

NLTRA Mission

To promote tourism and business through efforts that enhance the economic environmental, recreational and cultural climate of the area.

Committee Members: **Chair: Caroline Ross**, Squaw Valley Business Association
 Stephen Lamb, PlumpJack Inn | **Kylee Bigelow**, Tahoe City Downtown Association
 Joy Doyle, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association
Mike Young, Incline Community Business Association | **Misty Moga**, Incline Community Business Association
 Kay Williams, West Shore Association | **Liz Bowling**, North Lake Tahoe Resort Association
North Lake Tahoe Resort Association Board Member: **Aaron Rudnick and/or Karen Plank/Lynn Gibson**
Placer County Representative:
Chair: Brett Williams, Agate Bay Realty | **Vice Chair: Christine Horvath**, Squaw Alpine
 Terra Calegari, Resort at Squaw Creek | **Kimberley Kilburn**, Vail Resorts
 Judith Kline, Tahoe Luxury Properties | **Becky Moore**, Squaw Valley Lodge
 Melissa Panico, MAP Events | **Nicole Reitter**, Tahoe Mountain Resort Lodging
Advisory Board Member: **Erin Casey**, Placer County

AGENDA

TO CALL IN: (605) 475-4842 Access code: 120318

- 1 pm** 1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the In-Market Tourism Development Committee 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.
- 1.05pm** 3. Agenda Amendments and Approval
4. Approval of In-Market Tourism Development meeting minutes from Nov 27, 2018 **Page 1**
- 1.10 – 1.20pm** 5. Review current state of 18.19 event budget and available remaining funds **Page 5**
- Event Presentations:**
- 1.20 – 1.35pm** 6. Lake Tahoe Dance Festival requesting additional funds for the 2019 Lake Tahoe Dance Festival **Page 9**
- 1.35 – 1.50pm** 7. Northstar California requesting sponsorship funds for the 2019 Kids Adventure Games
- 1.50 – 2:05pm** 8. Squaw Valley requesting sponsorship funds for the 2019 NASTAR National Championships **Page 28**
- Action/Motion Items:**
- 2:05 – 2:25pm** 9. Discussion and possible approval for board recommendation of opportunistic fund allocations

M/S/C

Other Items:

- 2:25 – 2:35pm** **10.** Update on 2019 Touch Lake Tahoe Campaign
- Treasures of Tahoe Video #1 – Lakeside Tahoe S'mores Tour
<https://www.facebook.com/LakeTahoeNorth/videos/598323760608747/>
 - Treasures of Tahoe Video #2 – Winter Sunsets, Launch 2/4
 - Treasures of Tahoe Video #3 – Dog-Friendly Activities, Launch 2/15

- 2:35 – 2:55pm** **11.** Discussion and Direction on Summer Campaigns **Page 38**
- 2019 Peak Your Adventure
 - 2019 Summerlong Music

12. Committee Member Reports/Updates from Community Partners (1-2 mins each)

13. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

IN-MARKET TOURISM DEVELOPMENT COMMITTEE MEETING MINUTES

Tahoe City PUD

Tuesday, November 27, 2018– 3:30

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Joy Doyle, Kimberley Kilburn, Jody Poe, Steve Lamb, Christine Horvath, Brett Williams, Becky Moore, Terra Calegari, Judith Kline, Liz Bowling, Nicole Reitter (called-in), Caroline Ross (called-in), Jaime Olson (called-in)

RESORT ASSOCIATION STAFF: Cindy Gustafson, Daphne Lange, Greg Howey, Liz Bowling, Amber Burke, Sarah Winters, Anna Atwood

OTHERS IN ATTENDANCE: Erin Casey, Allegra Demerjian, Alexis Kahn, Gerald Viray

I. MEETING OF THE IN-MARKET TOURISM DEVELOPMENT COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

The In-Market Tourism Development Committee meeting was called to order at 3:30 pm and a quorum was established.

Roll call and introduction was done.

2.0 PUBLIC FORUM

- No public forum.
- Brett reviewed the intent with the new committee structure. We do advertising both out-of-market and in-market and we need to make sure the campaigns are cohesive and meet the objective of both constituents sets.
- Cindy stated that the BACC has been looking at strategic discussions and leadership moving forward to determine what their focus should be on. This is an important step, developing continuity and hopefully streamlining some processes and creating less redundancy.
- Brett reviewed that out-of-markets efforts are focused on: Winter and Summer we are trying to go after guest away from the Bay Area, and the markets we have focused efforts on are: San Diego, Los Angeles and New York.
- Daphne shared we have shifted from a ski message to more of a year-round message.

3.0 AGENDA AMENDMENTS AND APPROVAL

M/S/C (Moore/Calegari) (12/0) to accept the agenda as presented.

- Joy questioned if there was an end time to this meeting? Cindy stated we can add time estimates to our agenda for our next meeting. Brett stated these meetings should not run more than 1 hr.

4.0 APPROVAL OF MEETING MINUTES FROM SEPTEMBER 13, 2018.

This will be tabled until the next BACC meeting.

5.0 REVIEW OF PROTOCOLS AND VOTING

Cindy reviewed some of the protocols and voting procedures. A quorum of both committees is needed for voting and BACC is made up of 6 business organizations: Incline Village, West Shore, NTBA, TCDA, NLTRA Chamber and Squaw Valley. Although, the business organizations have 2 representatives, there is just one vote from each organization.

6.0 REVIEW OF CURRENT BACC/IN-MARKET CAMPAIGNS

Amber and Allegra reviewed the BACC Campaigns from the past couple of years to give Committee members a historical perspective of the campaigns.

Peak Your Adventure:

Amber went through Campaign Highlights and Evolution with the committee members and Allegra shared Learnings and Insights: 1) Campaign is more powerful when focusing on inspirational and aspirational content around experiences 2) Not specific business/purchase highlights 3) Creative content is much more effective than tactical coupons or maps 4) Influencers have assisted in building up authentic stories around experiences.

Looking Ahead: 1) Create cohesion and participation among mountain resorts 2) Leverage unique experiences, like Via Ferrata, Autumn Food & Wine, mountaintop dinners, wildflower hikes, etc. 3) Consider renaming or dropping campaign name – Peak Your Adventure may not resonate or be clear for consumers 4) Leverage abundance of assets created and develop video.

Comments:

- Kimberley asked if we have played in the space of leveraging this campaign in summer to drive winter visitation and in addition for summer driving summer? Amber shared we have not, as most of this campaign was in -market so trying to talk to the visitors while they were here.
- Brett shared the campaign name creates confusion and asked if there is any value? Amber stated this is the same struggle they had with High Notes and the reason they changed the name to just music.
- Joy stated that beside the campaigns the BACC committee has focused on representing the smaller mom and pops motels in regard to seasonality.

Summerlong Music:

Amber went through Campaign Highlights and Evolution with the committee members and Allegra shared the Learnings and Insights: 1) Engagement level on the canvas ads, posts, Facebook lives, etc. are VERY high comparatively, indicating that this content resonates with audiences 2) This campaign has the broadest library of rich visual content, which could why it performs so well.

Looking Ahead: 1) Create cohesion across entire "series" and better integrate with music event producers 2) Redefine NLT's "Music" offering and determine competitive advantage with SLT's series, then build messages to articulate this 3) Look at campaign holistically, align in market and out of market.

Comments:

- Joy asked if Tourism Development Committee could share the out-of-market piece? Brett touched on why it did not gain much traction. Alexis with Augustine shared a small portion of the budget is allocated to radio in Sacramento. Amber also stated that it's promoted at Pops in the Park in Sacramento.
- Daphne stated that the Summerlong Music is not a driver like South Shore Music Series and their "big name" acts. Free music may be driving some people but the message is more "Escaping the Heat" and free music is an added bonus.
- Some of the committee members shared there was a disconnect between the event to event promotion.
- Christine stated it's the front-line staff and BACC job to give the customer the best experience possible. We need to think beyond the music and there is already a dynamic website and that is where you go for "Things to Do".
- The awareness piece is huge and important to drive the visitors to where they need to go.
- Cindy stated that a huge part of our TOT is generated via vacation rentals, VRBO and AirBnB's they are not always checking in through a front desk or utilizing a concierge's service, so how do we educate our visitor's, and how do we get this information on a mobile device?

Shopping:

Amber reviewed the Holiday Shopping Contest. This program ran for seven years, from 2010 through 2017. It tracked over \$1.7 million dollars in spending at retail locations throughout North Lake Tahoe and Truckee. The contest started the day after Thanksgiving and ran through Christmas. The committee decided to eliminate the contest for 2018. They saw participation decline and it was a pretty big burden for the retail locations.

Allegra reviewed Insights and Looking Ahead.

Learnings and Insights: 1) "Shop Local" is not a visitor-facing message, "Shop Tahoe" is 2) Challenging to create authentic and compelling consumer messages without highlighting individual vendors 3) Moving toward highlighting district shopping events and promotions vs. creating our own.

Looking Ahead: 1) Consider how to incorporate shopping messages into all initiatives 2) Must identify what the true goal of this campaign is, and articulate competitive advantage of shopping in North Lake Tahoe.

- No comments on the shopping campaign

Touch Lake Tahoe

Touch Lake Tahoe is essentially the reverse of Peak Your Adventure with the goal of encouraging in-market North Lake Tahoe visitors to visit lakeside communities during their winter visit. This campaign runs from October – April.

Allegra reviewed Insights and Looking Ahead.

Learnings and Insights: 1) Audience has a hard time understanding campaign purpose and seasonality 2) Need to be prepared to promote in any weather conditions – "lakeside winter wonderland" is not applicable year over year 3) Lakeside experiences should be a driving message in all winter promotions – "get the full North Lake Tahoe experience."

Looking Ahead: 1) Create cohesion and participation among lakeside businesses – turn into truly collaborative experiences 2) Create cohesion and packages combining mountain with lakeside experiences 3) Make campaign creative more cohesive with overall North Lake Tahoe winter.

Amber stated all campaigns were halted but if the committee would like to move forward with Touch Lake Tahoe Campaign for 2018/19, she would need to know as soon as possible. Proposed Plan would include: refresh digital content, Web Page, Canvas Ad, Activate 2 Influencers and Social Engagement Promos and ads. The total cost is \$11,000.

7.0 STRATEGIC DISCUSSION ON FUTURE OF IN-MARKET ADVERTISING FUNDS

Allegra shared that over the campaign lifespans, targeting has expanded from strictly in-market to a mix, due to integration into North Lake Tahoe channels. She shared some of this is due to the language in the contracts and not having too much cross-over.

In-Market Targeting:

- All canvas ad and paid social media efforts
- Visitors Guide, Tahoe.com and other paid advertising
- Collateral: rack cards, etc.

Mixed Targeting:

- Organic social media posting and engagement
- User Generated Content (UGC)
- Influencer activations
- Website content and pages
- Newsletter Features

Allegra reviewed some current traveler Habits (Google Micro-moments)

I want to Do – Booker

- 94% of leisure travelers switch between devices as they plan or book a trip.
- 40% of U.S. travel site visits come from mobile (as of 2016 – has grown since).
- 31% of leisure travelers have booked travel on a smartphone.
- 46% of travelers with smartphones say they make their decision on mobile, but then book on another device.

Opportunity: Leverage lodging partners' system for campaign messaging.

I want to Explore and Share – Ambassador

- 85% of leisure travelers decide on activities only after having arrived at the destination.
- Nearly 9 out of 10 travelers expect their travel provider to share relevant information while they are on their trip.
- 67% of travelers feel more loyal toward a travel company that shares information during their trip that improves their travel experience.

Opportunity: Close the loop on visitor pre and during trip with retargeting.

Allegra recommended for specially the Touch the Lake and Peak Your Adventure Campaigns that it be considered doing the Tourist Distribution Campaigns vs. the In-Market Marketing Efforts.

Comments and Directions on Touch the Lake Campaign:

- Can you do a portion of the campaign to keep the continuity? Amber shared we could pull out the influencer, utilize the lakeside offerings in the winter, highlight a couple of itineraries and integrate that into our existing channels to sustain it until we figure out the next step. We could the remove the name of the campaign.
- Christine recommended a hybrid situation is potentially the best option. An app is expensive and takes a long time to make. Play around with things in this campaign to point you in the right direction. Is it a page you are promoting?
- Liz question if the assets for Touch the Lake Campaign are as good as the Summerlong Music campaign assets? Amber shared they are not as good but there were recently some more photos acquired.
- Allegra shared we could do a few Lakeside specific experiences with the Tahoe Treasures campaign.
- Amber stated that BACC can come up with a smaller version of the plan and e-mail it out. She also stated that it seems like the consensus is that we get rid of the campaign names as they are confusing for the consumer.
- Brett recommended that we meet with this same group in January again.

Actions to Amber: Send out a new calendar invite with the January dates.

8.0 ACTION ITEMS:

A. Review and approval of special event partnership funding recommendations

Amber shared last week they had a panel of 6 people that listened to a day-long of presentations. This year they had 21 applicants that applied for partnership funding. These are events that take place in the 2019 calendar year and there were a lot of discussion on some of these events. Amber stated there are notes on the attachment explaining some of the decision-making process.

M/S/C (Doyle/Bowling) (12/0) to approve the Special Event Partnership Funding Recommendation

9.0 COMMITTEE MEMBER REPORT/UPDATE

None

10.0 ADJOURNMENT

Meeting adjourned at 5pm.

Submitted By:

Anna Atwood
Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association



MEMORANDUM

Date: January 25, 2019
TO: NLTRA Board of Directors
FROM: Amber Burke, Marketing & Events Manager
RE: 18.19 Opportunistic Event Sponsorship Funds Allocations

Action Requested:

The Tourism Development committee will hear proposals from three (3) events in January and one (1) event in February requesting event sponsorships from the remaining 18.19 FY opportunistic funds. There are currently \$73,691 unallocated in the approved event budget. This remaining amount is a combination of previously allocated opportunistic funds and funds that were earmarked for a few events that did not end up happening or being sponsored (Tough Mudder, Northstar Free-Ride Festival, Hot August Nights Show & Shine).

Background:

JANUARY PRESENTATIONS

Lake Tahoe Dance Festival - \$15,000 request

- The LTDF requested \$20,000 during the 2019 Partnership Funding process and were awarded \$5,000. The event is bringing forward a proposal to utilize a Bay Area marketing firm to implement a large scale, out of market advertising plan.

Northstar California/Kid's Adventure Games - \$10,000 request

- Northstar California is requesting a sponsorship of \$10,000 to assist in promoting the 2019 Kid's Adventure Games. The KAG event has taken place in the North Lake Tahoe region for a number of years at Squaw Valley and just moved venues. The KAG organization received \$2,500 through the 2019 Partnership Funding process.

Squaw Valley/NASTAR National Championships - \$5,000 - \$10,000

- Squaw Valley is requesting a sponsorship of either \$5,000 or \$10,000 for the 2019 NASTAR National Championships. NLT sponsored the event in 2018 with a \$5,000 sponsorship.

FEBRUARY PRESENTATIONS

Northstar California/Enduro World Series - \$80,000

- Northstar is requesting an \$80,000 sponsorship for the 2019 Enduro World Series Race being held at Northstar in August 2019. The internationally sanctioned event draws competing teams from over 40 countries with an average of 400 entrants per event. The average duration of stay for riders and teams is 5-6 nights and on average the event generates 3,000/4,500 bed nights per stop, not including spectators. There is potential to fund this event out of either the 18.19 or 19.20 FY or a combination of both.

Fiscal Impact:

A total of \$115,000 is being requested among the four events. There is not enough budget in the 18.19 FY event budget to cover all of these events however this is potential to fund one out of the 19.20 FY if desired.

Special Event/Sponsorship Budget
July 2018 - June 2019

Line Item	Budget	Actual	Allocated (Not Yet Paid)	Forecast Month	Actual Month	Remaining	Notes	Account Code
Sponsorships								
2018 Spartan World Championships	\$254,500	\$254,000	\$500			\$0	Approved - September 27 - 29, 2019	6421-06
Cash Sponsorship	\$250,000	\$250,000		July	July		7/1 check request submitted	
The Abbi Agency	\$4,000	\$4,000		October	October		10/2 check request submitted	
Booth Staffing	\$500		\$500	September				
2020 Mountain Travel Symposium	\$5,000	\$5,000	\$0			\$0	Approved	6421-08
Sponsorship/Operation Costs	\$5,000	\$5,000					2019 Farewell Party Sponsorship - 12/18 check request submitted	
2019 Tough Mudder	\$35,550	\$0	\$0			\$35,550		6421-08
Cash Sponsorship Deposit	\$17,500							
Cash Sponsorship Balance	\$17,500							
Booth Staffing	\$550							
2019 No Barriers Summit	\$12,400	\$8,000	\$4,400			\$0	Approved - June 13 - 16, 2019	6421-08
Cash Sponsorship Deposit	\$8,000	\$8,000			October		10/31 check request submitted	
The Abbi Agency	\$4,000		\$4,000					
Tahoe City Banners	\$400		\$400				1/11 submitted application	
2019 WinterWonderGrass Tahoe	\$19,400	\$47	\$19,400			(\$47)	Approved - March 29 - 31, 2019	6421-10
Cash Sponsorship	\$15,000		\$15,000					
Tahoe City Banners	\$400		\$400				1/16 submitted application	
The Abbi Agency	\$4,000		\$4,000					
Lunch with Ariel		\$47			August		Lunch meeting with new CMO, Ariel - me & Daphne	
2018 Autumn Food & Wine Festival	\$37,375	\$34,337	\$0			\$3,038	Approved: 2017 - 2019 Contract	6023-00
Cash Sponsorship	\$30,000	\$30,000		July	October		10/31 check request submitted	
The Abbi Agency	\$4,000	\$4,000		October	October		10/2 check request submitted	
Swag	\$3,000	\$0		August				
NLTRA Liquor Liability Insurance				August				
ABC Special Event License	\$250	\$200		August	August		8/10 check request submitted	
Placer County Sherrif Processing Fee		\$120			August		8/9 check request submitted	
FedEX	\$25	\$17		August	August		Mailed on 8/13	
Booth Staffing	\$100			September				
2019 Broken Arrow Skyrace	\$20,000	\$20,000	\$0			\$0	Approved - June 21 - 23, 2019	6421-04
Cash Sponsorship	\$20,000	\$20,000					12/3 check request submitted	
2019 Tahoe Lacrosse Tournament	\$5,000	\$0	\$5,000			\$0	Approved - June 21 - 23, 2019	6421-07
Cash Sponsorship	\$5,000		\$5,000					
4th of July Fireworks Sponsorship	\$20,300	\$0	\$20,150			\$150	Approved: 2018 & 2019 Contract	6421-01
2019 Tahoe City Fireworks	\$10,000		\$10,000	February				
Booth Staffing (2018)	\$150		\$0	July				
2019 Kings Beach Fireworks	\$10,000		\$10,000	February				
Booth Staffing (2018)	\$150		\$150	July				
2019 Wanderlust	\$37,700	\$30,000	\$7,700			\$0	Approved: 2017 - 2019 Contract (July 18 - 21, 2019)	6421-09
Cash Sponsorship	\$30,000	\$30,000		February	January		1/15 check request submitted	
Swag - Essential Oils	\$3,000		\$3,000	June				
The Abbi Agency (2018)	\$4,000		\$4,000	June				
Booth Staffing (2018)	\$700		\$700	July				
2019 Free-Ride Festival	\$15,000	\$0	\$0			\$15,000		6421-13
Cash Sponsorship	\$15,000							
2019 Hot August Nights	\$10,000	\$0	\$0			\$10,000		6421-03
Cash Sponsorship	\$10,000							

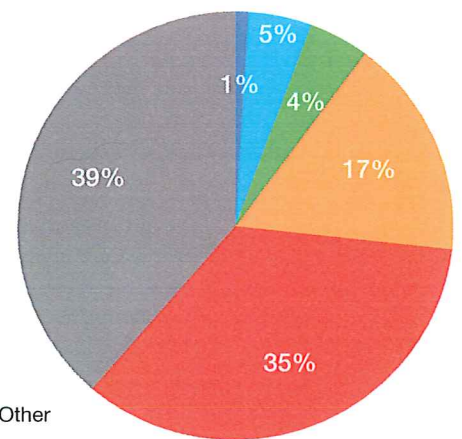
New Event Development	\$33,000	\$8,000	\$15,000			\$10,000		6421-00
Miscellaneous	\$33,000							
Homewood Halloweekends		\$5,000					Recommended by Partnership Funding Committee - approved	
Partnership Funding Overage		\$3,000					Partnership Funding Overage	
Event Surveys			\$15,000				Partnership Funding & Marketing Sponsorship Events	
Sponsorship Totals	\$505,225	\$359,384	\$72,150			\$73,691		
Operations								
Operations	\$8,000	\$716	\$7,284			(\$0)		6424-00
Swag	\$8,000		\$7,284	May				
Cornhole Boards		\$257			September		Amber's CC	
Branding Stickers - Cornhole Sets		\$133			October		Printart - 10/16 check request submitted	
Ladderball Game		\$220			September		Amber's CC	
Partnership Funding Presentation Expenses		\$106					Breakfast & Lunch for Panel	
Operations Totals	\$8,000	\$716	\$7,284			(\$0)		
Total Spend	\$513,225	\$360,100	\$79,434			\$73,691		

Approved Budget	\$513,225
Spent	\$360,100
Allocated (Not Yet Paid)	<u>\$79,434</u>
Remaining Budget	\$73,691

LAKE TAHOE DANCE FESTIVAL 2018

How did you hear about the 2018 LAKE TAHOE DANCE FESTIVAL?

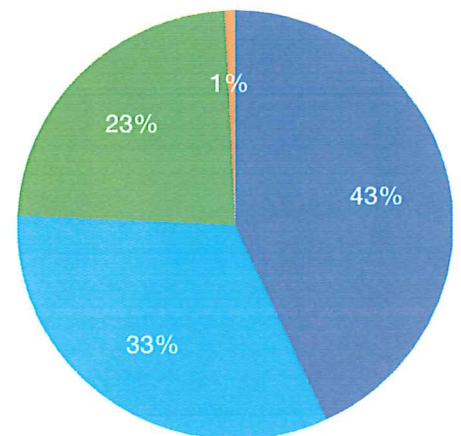
PARTICIPANT	UNITS SOLD
Radio	6
Poster	30
Social Media	28
Newspaper or Magazine Article/Ad	105
LTDC (Mailing List and/or email)	218
Word of Mouth/Other	244



- Radio
- Newspaper or Magazine Article/Ad
- Poster
- LTDC (Mailing List and/or email)
- Social Media
- Word of Mouth/Other

Where do you live?

PARTICIPANT	UNITS SOLD
Local (Lake Tahoe/Truckee/Incline/SLT)	272
Other CA	206
Out of State	148
Out of Country	5



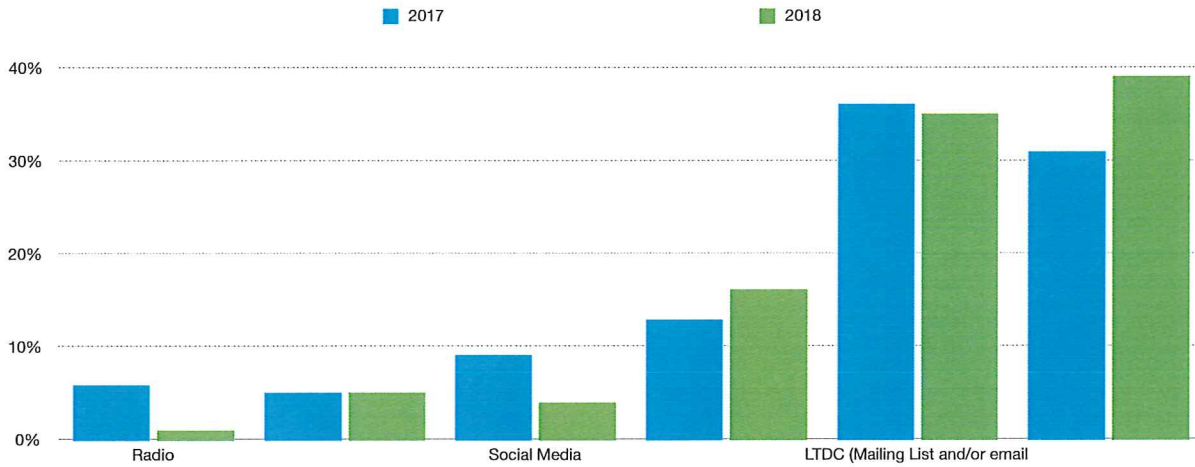
- Local (Lake Tahoe/Truckee/Incline/SLT)
- Other CA
- Out of State
- Out of Country

LAKE TAHOE DANCE FESTIVAL

2017 VS. 2018

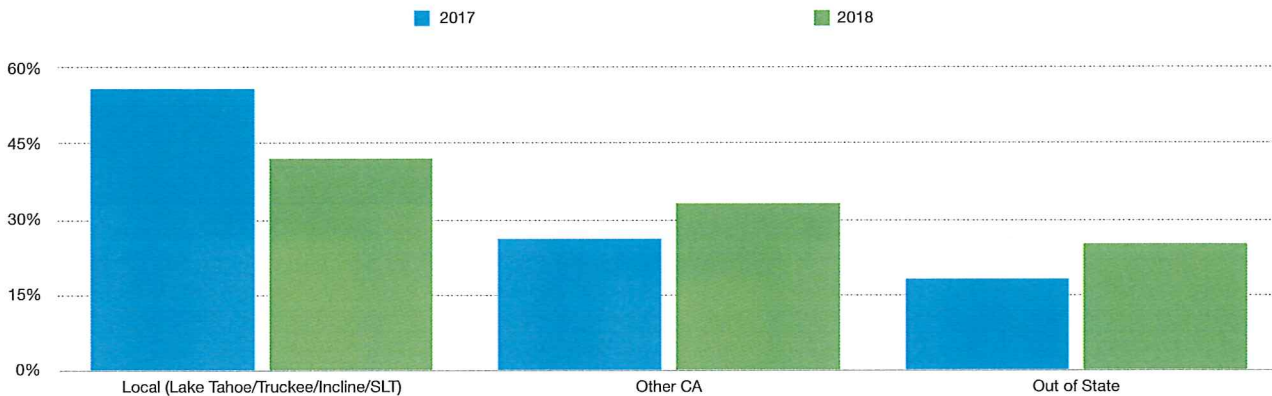
% Comparison - Marketing

DESCRIPTION	2017	2018
Radio	6%	1%
Poster	5%	5%
Social Media	9%	4%
Newspaper or Magazine Article/ Ad	13%	16%
LTDC (Mailing List and/or email)	36%	35%
Word of Mouth/ Other	31%	39%



% Comparison - Where do you live?

DESCRIPTION	2017	2018
Local (Lake Tahoe/ Truckee/Incline/ SLT)	56%	42%
Other CA	26%	33%
Out of State	18%	25%



2019 Special Event Partnership Funding Application

Note: Refer to the "2019 Special Event Partnership Funding: Application Explanations" document for details and tips about the application.

Section 1: Contact Information

Special Event Name: **Lake Tahoe Dance Festival**

Event Date: **Wednesday July 24th through Friday, July 26th**

Event Host Organization: **Lake Tahoe Dance Collective, INC**

What other events have been produced by event promoter or host organization? **Lake Tahoe Dance Collective (LTDC) has presented over 20 performances featuring over 75 works with more than 50 guest artists and 63 local dancers since its founding in 2008. The Lake Tahoe Dance Festival, founded in 2013, has grown steadily. LTDC has carved out an identity for North Lake Tahoe as a destination for the finest in dance performance on a national level.**

Event Mailing Address: **PO Box 1766, Tahoe City, CA, 96145**

Event Office Phone: **(530) 613 - 4363**

Event Director or Producer: **Christin Hanna & Constantine Baecher**

Title: **Christin Hanna = LTDC Founder, Artistic Director; Constantine Baecher = Festival Co-Founder & Director**

Email: **info@laketahoedancecollective.org**

Phone: **(530) 613 - 4363**

Person Completing Application: **Christin Hanna**

Title: **LTDC Founder, Artistic Director**

Email: **info@laketahoedancecollective.org**

Phone: **(530) 613 - 4363**

Event Website URL: **laketahoedancecollective.org/laketahoedancefestival.org**

Unique Visitors in Past 12 Months: **2319/988**

Facebook Page URL: **<https://www.facebook.com/LakeTahoeDanceCollective/>**

Number of Facebook "Likes": **Facebook Page has 866 likes, posts have reached as many as 10,000+ "Likes"**

Instagram Handle: **laketahoedancecollective**, see <https://www.instagram.com/laketahoedancecollective/>

Number of Instagram Followers: **547**

Twitter Handle: **we do not participate in twitter - Facebook & Instagram are commonly identified as the premiere platforms for performing arts organizations, according to Capacity Interactive's "2016 Arts Industry Digital Marketing Benchmark Study."**

Number of Twitter Followers:

YouTube URL: **We do not use YouTube - we use Vimeo.** <https://vimeo.com/laketahoedancecollective> **It is also worth noting that because a majority of the works we present are copyright protected due to the intellectual property rights pertaining to the choreographer's works, we are extremely limited in regards to what we may share.**

Section 2: Event Overview

Q2.1 Where will event take place? **The Opening Night Gala, Wednesday July 24th, and the first Main Stage Performance, July 25th, both take place at the William C. Layton Park at Gatekeeper's Museum, in Tahoe City. Friday night's Main Stage Performance in Truckee was added in 2017 and takes place at West End Beach, Donner Lake, Truckee.**

Q2.2 Will this be an annual event in the North Lake Tahoe region?

• **Yes The event started in 2013.**

Q2.3 Including 2018, how many years has the event occurred in the North Lake Tahoe region? **6 years**

Q2.4 Can spectators (general public) attend event?

• **Yes**

Q2.5 Will there be a charge for spectators (general public) to attend the event?

• **Yes The Opening Night Gala is a fundraiser; 2018's Gala featured food, wine, silent art auction and performance for \$65. Main Stage performance tickets are general admission: \$20/students & seniors 65+, \$25/adults. Ticket prices increase \$5 at the door.**

Section 3: Financial

Q3.1 What is the dollar amount of Funding being requested? **\$20,000**

Q3.2 Summarize how Funding will be utilized? (Recap the marketing/promotional efforts that could be implemented with a funding award that otherwise would not be possible.) **Our goal is to grow our out-of-area audiences by utilizing a professional marketing consulting group specializing in performing arts events, with a focus on digital outreach in targeting audiences throughout the United States.**

Our current marketing budget hovers between \$5000 and \$7000, which covers social media outreach and targeting, a direct-mail piece to over 8000 Northern CA performing arts enthusiasts, local and regional newspaper and magazine advertising, and radio mentions.

A \$20,000 sponsorship from the North Lake Tahoe Resort Association Event Marketing Committee would enable us to take a giant leap forward in marketing an event that has proven itself highly successful and has established itself as a unique cultural experience. Our “product” is proven, we are now ready to broaden our reach and solidify awareness for this iconic Festival on a national and international scale.

We are also seeking to further partnerships with lodging entities, restaurants and complimentary cultural activities, that will encourage stays of 3+ nights during Festival performances.

Q3.3 If Partnership Funding is not awarded, will the event still take place?

• **Yes**

Q3.4 If event does not receive Partnership Funding, or does not receive the full requested amount, summarize the effect to specific programs or promotional strategies. **Should our request not be funded, or only partially funded, we will not be able to engage as comprehensive a marketing consultant and plan in moving forward with growing the awareness and reach for the event and North Lake Tahoe as a cultural destination as a whole.**

Q3.5 Will event solicit additional sponsors, either cash or in-kind?

• **Yes**

Section 4: Marketing, Advertising, Public Relations

Q4.1 2019 In-Market Paid Advertising Budget: **\$3000**

Q4.2 2019 Out-of-Market Paid Advertising Budget: **\$22,000**

Section 5: Broadcast Opportunities (TV or Webcast)

Q5.1 Does the event have media partners, either local and/or out-of-market?

• **Yes**

- **Tahoe Weekly is a media sponsor, offering free print advertising valued at \$5000. They also have an issue focused on the Festival and feature us on that cover annually. While this is a North Lake Tahoe Publication, we find we reach more visitors through this than any other paper.**
- **Moonshine Ink Gives us a discount on advertising**
- **NLT Visitor's Guide offers us a 40% Discount**
- **Reno News & Review and Sacramento News & Review did an ad trade with us for tickets they could sell through their "Sweet Deals" program, promoted through their social media channels as well as in print ads in both publications, plus the Reno Artown Guide.**

Q5.2 Will your event air on network TV, cable TV or Webcast as a scheduled broadcast?

- **Yes, we do stream on Facebook Live when music, choreographer's and dancers intellectual property rights allow us to do so. When this is done, we promote the broadcast post to our target demographic, which is national. We would like to discuss NLTRA Video collaboration for webcasting.**

Section 6: Lodging Partnerships

Q6.1 Identify the event's Placer County lodging partners in 2018. **Our website featured a link to gotahoenorth.com's booking portal. We did not have any specific lodging partners.**

Q6.2 Identify the event's anticipated Placer County lodging partners for 2019. List type of partnership if one has already been established. **We seek two levels of lodging**

partnerships - one with just a room+tickets package, and another more elaborate option with an “experience” visit with accommodations, restaurants and cultural activities all included. We are also extremely interested in working with AirBNB’s new “Experience” bookings.

Section 7: Attendance

Q7.1 2018 Spectator/Fan Attendance: **671**

Unique Individuals: **639**

Overall Event Attendance: **671**

Q7.2 2018 Participants in Attendance: **Dancers/guest artists/production staff - 2**

Q7.3 Explain how 2018 attendance (Q7.1 and Q7.2) was calculated. **Ticket Sales + Giveaways + hired performances/production staff**

Q7.4 Spectators/Fans: Based on the 2018 spectator/fan attendance figures (Q7.1), what percentage from out-of- market? (Explain how percentage is calculated) **57% was out of market, which we attain through ticket sales’ Billing ZIP codes**

Q7.5 Participants: Based on the 2018 participants attendance figures (Q7.2), what percentage from out-of- market? (Explain how percentage is calculated) **37.5%; professional Guest Performers were from Out of Area**

Q7.6 2019 Projected Spectator/Fan Attendance:

Unique Individuals: **1250***

Overall Event Attendance: **1150***

***Target projections if awarded \$20,000 grant, forecasting doubling 2018’s attendance**

Q7.7 2019 Projected Participants: **25**

Q7.8 Explain how 2019 attendance (Q7.6 and Q7.7) was calculated.

Our year over year growth of approximately 200 additional audience members with a budget of approx \$5500, our goal is to more than double our audience with this grant.

Section 8: Room Nights

Q8.1 2018 Placer County Room Nights

Paid Room Nights: **estimation 180**

Complementary Room Nights: **89**

Q8.2 Explain how 2018 room nights were calculated.

Paid room nights takes a conservative estimate. We had 359 out of area attendees, assuming half of those do not own 2nd homes here or stay with friends, and also assuming that people coming from that far away stay at least two nights, in addition to the fact that (most) married couples only book one room, therefore 2 becomes one, so: $359 \text{ attendees} / 50 = \text{half staying in lodging} = 179.5 \times 2 \text{ nights, divide by 2 for one couple per room} = 180.$

Please note that complimentary room nights reflects volunteers hosting visiting artists in their homes. Paid visiting artists never pay for lodging in a business model like this.

Q8.3 Which Placer County lodging properties feasibly received room nights as a result of the event? **We featured a click-through to the GoTahoeNorth Lodging search, but when people email or call, we ask their ballpark budget, and refer them to Basecamp, Sunnyside, Cedar Crest Cottages or Granlibakken.**

Q8.4 2019 Placer County Room Nights

Projected Paid Room Nights: **407**

Projected Complementary Room Nights: **90***

Q8.5 Explain how 2019 room nights were calculated.

Projections purely based on scale, incorporating out of area marketing made possible through \$20,000 grant.

Target Total audience: 1250

Goal Out of Area Audience: 65% of 1250 = 813

IF 50% of Out of Area Participants pay lodging, that's 407 people, 204 couples. If that's all couples and they each stay two nights, we will have 407 room nights.

Because our number of performers will stay about the same, we do not anticipate this number to go up. No one needs a four hour show!

Section 9: Event Staff & Board of Directors

Q9.1 Is event produced by a paid staff or volunteer committee?

- **Paid Staff & Volunteers**

Q9.2 Provide the names and positions of the events key staff/volunteers.

Production Team:

- **Christin Hanna - Founder, Artistic Director, Producer, Curator **paid staff***
- **Constantine Baecher - Festival Co-Founder, Producer, Curator, Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist **paid independent contractor***
- **Kristina Berger - Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist **paid independent contractor***
- **Traci Finch - Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist **paid independent contractor***

Gala Opening Night Committee:

- **Kathleen Dale - Guest Liason, Volunteer Coordinator **volunteer - board member***
- **Kathleen Hanna - Guest Liason, Floral Design & Aesthetics Coordinator, Bartender **Volunteer***
- **Charlene Barr - Guest Liason, Floral Design & Aesthetics Coordinator; Bartender **Volunteer***
- **Ben Grasseschi - Bartender **Volunteer***
- **Scott Horan - Aesthetics Coordinator, Setup Coordinator, Bartender **Volunteer***
- **Jennifer Saathoff - Bartender, server **Volunteer***
- **Catherine Paolillo - Caterer, food purveyor, chef, server **Volunteer***
- **Dan Paolillo - Caterer, chef, server **Volunteer***
- **Jen Schmidt - Photographer **Volunteer***

- **Bret Schuford - Photographer **Volunteer***
- **Vince, Gary, Steve, Nick, Ben, Tony - production team **Volunteers***
- **John Pang, Sound engineer **Volunteer***

Q9.3 Provide the names of events Board of Directors, if applicable.

- **Penelope Siig, President**
- **Nick Fabian, Treasurer**
- **Kathleen Dale, Director**
- **Michael Gelbman, Director**
- **Kathy Nicholas, Director**

Section 10: Sponsors

Q10.1 Identify the top 5 sponsors of the 2018 event.

The Weekly, Tahoe Truckee Community Foundation, Arts Council of Placer County, The North Lake Tahoe Historical Society

Q10.2 Identify the top 5 sponsors that the event will target for 2019.

North Lake Tahoe Resort Association, Tahoe Truckee Community Foundation, Arts Council of Placer County, The North Lake Tahoe Historical Society, Walton Engineering

Section 11: Acknowledgements & Electronic Signature

Q11.1 I am authorized to represent the event; information provided in application and supporting documents is truthful.

- **Yes**

Q11.2 Event will be held annually in the North Lake Tahoe region and is not contingent upon receipt of funding to occur.

- **Yes**

Q11.3 If Partnership Funding is awarded, partnerships will be secured with at least one Placer County lodging property.

- **Yes**

Q11.4 Event will collaborate with the NLTRA (if requested) to collect survey information, or share existing information if event conducts their own survey.

• **Yes**

Q11.5 If Partnership Funding is awarded, funds will only be utilized for event promotion and marketing.

• **Yes**

Q11.6 If Partnership Funding is awarded, event will include the NLTRA logo and link on their website and in applicable advertising materials.

• **Yes**

Q11.7 If Partnership Funding is awarded, event will issue a Liability Policy (\$1M per occurrence/\$2M aggregate), as well as name the NLTRA as an additional insured.

• **Yes**

Type your name and date, which denotes your signature as an authorized representative of the event.

Name: **Christin Hanna Madigan** Date: **November 2, 2018**

Required Supplemental Documents

Document #1: Event Overview

The Lake Tahoe Dance Festival, held annually in July, is a presentation of the Lake Tahoe Dance Collective, 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.

Through the Festival, we offer the finest professional dance and dance instruction in North Lake Tahoe. This includes a three-week workshop for young dancers, who then perform alongside some of the finest international guest artists and choreographers in the three performance evenings of the Festival.

The Festival is directed by longtime friends and collaborators, Constantine Baecher (Royal Danish Ballet) and Christin Hanna (Founding Artistic Director, LTDC), whose friendship started in 1998 at American Ballet Theatre's summer program in New York.

To further collaboration between professional artists and young dancers, the festival offers three days of main stage performances, audience participatory demonstrations, site-specific installations, meet-the-artists talks and more.

The festival celebrates a variety of innovative new works while preserving beloved classics of the past: including works by George Balanchine, Lester Horton, and Erick Hawkins.

In its first 6 years, the Festival has established itself within the dance world for taking risks and fostering groundbreaking new works by up-and-coming choreographers. The Festival's diverse offerings in programming represent a wide range of dance styles and disciplines. First-rate dancers from New York City Ballet, Billy Elliott (Broadway), Ballet Black (London),



New York City Ballet Principal Dancer Ashley Bouder at the 2018 Lake Tahoe Dance Festival



Kristina Berger (the only dancer licensed to perform this work in the world) in Lester Horton's Sarong Paramaribo, created in 1950.

SFDanceworks, Aspen Santa Fe Ballet, Frankfurt Ballet, San Francisco Ballet, Los Angeles Ballet, Paul Taylor American Dance, and Robert Moses KIN have graced the Lake Tahoe Dance Festival stage, to name a few.

Goals and What You Expect to Achieve:

In 2019, we envision yet another outstanding season of dance in continuance of our highly successful model of presenting phenomenal guest artists in our uniquely beautiful world-class setting.

The Lake Tahoe Dance Festival, presented in July over three performance evenings, will include international guest dancers and choreographers, exceptional new and classic works, and a three-week Young Dancers Workshop. Our young dancers will also realize the opportunity to perform alongside professional Festival artists.

Specific Goals:

- Maximize performances: increase marketing reach and continue to engage the finest professional artists who in turn will draw additional audiences, thus benefitting the entire community through cultural tourism. Our performance venues can accommodate more attendees easily.
- A-List guest performers: dancers from Alvin Ailey American Dance Theater, New York City Ballet and others have expressed interest. These artists will lend greater credibility to our growing Festival as they also bring works that would otherwise require additional licensing and production costs, but more importantly are easy to market because of their strong, established reputations within the dance world. In other words, the product is first-rate, we just need help getting the word out.



Traci Finch (Suzanne Farrell Ballet) & Stephen Hanna (New York City Ballet & Billy Elliott Broadway) in a work commissioned for the 2018 Festival by Italian Choreographer Marco Pelle.



Dancers from SF-based company Robert Moses' KIN in his work This State of Annihilation at the 2018 Festival

Project Feasibility, Accessibility, Management & Evaluation:

Now in its 7th year, the Lake Tahoe Dance Festival has grown to three performance evenings in two locations. This growth has been accompanied by several challenges that we have met: we now own our own portable staging; enjoy a consistently growing audience base; and present a well-rounded artistic program that offers a diverse 'sampling' to our audiences who may be seeing dance for the first time. We have

accomplished all this while keeping our ticket prices at affordable rates as we feel strongly that we do not want to price our performances out of the range of affordability for many.

In addition to our performances, we present a range of exciting opportunities for our audiences to engage with our artists and programs that are always free. These include: Meet the Artist talks, Post-Show Q&As, Pre-Performance talks, and Open Rehearsals.

Our evaluation process includes tracking attendance at the actual event and gauging audience response with a post-event survey.

Why You Chose the Responsible Principals of This Project and Their Qualifications / Competency:

Christin Hanna is the founding Artistic Director of the Lake Tahoe Dance Collective, the producing entity of the Lake Tahoe Dance Festival. Christin is invested in the community, her home town, and has served on the Board of Directors of the Tahoe City Downtown Association. Her background as a successful professional dancer and teacher as well as her personal relationships with the families, business owners, and leaders in the community have benefitted the creation of the Festival many times over. Her connections in the professional dance world link the finest dance and dance artists to the beautiful stage setting of Lake Tahoe.

Co-Director Constantine Baecher has enjoyed an international career in dance (Royal Danish Ballet, Hamburg Ballet, Compagnie du Carolyn Carlson), as well as having founded the Copenhagen International Choreography Competition. Constantine's extensive personal relationships with dancers, choreographers and companies around the world coalesce with his desire to foster a place where artists come to share their works with a new community and are inspired by the beautiful surroundings of Lake Tahoe.

Our Board President, Penelope Siig, has an extensive background in arts management and programming.

The artists we have brought to the Lake Tahoe Dance Festival possess backgrounds and expertise that span an entire spectrum from classical to contemporary, offering both new works and a commitment to the preservation and performance of beloved classics.

How Your Project Would Be Adapted if Only Partially Funded:

If only partially funded, our Festival would scale our guest artists and marketing budgets accordingly to continue to grow slowly but surely. Because we find ourselves in a beautiful but rural area that does not often showcase the level of performing arts seen in more affluent, urban areas, we look to the North Lake Tahoe Resort Association to champion a cultural event to diversify experiential offerings and incentives for visiting North Lake Tahoe. We believe this partnership will become an integral part of our mission to grow the Lake Tahoe Dance Festival.

Document #2: 2018 Profit & Loss Statement

11/01/18

Lake Tahoe Dance Collective
Profit and Loss by Class
January 1 through November 1, 2018

	LTDF (Programs)	Total Programs	TOTAL
Ordinary Income/Expense			
Income			
4000 — Revenue from Direct Cont.			
4020 — Corporate Contributions	1,000.00	1,000.00	1,000.00
Total 4000 — Revenue from Direct Co...	1,000.00	1,000.00	1,000.00
4200 — Revenue from Non-Gov Grant			
4250 — Nonprofit Organization Grants	938.94	938.94	938.94
Total 4200 — Revenue from Non-Gov ...	938.94	938.94	938.94
5100 — Program Income			
5110 — Workshops/Master Classes	5,975.22	5,975.22	5,975.22
5120 — Ticket Sales	15,618.01	15,618.01	15,618.01
Total 5100 — Program Income	21,593.23	21,593.23	21,593.23
5400 — Revenue from Other Sources			
5410 — T-Shirts	52.10	52.10	52.10
Total 5400 — Revenue from Other So...	52.10	52.10	52.10
Total Income	23,584.27	23,584.27	23,584.27
Gross Profit	23,584.27	23,584.27	23,584.27
Expense			
8100 — Nonpersonnel Expenses			
8112 — Costume supplies	299.43	299.43	299.43
8110 — Supplies	529.69	529.69	529.69
Total 8100 — Nonpersonnel Expenses	829.12	829.12	829.12
8200 — Facilities and Equipment			
8250 — Technical Equipment Purchase	62.32	62.32	62.32
8260 — Equip Rental and Maintenance	900.83	900.83	900.83
8210 — Rent, Parking			
8211 — Venue, rehearsal rental	739.50	739.50	739.50
Total 8210 — Rent, Parking	739.50	739.50	739.50
Total 8200 — Facilities and Equipment	1,702.65	1,702.65	1,702.65
8300 — Travel and Meetings			
8310 — Travel	5,594.31	5,594.31	5,594.31
8330 — Artists Meals	2,602.55	2,602.55	2,602.55
8340 — Catering	1,015.21	1,015.21	1,015.21
8315 — Lodging	335.61	335.61	335.61
Total 8300 — Travel and Meetings	9,547.68	9,547.68	9,547.68
7500 — Contract Service Expenses			
7540 — Professional Fees - Other	250.00	250.00	250.00
7550 — Artist Fees	16,100.00	16,100.00	16,100.00
Total 7500 — Contract Service Expenses	16,350.00	16,350.00	16,350.00
8500 — Other Expenses			
8570 — Advertising Expenses			
8571 — Marketing Advertising	1,928.41	1,928.41	1,928.41
8572 — Marketing Collateral	3,891.14	3,891.14	3,891.14
Total 8570 — Advertising Expenses	5,819.55	5,819.55	5,819.55
8591 — merchant services	26.46	26.46	26.46
8590 — Other Expenses	10.00	10.00	10.00
8592 — Licensing Fees	190.00	190.00	190.00
Total 8500 — Other Expenses	6,046.01	6,046.01	6,046.01
Total Expense	34,475.46	34,475.46	34,475.46
Net Ordinary Income	-10,891.19	-10,891.19	-10,891.19
Net Income	-10,891.19	-10,891.19	-10,891.19

Document #3: 2019 Event Budget

LAKELAKE DANCE FESTIVAL 2019

BUDGET

INCOME	W/O NLTRA	WITH NLTRA
GRANTS	\$10,000	\$10,000
SPONSORSHIPS (CASH)	\$5,500	\$25,500
SPONSORSHIPS (IN-KIND)	\$12,500	\$12,500
EVENT INCOME (TICKET SALES, WORKSHOP TUITION)	\$22,000	\$38,000
TOTAL INCOME	\$50,000	\$86,000

EXPENSE	W/O NLTRA	WITH NLTRA
NON-PERSONNEL EXPENSES (COSTUMES, ETC)	\$1,000	\$1,000
FACILITIES & EQUIPMENT (PAID VENUE & REHEARSAL SPACE, EQUIPMENT RENTAL/PURCHASES)	\$3,000	\$5,000
FACILITIES (IN-KIND)	\$6,000	\$6,000
TRAVEL & MEETINGS (INCLUDES GUESTS FLIGHTS, MEALS, AND CATERING FOR GALA EVENT)	\$10,000	\$20,000
CONTRACT SERVICE EXPENSES (ARTISTS FEES)	\$20,000	\$20,000
CONTRACT SERVICE FEES - IN-KIND (PHOTOGRAPHERS)	\$5,000	\$5,000
ADVERTISING/MARKETING EXPENSES	\$6,000	\$26,000
TOTAL EXPENSES	\$51,000	\$83,000

Document #4: Marketing/Promotional Plans - Part A - Marketing Plan
Without Receipt of Funding

LAKE TAHOE DANCE FESTIVAL 2019

DRAFT MARKETING PLAN - WITHOUT NLTRA SPONSORSHIP MONIES

Item	Quantity	Cost - Advertising	Cost - Postage	Cost Printing	Deliver Date
Posters	100			\$135.50	6/15/19
Postcards - large mailing list	7000		\$1425.27	\$643.13	3/1/19
Rack Cards 4x9	2000			\$241.41	3/1/19
Gala Invitations + reply card	250			\$234.88	5/1/19
Booklet for Moonshine Insert	11000	\$315.87		\$755.60	5/15/19
Print Ads - Moonshine		\$654.08			5/15/19
Print Ads - Weekly		FREE - sponsorship			5/1/19
Print Ad - Visitors Guide		\$538.50			5/1/19
Social		\$419.96			VARIES
RN&R + SN&R Sweet		FREE/TICKET TRADE			VARIES
ESTIMATED TOTALS *ALL AMOUNTS BASED ON 2018 ACTUALS		\$1928.41	\$1425.27	\$2010.52	

Document #4: Marketing/Promotional Plans - Part B - Marketing Plan
With Receipt of Funding

LAKE TAHOE DANCE FESTIVAL 2019

DRAFT MARKETING PLAN - WITH NLTRA SPONSORSHIP MONIES

Item	Quantity	Cost - Advertising	Cost - Postage	Cost Printing	Deliver Date
PR CONSULTANT/ MANAGEMENT (SPECIFICS DEPENDENT ON THEIR ADVICE)		\$20000.00			ASAP
Posters	100			\$135.50	6/15/19
Postcards - large mailing list	7000		\$1425.27	\$643.13	3/1/19
Rack Cards 4x9	2000			\$241.41	3/1/19
Gala Invitations + reply card	250			\$234.88	5/1/19
Booklet for Moonshine Insert	11000	\$315.87		\$755.60	5/15/19
Print Ads - Moonshine		\$654.08			5/15/19
Print Ads - Weekly		FREE - sponsorship			5/1/19
Print Ad - Visitors Guide		\$538.50			5/1/19
Social		\$2000.00			VARIES
RN&R + SN&R Sweet		FREE/TICKET TRADE			VARIES
ESTIMATED TOTALS *ALL AMOUNTS BASED ON 2018 ACTUALS		\$23508.45	\$1425.27	\$2010.52	

Document #5: Potential Sponsorship Amenities to NLTRA

- Name/logo included in all marketing materials with in “brought to you by” billing in all marketing materials: print ads, postcard mailings, rack cards, performance program, posters, banners, etc
- Inclusion of NLTRA logo and hyperlink in event’s e-newsletters
- Invitation to one private rehearsal with guest choreographers for NLTRA Board of Directors & Staff & Special Guests
- 8 Tickets to the Lake Tahoe Dance Festival Opening Night Gala to be used at NLTRA’s Discretion (Giveaways/client hosting/etc)
- 50 General Admission ticket vouchers to be used at NLTRA’s Discretion (Giveaways/etc)
- Opportunity for NLTRA specific messaging (content provided by NLTRA) in event's e-newsletter
- Advertisement space on event’s website
- Specific descriptive message and link from event website to GoTahoeNorth.com
- Opportunity to interact with out-of-market journalists that may be scheduled to attend the event
- Ad space in event's program guide
- Opportunity for opening/closing remarks during performance
- Dedicated Instagram/Facebook Posts promoting attending the Festival with specific messaging/tagging Go Tahoe North to drive visitorship - will rely on consultant to illuminate the best way to manifest this concept



Event Sponsorship

NASTAR National Championships
April 4-7, 2019



 **SQUAW VALLEY**
ALPINE MEADOWS

Resort Overview

- ▶ Squaw Valley Alpine Meadows is a year round mountain resort located in Lake Tahoe, CA
- ▶ European-style pedestrian Village at Squaw Valley offers lodging, and extensive shopping and dining.
- ▶ Host of the 1960 Winter Olympics and other world-class events such as US Alpine World Championships, Wanderlust Yoga Festival, IRONMAN Triathlon, and the FIS Alpine Ski World Cup
- ▶ Recognized by USA Today as the Best North American Ski Resort in 2015, 2016, and 2017.

Visitors each year

1m

Guests who have an annual HHI over \$250k

39%

Percentage of guests who visit each year from SF/Bay Area

66%

NASTAR National Championships

The best recreational ski racers from across the nation will qualify and be invited to compete head-to-head against their peers in alpine and non-alpine divisions of all ages and abilities.

Olympic Champion Ted Ligety, Travis Ganong, Marco Sullivan and Jackie Wiles are just a few of the national team athletes that have participated in NASTAR Nationals.

Spectators, friends and families will gather to enjoy live music, autograph signings, ski demos & clinics, an experiential sponsor village plus opening & awards ceremonies, receptions and more.



Visitors During Event Duration

25k+

Guests who have an annual HHI over \$100k

59%

Total Media Reach from March 2018 Event

50k

Resort & Guest Demographics

1 million visitors a year

900,000 visitors in winter // 100,000 visitors in summer

57% HHI > \$100,000

39% HHI > \$250,000

15% top 1% wealthiest households in the U.S.

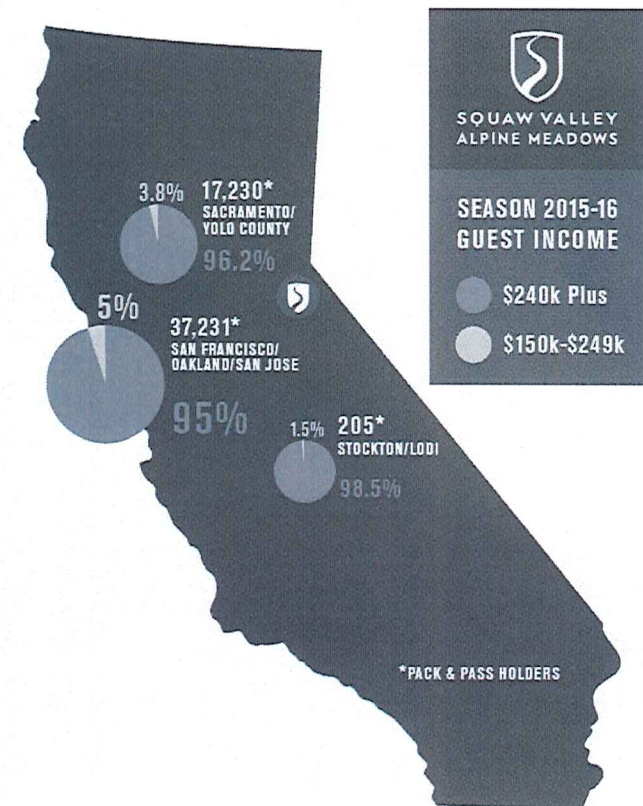
Age: 18-34: 26% | 35-44: 27% | 45-54: 28%

Male: 55% | Female: 43%

Caucasian: 76% | Asian: 6% | Hispanic: 6%

66% from San Francisco DMA (SF, Oakland, San Jose areas)

Ski/ride 10+ days per season



Event Sponsorship Opportunities

Gold Sponsorship Package - \$10,000 Sponsorship Fee

- (5) Sponsor banner placement on-site during Event.
- Sponsor shall be included in daily PA announcements during the Event.
- Sponsor shall receive eight (8) complimentary VIP tickets can be used for giveaways and/or staff.
- Product or collateral gift bag inclusion for all participants - approx 1,500.
- Sponsor shall receive 10x20 booth space that Sponsor will staff at the Event base area.
- Sponsor's name and logo shall be included on the Event website home page and sponsor page, listed as a partner, with a link to www.GoTahoeNorth.com.
- Sponsor's name and logo shall be included in four (4) event specific eblasts.
- North Lake Tahoe specific questions in a post-event survey.
- Sponsor logo on event participant and VIP credential
- (1) Sponsor inclusion in NASTAR National Newsletter with link to www.GoTahoeNorth.com. Distributed to entire NASTAR Database (approx 600k+ nationwide).

Silver Sponsorship Package - \$5,000 Sponsorship Fee

- (2) Sponsor banner placement on-site during Event.
- Sponsor shall be included in daily PA announcements during the Event.
- Sponsor shall receive four (4) complimentary VIP tickets can be used for giveaways and/or staff.
- Sponsor shall receive 10x10 booth space that Sponsor will staff at the Event base area.
- Sponsor's name and logo shall be included on the Event website home page and sponsor page, listed as a partner, with a link to www.GoTahoeNorth.com.
- Sponsor's name and logo shall be included in two (2) event specific eblasts.
- North Lake Tahoe specific questions in a post-event survey.





IKON

PASS

New for the 2018-19 season, the IKON season pass. 1 pass, 28 iconic destinations.

IKON passes for the 2018-19 season have been purchased in all 50 states, eight Canadian Provinces, throughout Latin America, Asia, Europe and the UK, and even a couple in Iceland.



Our Audience

Our audience values healthy, active lifestyle, challenges and new adventures. They are goal focused with a playful competitive nature and open to experiencing as much as possible.

Adventurous Families



Mountain Aficionados



In their own words	"Our life is completely full of new experiences, lots of unpredictability and loads of laughter"	"Work hard, play hard. We can only live once so we might as well go around this world as many times as we can"
Drivers & values	<ul style="list-style-type: none"> • Healthy, active lifestyle • Family/new traditions • Convenience/authenticity 	<ul style="list-style-type: none"> • Success/continual learning • Status/bragging rights • Quality
Needs & wants	<ul style="list-style-type: none"> • Fulfillment • Diversity • Happiness 	<ul style="list-style-type: none"> • Recognition • Belonging • Authentic Experiences
Demographic	Family Status: Married w/ kids Age: 40's Kids < 10	Family Status: Single or married Age: 29+ HHI: \$100-\$200k
Why they love skiing	<ul style="list-style-type: none"> • It's a healthy way to spend winter • It's a lifestyle that their family loves • Personal accomplishment and exploration 	<ul style="list-style-type: none"> • Mastering challenging terrain is the biggest rush • The endless out-of-bounds adventures • Skiing with friends adds another level of fun

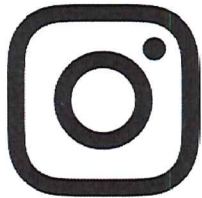
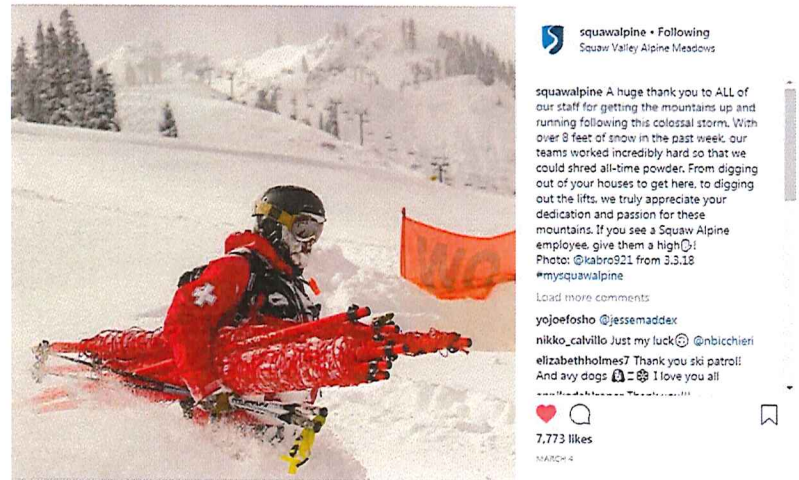
Social Media Overview

Total engagement as a percentage of our audience:

- Facebook: 140,16%
- Instagram: 1,084,36%
- Twitter: 115,64%

Total Engagement breakdown by channel:

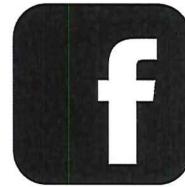
- Facebook: 260,090 // average 530 engagements per post
- Instagram: 871,811 // average 3,113 engagements per post
- Twitter: 35,058 // average 42 engagements per post



@SquawAlpine

98.9k

Followers



@SquawValleyAlpineMeadows

201.1k

Followers



@SquawAlpine

35.7k

Followers

Thank You!

Kristen Costa

Sponsorship, Athlete, & Event Marketing Manager

kcosta@squawalpine.com

(530) 452-7291



Liberty Mutual NASTAR National Championships

March 21 – 25, 2018

Location: Squaw Valley

Funded: \$5,000

Attendance: 900 ticketed (avg. party size was 2.8 people)

Out of Town Participants: 864

Average Night Stay: 4.9

Average Economic Impact: \$744,318

ROI: 149:1

Results:

North Lake Tahoe Resort Association had a visitor information booth at the event and saw over 900 guests during that time frame. Visitor Guides were distributed to over 2,500 participants via participant gift bags. NLT :30 year-round commercial was aired on the Jumbotron throughout the weekend which was added value. 63% of survey respondents said they were either likely or extremely likely to return to North Lake Tahoe. And the average night stay is a conservative estimate, 46% of respondents said they stayed 6 or more nights so in calculating the average night stay we counted those as 6 nights, not accounting for the “or more” component.



MEMORANDUM

Date: January 25, 2019
TO: NLTRA Board of Directors
FROM: Amber Burke, Marketing & Events Manager
RE: 2019 Summer In-Marketing Campaign Discussion & Direction

Action Requested:

The In-Marketing Tourism Development Committee is being asked for feedback and direction on two in-market campaigns for the summer of 2019. One is to replace the Peak Your Adventure campaign and the other is to highlight music in the region during the summer months.

Staff will return with detailed plans for approval at the March 2019 In-Market Tourism Development Committee based on the feedback and direction.

Background:

PEAK YOUR ADVENTURE

The Peak Your Adventure campaign was designed to encourage visitor travel throughout the region to experience the mountain community's summer season offerings. The intention is the spread visitation through the region and highlight a well-rounded visit by driving visitors to events, activities and businesses in mountain communities.

NORTH LAKE TAHOE SUMMERLONG MUSIC

Nearly all regions in North Lake Tahoe offer some type of music experience throughout the summer. From free weekly music to large scale festivals, there is an abundant offering in the region. The goal of the campaign is to bring awareness and drive attendance to the variety of music events taking place from Memorial Day weekend through Labor Day weekend. The campaign has also tried to align with the NLT Coop out of market efforts highlighting the regional music product.

Fiscal Impact:

In the 18.19 FY budget, the following funds have been approved for these two campaigns. The goal is to get direction on the execution of funds. No additional funding is being requested.

Previously Approved Budget Allocations in the 18.19 FY

Peak Your Adventure - \$21,000

- \$20,000 budgeted line item
- \$1,000 in expected revenue from an Incline Community Business Association contribution

NLT Summerlong Music - \$20,000

- \$20,000 budgeted line item

2019 In-Market Tourism Development Summer Campaign Discussion

Peak Your Adventure Campaign

2019 Budget: \$21,000

The Abbi Agency Services – \$18,000

Mirrors 18.19 Touch Lake Tahoe campaign

- Refresh Digital Content, Web Page, Canvas Ad - \$3,000
 - Remove "Peak Your Adventure" from all creative, requires design work on canvas ad/web side
- The Abbi Agency Project Management and Reporting - \$1,500
 - This campaign is not included in the NLT coop SOW so we have to pay agency fees
- 3 Summer Treasures - \$7,500
 - Treasures Production Cost: \$2,500 per treasure
 - Drone & On-Site Footage - \$500
 - Video Pre & Post Production - \$1,000
 - Social Advertising (In-Market) - \$500
 - Blog & Newsletter Series - \$500
- Social Canvas Ad hard costs (targeted to in-market visitors) - \$2,500
- In-Market Instagram Influencer Meet Up - \$2,000

2018 Item for Consideration

- Summer Visitor Guide - \$2,200
 - Full page, 4C ad
 - Distribution: 70,000+
 - In-room distribution at 90+ regional lodging properties
 - 150 regional weatherproof racks
 - Tahoe City & Incline Village Visitor Centers
 - Digital version on GTN.com

North Lake Tahoe Summerlong Music Campaign

2019 Budget: \$20,000

New Item for Consideration

- One (1) Summer Treasure - \$2,500
 - Drone & On-Site Footage - \$500
 - Video Pre & Post Production - \$1,000
 - Social Advertising (In-Market) - \$500
 - Blog & Newsletter Series - \$500

2018 Items for Consideration

- 2018 The Abbi Agency Efforts - \$14,160
 - Four (4) Facebook Live and Instagram Live broadcasts throughout the summer at various music venues

- Advertised to in-market visitors
 - Results: 32k impressions, 542 engagements, 193 clicks
 - Insights: Broadcasts hampered by poor reception, Instagram does not provide analytics on shares, comments or clicks so actual engagement numbers were higher than reported
 - Summerlong Music Toolkit creation for partner distribution
 - Social media postings
 - Results: 392k reach, 6k engagements, 2.1k clicks
 - Canvas ad targeted to in-market visitors
 - Results: 106k impressions, 61k reach, 21.6k views, 1.4k clicks
 - Insights: Canvas ad had a 23.2% result rate (continuous video views), placement favored FB with roughly 18k results vs. Instagram's 7k. FB engagement and view-through rates outperformed any other recent NLT canvas ads (as of Oct. 2018).
 - Rack card design
- Rack Cards - \$365 (print cost only)
 - Quantity: 5,000
 - Did not utilize all 5,000, quantity could be lowered significantly
- KTHX Reno Radio - \$6,120
 - Purchased via NLT Coop in 2018
 - 12 Week Buy, :60 second spot, 25x/week, included table space at First Thursday's events at Nevada Museum of Art
- Pops in the Park Event Sponsorship - \$3,000
 - 6/1/19 East Portal Park, 6/8/19 Bertha Henschel Park, 6/15/19 East Portal Park, 6/22/19 Glenn Hall Park, 9/7/19 South Natomas Community Park
 - During 2018 season, NLT staff advertised two lodging promotions during the last two concerts of the series.
 - The Biltmore saw 20 room bookings via the promotion (was at the event 2 weeks)
 - Tahoe Mountain Lodging saw 1 booking (6 inquiries) via the promotion (at event for 1 week)
- Tahoe.com - \$7,500 (split \$3,800 BACC/\$3,700 NLT Coop)
 - 625,000 impressions, delivered June – Labor Day
 - 20,000 impressions on Tahoe.com
 - Inclusion in Tahoe & 5 NLT Markets "Things to Do" on Tahoe.com
 - Banner ads & enhanced listings on LakeTahoeThisWeek.com event calendar
 - Inclusion in 9 lodging partner emails sent directly to summer visitors as a "top pick" event
- Summer Visitor Guide - \$2,500
 - Full page, 4C ad, Premium Placement/Back Cover
 - Distribution:70,000+
 - In-room distribution at 90+ regional lodging properties
 - 150 regional weatherproof racks
 - Tahoe City & Incline Village Visitor Centers
 - Digital version on GTN.com

Partnership Funding Budget
July 2018 - June 2019 (Events held in 2019 Calendar Year)

\$50,000
6016-00 Special Event Partnership

Budget
Account Code

Line Item	Event Date	Budget	Actual	Allocated (Not Yet Paid)	Forecast Month	Actual Month	Notes	Account Code
Non-NLT Co-Op Marketing Program - Other								
Alpenglow Mountain Festival	2/16 - 2/24	\$5,000	\$0	\$5,000				6016-00
Cash Sponsorship - Deposit		\$2,500		\$2,500	January 2019			
Cash Sponsorship - Balance		\$2,500		\$2,500	March 2019			
Snowfest!	2/28 - 3/10	\$5,000	\$0	\$5,000				6016-00
Cash Sponsorship - Deposit		\$2,500		\$2,500	January 2019			
Cash Sponsorship - Balance		\$2,500		\$2,500	April 2019			
Restorative Arts & Yoga	5/31 - 6/2	\$5,000	\$0	\$5,000				6016-00
Cash Sponsorship - Deposit		\$2,500		\$2,500	January 2019			
Cash Sponsorship - Balance		\$2,500		\$2,500	July 2019			
Lake Tahoe Paddle Racing Series	6/1, 6/29, 7/13, 8/24, 9/14-9/15	\$5,000	\$0	\$5,000				6016-00
Cash Sponsorship - Deposit		\$2,500		\$2,500	January 2019			
Cash Sponsorship - Balance		\$2,500		\$2,500	October 2019			
Kids Adventure Games	6/21 - 6/23	\$2,500	\$0	\$2,500				6016-00
Cash Sponsorship - Deposit		\$1,250		\$1,250	January 2019			
Cash Sponsorship - Balance		\$1,250		\$1,250	July 2019			
Lake Tahoe Dance Festival	7/24 - 7/26	\$5,000	\$0	\$5,000				6016-00
Cash Sponsorship - Deposit		\$2,500		\$2,500	January 2019			
Cash Sponsorship - Balance		\$2,500		\$2,500	August 2019			
TaHoeNalu	8/10 - 8/11	\$2,500	\$0	\$2,500				6016-00
Cash Sponsorship - Deposit		\$1,250		\$1,250	January 2019			
Cash Sponsorship - Balance		\$1,250		\$1,250	September 2019			
Skate the Lake	8/17 - 8/18 (Tentative)	\$5,000	\$0	\$5,000				6016-00
Cash Sponsorship - Deposit		\$2,500		\$2,500	January 2019			
Cash Sponsorship - Balance		\$2,500		\$2,500	September 2019			
Lake Tahoe Music Festival	8/18 - 8/25	\$6,000	\$0	\$6,000				6016-00
Cash Sponsorship - Deposit		\$3,000		\$3,000	January 2019			
Cash Sponsorship - Balance		\$3,000		\$3,000	September 2019			
Adventure Van Expo	9/7 - 9/8	\$3,500	\$1,750	\$1,750				6016-00
Cash Sponsorship - Deposit		\$1,750	\$1,750		January 2019	January 2019	1/14 submitted check request	
Cash Sponsorship - Balance		\$1,750		\$1,750	October 2019			
Tahoe 200 Running Festival	9/13 - 9/15	\$2,500	\$0	\$2,500				6016-00
Cash Sponsorship - Deposit		\$1,250		\$1,250	January 2019			
Cash Sponsorship - Balance		\$1,250		\$1,250	October 2019			
Halloweenkends at Homewood	10/25 - 10/27	\$6,000	\$0	\$6,000				6016-00
Cash Sponsorship - Deposit		\$3,000		\$3,000	January 2019			
Cash Sponsorship - Balance		\$3,000		\$3,000	November			
Sponsorship Totals		\$53,000	\$1,750	\$51,250				

