



AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Thursday, June 8, 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, May 11, 2017

Discussion & Strategy:

- A. BACC Budget Overview– Amber (5 Mins)
- B. BACC Annual Calendar – Amber, Natalie (10 Mins)
- C. Peak Your Adventure Campaign Update – Amber, Kelly (10 Mins)
- D. High Notes Campaign Update – Amber, Kelly (10 mins)

Action Items:

- A. **MOTION:** Discuss & Possibly Approve Shopping/Shop Local Campaign - Natalie, Amber (40 Mins)
- B. Committee Member Reports/Updates from Community Partners (1 Minutes-2 minutes each)
- C. Adjournment

Business Association and Chamber Collaborative Meeting

May 11, 2017 3:00 p.m.

MINUTES

- A. Called to Order at 3:14 p.m. - Establish Quorum Jessi Whalen, Caroline Ross, Joy Doyle, Rob Weston, Lisa Nigon, Brendan Madigan via telephone, Kelly Benson, Amber Burke, Natalie Parrish, Sandy Evans Hall, Dawn Baffone, Lindsay Thayer
- 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-Discussion about moving around agenda order, item B was switched to item A.**

MOTION to approve agenda amendments M/S/C Rob/Joy 6-0-0

D. Approval of the Meeting Minutes-MOTION M/S/C Joy/Rob 6-0-0

1. Thursday, April 20, 2017

Discussion & Strategy:

A. Review BACC Budget – Amber

Budget will be included in every packet. On track with budget, if Incline is included, there will be an additional \$2,000.

MOTION to approve BACC Budget M/S/C Joy/Jessi 6-0-0

B. Touch the Lake Campaign Overview –Kelly presented. Right on budget at \$20,000

- Target for getting the winter map out is Dec 15th. Or earlier, per Amber. Natalie will put it on the agenda for September.
- Kelly said a winner was selected for the contest, and she is seeking a dining option for the winner and requested suggestions.
- Discussed Shop Local Campaign Website and allocation of remaining funds – Amber, Natalie
- Change requested by Caroline; 'Business Assn. Grants' Squaw Valley Business Association.
- Discussion about how to spend the \$15,000 previously allocated to High Notes by June 30th. (Please note; High Notes needs an additional \$4,000 to do what had already been discussed.)
- Shop Local video not completed yet. Amber will take a look at it when Lindsay has it ready.
- Amber explained that there is/will be a log in for every businesses page so that when you have an updates they can be done individually. This is a new initiative to ramp up the shopping page, it will be included and will not have a cost.
- Natalie will supply analytics to the companies listed on the shop page.
- Two different pieces -Shopping and Locals shopping.
- Kelly suggested persona "buckets" with links and Caroline suggested linking to the business websites or area so not to have to worry about the membership.
- Lindsay said that not trying to recreate a site but have it be a landing page to redirect to the other sites.
- Discussion about whether other entities/businesses outside of members are listed on site.
- Sandy suggested creating a landing page on gotahoenorth, under Things to Do "Shopping",
- Lindsay is concerned that the page might get lost within the website, and Sandy said that the concern is that the separate page will be hard to find and we would lose the traffic that goes there.
- Lindsay reported that there were 2,755 sessions and. 8,755 page views with zero push last year.
- Lindsay reviewed the statistics for the page visits.
- Caroline expressed that the \$15,000 originally had been designated for shopping and not shop local specifically and Shop Local was supposed to fund itself with retail sales.

- Lindsay said the cost to update the shop local page would not be very much, and would need to speak with the Web developer. She estimates around \$1,000.
- More discussion about the possibility of a Shop Local website.
- Sandy sees the shop local program as being more as a Chamber program and not a shopping category. She said dollars would not be used to create a new website. Shop Local would remain on the gotahoenorth website.
- Natalie expressed the concern about who would maintain the page.
- Caroline suggested to earmark funds to update the Shop Local site, link under gotahoenorth shopping, and get ready for the Holiday Contest.
- Sandy suggested focusing on the Holiday Contest only at this time.
- Joy suggested developing a subcommittee regarding shop local and remaining funds and obtain quotes.
- Lindsay will develop a quote and estimation of time to be spent on the holiday contest. She will get it to us by next week.
- Caroline recommended to fund programs as needed.
- Lindsay suggested updating FB, Twitter Instagram pages for Shop Local. She will include in proposal. One post per week leading up to the holiday contest.

MOTION to reallocate portion of the \$15,000 balance in Shopping to cover deficit in High Notes and review a proposal to freshen Shop North Tahoe Truckee website and rest will be spent on shopping. M/S/C Joy/Lisa 6-0-0

Action Items:

A. MOTION: Grant Presentation

West Shore Association – Rob Weston, Lisa Nigon

MOTION to approve West Shore Association Grant Application Joy/Jessi 6/0/0

B. MOTION: Discuss & Possibly Approve Peak Your Adventure Final Scope of Work - Kelly, Amber 5,000 \$2,500 10,000 \$3,600

- Discussion about maps. Using Eric Brandt, Destination management, charge per key word.
- Amber pointed out that the budget is revised. Abbi agency can move forward with proofs and printing quotes.
- Move forward with scope of work.

MOTION to approve Peak Your Adventure Final Scope of Work M/S/C Lisa/Caroline 6-0-0

C. MOTION: Discuss & Possibly Approve High Notes Final Scope of Work - Kelly, Amber Target for getting the winter map out is Dec 15th. Or earlier, per Amber.

Kelly reviewed what will be included in the North Lake Tahoe Music, brought up at the last marketing committee meeting, which in process of being decided if High Notes will be used or North Lake Tahoe Summer Long Music Series.

Joy pointed out that marketing material is going to press and will need the final boiler plate. Amber will talk to JT about logo inclusion.

Budget does not include printing costs. 5,000 rack car- \$565. 300 posters-\$225.00

Amber estimated high and actual needed funds are a little less.

MOTION to Approve High Notes Final Scope of Work M/S/C Lisa/Caroline/6-0-0

D. MOTION: Grant Presentations

a. Squaw Valley Business Association – Caroline Ross (10 Mins)

- Campaign is to drive lodging from S. Cal to target mid-week/late summer lodging.

MOTION to approve \$12,500 for Squaw Valley Business Assn. Joy/Lisa 6/0/0

Rob left at 4:40

MOTION to approve \$10,000 Northstar grant application Lisa/Joy (5/0/0) (Rob left at 4:40)

- Amber requested invoices for the grant requests.

E. Committee Member Reports/Updates from Community Partners

Adjournment 4:50pm

BACC Annual Timeline

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

January Action Items * Shop Local Holiday Contest: Reports Due, Winner Chosen, Notified & Advertised

February Action Items * Peak Your Adventure: Plan Discussed
* High Notes: Plan Discussed

March Action Items * Peak Your Adventure: Plan Discussed
* High Notes: Plan Discussed
* Business Association Grant Recap & Request

April Action Items * Peak Your Adventure: Plan Approved
* High Notes: Plan Approved
* Business Association Grant Recap & Request

May Action Items * Touch the Lake: Campaign Ends
* Peak Your Adventure: Campaign Launch
* High Notes: Campaign Launch
* Business Association Grant Recap & Request

June Action Items * Touch the Lake: Campaign Recap

July Action Items *

August Action Items * Touch the Lake: Plan Discussed
* Shop Local Holiday Contest: Plan Discussed

September Action Items * Touch the Lake: Plan Discussed
* Shop Local Holiday Contest: Plan Discussed

October Action Items * Touch the Lake: Plan Approved
* Shop Local Holiday Contest: Plan Approved
* High Notes: Campaign Recap

November Action Items * Touch the Lake: Campaign Launch
* Shop Local Holiday Contest: Launch

December Action Items * Peak Your Adventure: Campaign Recap



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Peak Your Adventure - Summer 2017

Partnership Details and Promotional Strategy

- **Vision:** The Peak Your Adventure campaign, coordinated by the North Lake Tahoe Business Association and Chamber Collaborative (BACC), encourages visitation of mountainside communities and businesses during the summer season.
- **Purpose:** This summer, the BACC created the Peak Your Adventure map to provide visitors in-market with a collateral piece that highlights the transportation routes, information about mountain communities and resorts, and a call-to-action to download and redeem coupons for mountain businesses. The goal of the map is to increase awareness of the proximity of mountainside towns and drive incremental visitation. The printed map will accompany a digital map and social media promotion across all North Lake Tahoe social pages.
- **Campaign Length:** June 12 - September 30, 2017
- **How to Partner with Peak Your Adventure:**
 - Lakeside lodging properties and private rental companies are encouraged to distribute the maps to guests at check-in and encourage them to look it over and learn about the areas surrounding their visit.
 - If not a lodging partner, direct visitors to the Incline Village Visitors Information Center, the Tahoe City Visitors Information Center, and the pop-up information center at Kings Beach.
 - Encourage guests to take advantage of the incredible savings by texting TAHOENORTH to 24587 or by visiting GoTahoeNorth.com/PeakYourAdventure.
 - Encourage visitors to share pictures of their mountainside adventures with the hashtag #MyTahoeAdventure on Instagram and Facebook.
- **Media & Marketing Material:**
 - **Imagery** - All photos owned by North Lake Tahoe intended for the promotion of Peak Your Adventure can be found [here](#). All assets can be credited to North Lake Tahoe. Shortcut link: bit.ly/PYAMedia

○ **Boilerplate for Press Releases -**

About Peak Your Adventure

North Lake Tahoe's summertime campaign, Peak Your Adventure, encourages visitors to explore the mountainside communities that surround the north shore of Lake Tahoe. From mountain biking and hiking to high altitude dining and lively events, mountain resorts supply endless, year-round adventure and world-class experiences. Exclusive discounts to mountainside activities can be found by visiting GoTahoeNorth.com/PeakYourAdventure and by texting TAHOENORTH to 24587. Detailed maps of the mountain communities and their unique offerings are available at participating lakeside lodging locations and visitor's centers.

Thank you and we look forward to partnering with you this summer!

For any questions, please reach out to Kelly Benson:

Kelly Benson

Jr. Account Executive at The Abbi Agency

Email: kelly@theabbiagency.com

Phone: 775-323-2977



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2017 Summerlong Music Series - High Notes

Partnership Details and Promotional Strategy

- **Vision** - The North Lake Tahoe summerlong music series, High Notes, coordinated by the North Lake Tahoe Business Association and Chamber Collaborative (BACC), seeks to highlight the region as a world-class destination for live music and events.
- **Purpose** - 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 larger events while driving mid-week occupancy.
- **Campaign Length** - June 12 - September 3, 2017
- **Goal of Partnership** - To work collaboratively as a region to increase awareness that North Lake Tahoe is a great place for live entertainment, while honoring the individual identity and messaging of every event.
- **How to Partner with High Notes**
 - Mention North Lake Tahoe and the summerlong music series, High Notes when promoting weekly music events.
 - *"Join us every [day] at [event name], a part of the North Lake Tahoe summerlong music series, High Notes."*
 - *"This [day], wind down after work with free music on the beach at [event], a North Lake Tahoe music event #HighNotesTahoe"*
 - Tag #HighNotesTahoe and @TahoeNorth in social media posts about events.
 - Help spread the message about a ticket giveaway throughout June and July.
 - Repost social media posts from @TahoeNorth about High Notes.
 - Add boilerplate (listed below) in any PR outreach below owned boilerplate.
- **Benefits of Partnering with High Notes**
 - Out-of-market promotion to regional drive markets, including Sacramento and Bay Area
 - Includes in-person promotion at music events, radio promotion, and digital and

social advertising

- In-market advertising via North Lake Tahoe Visitor Guide and a digital ad buy on Tahoe.com
 - A dedicated page to full line-up on GoTahoeNorth.com
 - Bi-weekly promotion of events on all @TahoeNorth social channels, including Instagram, Facebook, and Twitter
 - Creation and distribution of video assets covering live music at regional venues
- **Media & Marketing Materials**
 - **Imagery** - All North Lake Tahoe High Notes images and videos for sharing across social media and owned content, can be accessed [here](#). All assets can be credited to North Lake Tahoe. Shortcut link: bit.ly/TahoeHighNotes.
 - **Boilerplate for Press Releases -**

About North Lake Tahoe Summerlong Music

North Lake Tahoe's summerlong music series, High Notes, brings music outdoors with live performances every night of the week. A full lineup of free weekly music, national headliners, multi-day festivals, and signature events await locals and visitors alike. Enjoy well-known artists and discover new talent while looking out over the shores of Lake Tahoe, under the alpenglow of surrounding mountain peaks, or at legendary showrooms and intimate pubs. Whether it's lively bluegrass, late-night DJs, or blues and funk you're in search of, North Lake Tahoe is your destination for incredible entertainment at world-class venues. To see the 2017 summer lineup and to learn more about North Lake Tahoe's summerlong music series, visit GoTahoeNorth.com/HighNotes.

- **Overview of Weekly Events:**

TUESDAYS: Bluesday's at The Village at Squaw Valley; Retro Skate Nights at Northstar California

WEDNESDAYS: Music in the Park at Truckee River Regional Park

THURSDAYS: Truckee Thursdays at Downtown Truckee

FRIDAYS: Music on the Beach at Kings Beach

SATURDAYS: Live Music at Northstar California

SUNDAYS: Live Music at Northstar California; Concerts at Commons Beach at Tahoe City, Sunday Funday at Moe's Original BBQ

Thank you and we look forward to partnering with you this summer!

For any questions, please reach out to Amber Burke

Amber Burke

Events & Communications Manager

Email: amber@gotahoenorth.com

Phone: (530) 581.1702



BACC: SHOP LOCAL + THE ABBI AGENCY SCOPE OF WORK

Client and/or Project Name: BACC: Shopping

Completed by: Kelly Benson, Junior Account Executive

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

Project Dates/Timeline: June 12, 2017 – June 30, 2017

Goal

The BACC Shopping Initiative aims to educate visitors on the various shopping regions in North Lake Tahoe and their respective offerings.

Description

The Abbi Agency suggests the creation of an interactive digital map for GoTahoeNorth.com that highlights the shopping regions in North Lake Tahoe and their individualized offerings. This map will coincide with a revamped shopping page accessible immediately from the navigation bar on GoTahoeNorth.com that will also feature listings of the shopping-oriented businesses in the area. The promotion of the map will take place across all North Lake Tahoe social channels and will lay the foundation for a more robust marketing initiative in the following fiscal year.

To fully execute on the Shopping Initiative, The Abbi Agency recommends a shared strategy amongst The Abbi Agency, Augustine, and Fallon/SJ Marketing. The following strategies and tactics are fully owned by The Abbi Agency:

Target Audience

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

Tactics

- **Project Management**
 - **Partner Outreach** - An assigned Project Manager will initiate and manage all outreach to the shopping area partners. This person will elicit feedback on map copy that is representative of each area, as well as acquire hi-resolution images. Once all information is received, this person will edit assets and manage appropriate integration in the creative development of an interactive map.
 - **Agency Coordination** – The assigned Project Manager will work with Augustine and Fallon/SJ Marketing in the overall completion of the shopping initiative. This work includes coordination of website update to include interactive map and aligning any paid promotion with earned promotion.

BACC: SHOP LOCAL + THE ABBI AGENCY SCOPE OF WORK

- **Creative Design & Development:**
 - **Map Planning & Content Development** – The assigned PM will work with the creative department to plan overall layout, structure, and the components of map that best represent the area as a whole.
 - **Map Concepting & Layout** – The Abbi Agency creative department will create a map concept that is inclusive of both the mountainside and lakeside shopping communities. This map will feature similar characteristics to the Ale Trail map, but be more representative of the shopping districts and their layouts (e.g. a Village for Northstar and Squaw Valley and a strip for Kings Beach). This map will also be updated to reflect the current branding of North Lake Tahoe.
 - **Custom Graphics** – The creative department will design custom graphics for the shopping areas that embody their unique layout and walking paths, as well as accompanying icons for the type of shopping that's available.
 - **Map Interactivity** – The map will feature interactive technology and be optimized for easy clicking on mobile.
- **Social Media Outreach:**
 - **Social Media Strategy** – The Social Media Manager at TAA will create a comprehensive social promotion strategy for all platforms, including best type of posts, hashtags, copy, and schedule. The strategy will also include anticipated boosting budgets and geo-targeting strategies.
 - **Social Media Toolkit** – A toolkit will be developed for all BACC Members and shopping area partners, and will include sample posts, hashtags and best practices.

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

The total project budget for Shopping is not to exceed \$11,000 by June 30, 2017. The Abbi Agency suggests this amount be shared between The Abbi Agency, Augustine, and Fallon/SJ Marketing to achieve desired outcomes of the BACC shopping initiative. The total proposed allotment for TAA to be spent by June 30 is \$7,750. The remaining amount is to be spent on updating the website by Fallon/SJ Marketing and the development of an Adwords/SEO strategy by Augustine.

BACC: SHOP LOCAL + THE ABBI AGENCY SCOPE OF WORK

- **Campaign Project Management: \$1,500**
 - Reaching out to and following up with each individual shopping area
 - Coordination of project with Fallon/SJ Marketing
 - Attending meetings, providing reports, and ongoing client communications
- **Map Project Management & Design: \$5,000**
 - Map Planning & Content Development - \$1,000
 - Map Concepting & Layout - \$1,200
 - Custom Graphics - \$1,300
 - Interactivity Development - \$1,500
- **Social Media Management: \$1,250**
 - Develop social media strategy across all North Lake Tahoe channels - \$800
 - Provide social toolkit for BACC and shopping partners - \$450

Anticipated Future Costs After July 1, 2017

- **Social Media Promotion: \$500/month**
 - Post 1x/week on all social media channels
- **Social Media Boosting: \$500/month**
 - Boost promotion of map on social media through geo-targeting

MARKETING PROPOSAL

Prepared for Shop North Tahoe Truckee | BACC

By Lindsay Thayer | LT Marketing | May 22, 2017

Lindsay Thayer | LT Marketing is proposing to improve the current website and marketing plan for Shop North Tahoe Truckee by implementing the proposed scope of work & timeline within the proposed budget.

PROPOSED SCOPE OF WORK & TIMELINE

WEBSITE | improve content & layout – to focus on consumer with a goal to limit frequent updating
planning phase | requested approval date: June 9, 2017

- **HOME PAGE** | keep current layout
 - slider | request new images from each region (exterior & interior)
 - take down the sticker photo and lake tahoe photo
 - buttons | update photos & verbiage
 - why local
 - holiday contest | shop & win - remove year
 - shop local
 - footer
 - update logos
 - remove 'jeff dow'
 - remove 'silent A' (listed as a media partner)
- **WHY LOCAL** | formally 'about us'
 - upload the "shop local" video
 - improve the "why is this so important" section – include stats on the benefits of shopping locally
 - improve the "our story" section – new photo
 - upload "made in tahoe" video
- **SHOP LOCAL** | formally 'business directory'
 - list each region (instead of listing each business)
 - create area map with each district – including distances between each district and possibly interactive
 - each district will link to the corresponding chamber/association's shopping page
 - Incline Village, Crystal Bay
 - Kings Beach, Tahoe Vista, Carnelian Bay
 - Tahoe City
 - Truckee
 - Northstar California
 - Squaw Valley
 - West Shore
- **PARTNERS** | formally 'sponsors'
 - request for updated logos
 - become a partner – create pop up contact form
 - any interest will be discussed with BACC
- **HOLIDAY CONTEST / SHOP & WIN** | formally 'programs & events'
 - remove hospitality holidays
 - move the "made in tahoe" video
 - merge the content on holiday contest page
 - remove participating business
 - provide logo with link for each district
 - district's responsible to list participating businesses on their site (up for BACC discussion)
- **GET INVOLVED** | new page, new content
 - pledge to "show your love & shop local"
 - research and create verbiage to make a call to action for consumers & businesses (such as hashtags, videos, etc.)
 - donate to our cause – no amount is too small or too big
 - donate and we will send you a LOVE sticker (minimum \$5) – LT Marketing responsible for admin
 - note that minimum donation will cover cost of sticker, postage and envelope – net profit TBD
 - create a pop up donation form that collects credit card information - bank account info TBD by BACC
 - volunteer
 - create pop up contact form
 - any inquiries would be forwarded to appropriate (or all) districts
 - follow us on facebook, instagram and twitter

- **CONTACT US** | same page
 - LT Marketing responsible for admin
 - add 'contact specific districts' with logos and links
 - add option to opt-in to contact form
 - "I would like to receive emails from each district including discounts, events and more!"

implementation phase | *estimated completion date: July 31, 2017*

content management | *ongoing*

- logo or link changes
- annual holiday contest
- admin
 - sticker fulfillment
 - general email management
 - volunteer forwarding
 - establish contacts and communication with each district

MARKETING | create online & social media marketing plan

online | manage online traffic

- seo - install and maintain local plug-in to increase online traffic
- google analytics – manage online traffic to ensure page views and click throughs are performing (monthly)

social media | consistently maintain & post on pages including facebook, instagram, and twitter

- management/engagement
 - like/follow appropriate accounts
 - like and/or comment on appropriate posts
 - respond to messages
- post content
 - create annual calendar
 - includes minimum one post per week year-round
 - increase to three posts per week during holiday contest (november 19th – december 31st | 6 weeks)
 - equally represent each district throughout the year | work with each district for content

PROPOSED BUDGET | fiscal year starting july 1, 2017

website | **\$1400 (one time + annual)**

- redesign above | \$1000 (one time)
- content management | \$400 (annual)
 - holiday contest updates
 - minor changes i.e. updated logos and links

admin | **\$400 (annual)**

- emails
 - contact form, volunteer form
- manage donations
 - get stickers and 'show your love' cards at no cost from NLTRA
 - semi-annual reconciliation (less cost of postage and envelopes)

marketing | **\$1000 (annual)**

- online
 - SEO
 - google analytics
- social media
 - management/engagement
 - post content

By signing below North Lake Tahoe Resort Association agrees to the above proposal.

SIGNATURE

DATE



MARKETING PROPOSAL

Prepared for Shop North Tahoe Truckee | BACC
By Lindsay Thayer | LT Marketing | June 3, 2017

Lindsay Thayer | LT Marketing is proposing to improve the current website for Shop North Tahoe Truckee by implementing the proposed scope of work & timeline within the proposed budget.

PROPOSED SCOPE OF WORK & TIMELINE

WEBSITE | improve content & layout – to focus on consumer with a goal to limit frequent updating
planning phase | requested approval date: June 9, 2017

- **HOME PAGE** | keep current layout
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 - note that minimum donation will cover cost of sticker, postage and envelope – net profit TBD
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 - follow us on facebook, instagram & twitter
- **CONTACT US** | same page
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 - add 'contact specific districts' with logos and links
 - add option to opt-in to contact form
 - "I would like to receive emails from each district including discounts, events and more!"

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implementation phase | estimated completion date: July 31, 2017

content management | ongoing

- logo or link changes
- annual holiday contest

PROPOSED BUDGET | fiscal year starting July 1, 2017

website | \$1320 (one time + annual)

- redesign above | \$920 (one time)
- content management | \$400 (annual)
 - holiday contest updates
 - minor changes i.e. updated logos and links



By signing below North Lake Tahoe Resort Association agrees to the above proposal.

SIGNATURE

DATE