIC TRANSPORTATION!
 The Tahoe Express Area, Incline Village, and Incline Village are all within the Tahoe Express Area. This means you can take the Tahoe Express bus to any of these areas from any of the Tahoe Express stations. For more information, visit www.tahoeexpress.com.



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

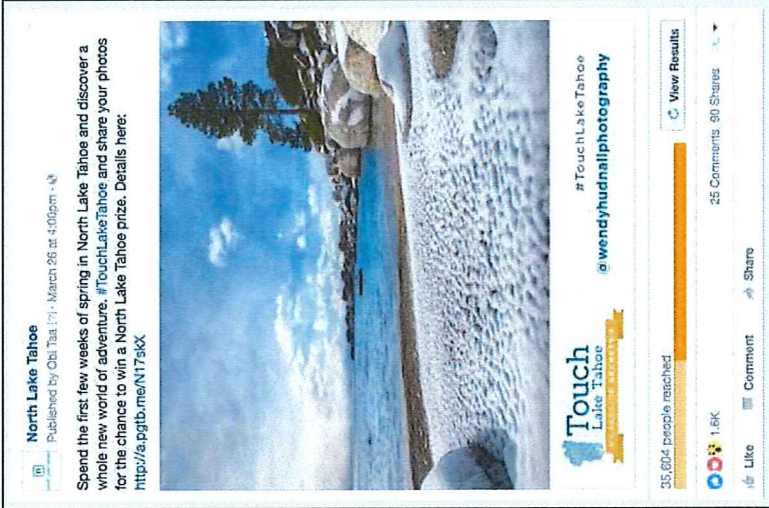
- Likes: 2,824
- Comments: 16
- Reach: 27,550



SOCIAL MEDIA HIGHLIGHTS

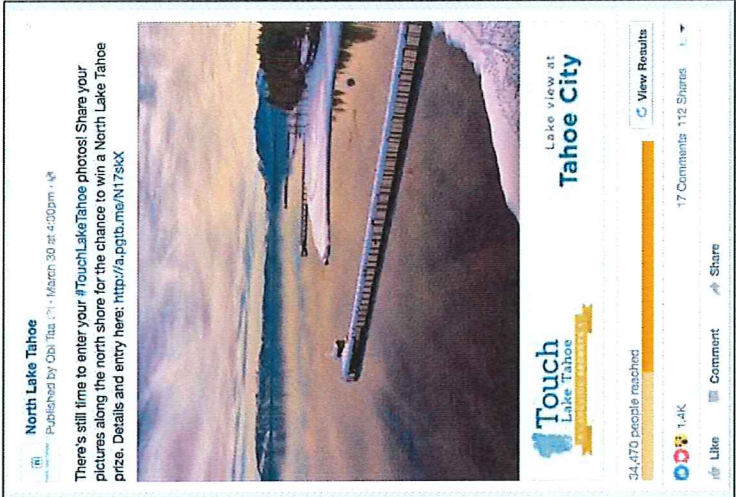
Facebook Post, Mar. 26
Interactive Map

- Reactions: 2,108
- Shares: 92
- Comments: 35
- Reach: 35,604



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