



# north lake tahoe

## NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

### Agenda

Thursday June 29<sup>th</sup>, 2017 – 8:30 am

**Call in information:**

Call in number: 712-770-4010

Meeting ID: 961-748

The June meeting of the North Lake Tahoe Marketing Coop Committee will be held on Thursday, June 29<sup>th</sup> at 9am. The meeting will be held in the **lower level conference room (in the Visitor Center) of the North Lake Tahoe Resort Association, 100 North Lake Tahoe Blvd., Tahoe City, CA 96145 Phone: (530) 581-6900.**

**PUBLIC COMMENTS**—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

- |   |                     |
|---|---------------------|
| A. Call to Order  | Chair               |
| B. Public Comment (Pursuant to NRS 241.020)   | Chair               |
| C. Roll Call/Introductions  | Chair               |
| D. Approval of Agenda (For Possible Action)   | Chair               |
| E. Approval of April 26 <sup>th</sup> , 2017 Coop Meeting Minutes<br>(For Possible Action)    | Chair               |
| F. Review and Direction on FY 2017/18 NLTM Coop Budget<br>(For Possible Action) <b>Page 1</b> | Chapman             |
| G. Presentation on Consumer Journey Strategy <b>Page 2-30</b>                                 | Augustine/Richter 7 |

- |           |   |                     |
|-----------|---|---------------------|
| <b>H.</b> | Presentation on FY 2017/18 Media Plan and Budget Flowsheets                               | Augustine/Richter 7 |
| <b>I.</b> | Review and Approval of Abbi Agency Contract<br>(For Possible Action) Page 31-51           | Chapman             |
| <b>J.</b> | Review and Direction on Black Diamond UK/IRE Contract<br>(For Possible Action) Page 52-56 | Winters             |
| <b>K.</b> | Review and Direction on Gate 7 AUS/NZ Contract<br>(For Possible Action) Page 57-81        | Winters             |
| <b>L.</b> | Review and Discussion on FY 2016/2017 YTD Financials<br>Page 82-85                        | Priester/Chapman    |
| <b>M.</b> | Discussion and Appointment of FY 2017/18 Coop Chair and Vice Chair                        | Chair               |
| <b>N.</b> | New Business  | Chair               |
| <b>O.</b> | Old Business  | Chair               |
| <b>P.</b> | Public Comment (Pursuant to NRS 241.020)  | Chair               |
| <b>Q.</b> | Adjournment (For Possible Action)   | Chair               |

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8722

**Public Posting**

Incline Village Post Office  
 Crystal Bay Post Office  
 Incline Village Crystal Bay Visitors Center  
 North Lake Tahoe Resort Association

IVGID  
 Incline Justice Court  
 Meeting Location



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FY 2017/18 NORTH LAKE TAHOE MARKETING COOP BUDGET  
DRAFT 6/21/17

Line Item/Description	Draft FY 2017/2018	Final Projected FY 2016/17	Variance to FY 2016/17
NLTRA Marketing Budget	\$ 1,411,821	\$ 1,277,371	\$ 134,450
IVCEVB Marketing Budget	\$ 930,000	\$ 885,000	\$ 45,000
Prior Year Net Assets	tbd	\$ 61,314	
<b>TOTALS</b>	<b>\$ 2,341,821</b>	<b>\$ 2,223,685</b>	<b>\$ 118,136</b>
<b>Consumer Marketing</b>			
Media (channel and buy TBD)	\$ 725,000	\$ 858,462	\$ (133,462)
Agency Fee/Retainer	\$ 84,000	\$ 83,290	\$ 710
Digital Management and Reporting	\$ 36,000	\$ 16,635	\$ 19,365
Creative Production & Collateral	\$ 175,000	\$ 131,592	\$ 43,408
Media Commission	\$ 94,250	\$ 80,634	\$ 13,616
Website Strategy, Analysis and Campaign Implementation	\$ 24,000	\$	\$ 24,000
Misc Agency Fee	\$ 3,500	\$	\$ 3,500
Add Serving Cost	\$ 9,000	\$	\$ 9,000
<b>SUB-TOTAL</b>	<b>\$ 1,150,750</b>	<b>\$ 1,170,613</b>	<b>\$ (19,863)</b>
<b>Public Relations/Social Media</b>			
Leisure Sales	\$ 300,012	\$ 211,418	\$ 88,594
North Tahoe Conference Sales Media/Travel	\$ 225,000	\$ 165,267	\$ 59,733
Website Content Manager/Maintaince	\$ 260,000	\$ 223,016	\$ 36,984
<b>SUB-TOTAL</b>	<b>\$ 850,012</b>	<b>\$ 664,785</b>	<b>\$ 185,227</b>
<b>Coop/Misc. Committed Programs</b>			
Regional Cooperative Funds (SSMC)	\$ 90,000	\$ 90,000	\$ -
Regional Air Service Corporation	\$ 100,000	\$ 100,000	\$ -
DMX Research Project	\$ 35,000	\$ 31,204	\$ 3,796
VisitingLakeTahoe.com coop	\$ 36,000	\$ 38,105	\$ (2,105)
Fulfillment	\$ 10,000	\$ 11,250	\$ (1,250)
IDSS CRM System	\$ 10,000	\$ 10,000	\$ -
Research	\$ -	\$ 16,200	\$ (16,200)
Special Events and Sponsorships	\$ 25,000	\$ 16,329	\$ 8,671
Opportunistic Funds	\$ 21,809		
IVCBCB Entertainment Fund	\$ 8,000	\$ 7,946	
Misc Expense	\$ 5,250	\$ 11,641	
<b>SUB-TOTAL</b>	<b>\$ 341,059</b>	<b>\$ 332,675</b>	<b>\$ 8,384</b>
<b>TOTAL</b>	<b>\$ 2,341,821</b>	<b>\$ 2,168,073</b>	<b>\$ 173,748</b>
<b>Variance</b>	<b>\$ -</b>	<b>\$ 55,612</b>	<b>\$ (55,612)</b>





# | FY 17/18 Advertising Strategy

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# Agenda

- **Industry Insights & Research**
- **Consumer Journey**
- **FY 17/18 Recommendations:**
  - **Objectives and Considerations**
  - **Consumer Strategy**
  - **MCC Strategy**
- **Next Steps**



# | Industry Insights & Research



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## Industry Insights & Research

- **Top 3 ways to reach leisure travelers:**
  - **Mobile**
  - **Content & Digital Marketing**
  - **Social Media**

- **Content that converts:**
  - **Things to do (attractions/activities): 80%**
  - **Dining: 43%**
  - **Maps/destination landscape: 42%**
  - **Events: 31%**

FY 17/18 Advertising Strategy | Industry Insights & Research



## Industry Insights & Research

- **Successful content distribution:**
  - **Email**
  - **Social Media**
  - **Cross-device digital advertising**
- **Personalized, visually rich content will deliver strongest results**

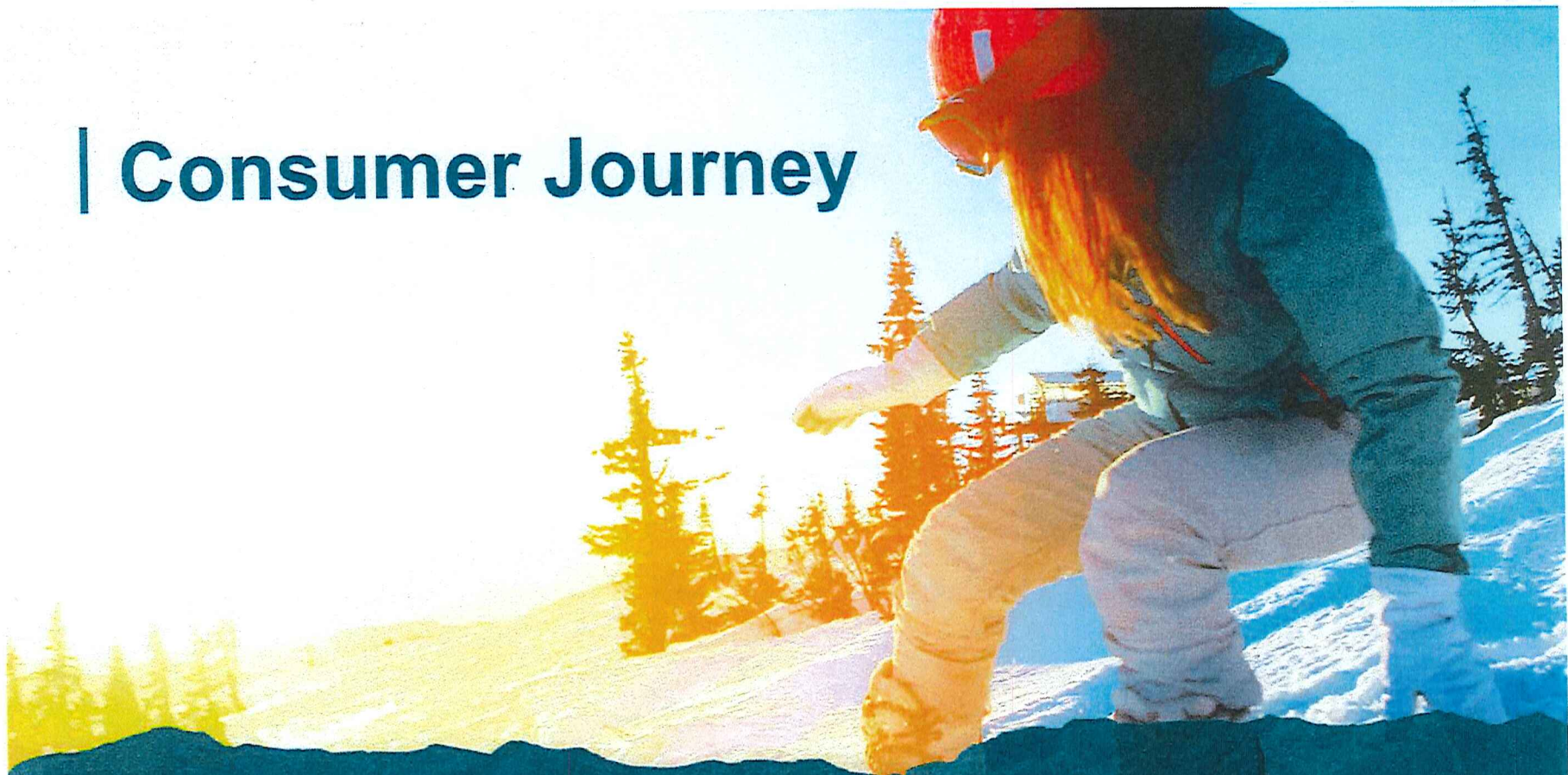
FY 17/18 Advertising Strategy | Industry Insights & Research


## Industry Insights & Research

- **Consumer Path-to-Purchase:**
  - **Inspirational stage influencers:**
    - **Friends' travel posts on social media: 1 in 4**
    - **Brand's content on social media: 1 in 5**
  - **Cross-device research & bookings**
  - **65% of those booking travel online began process with 2+ destinations in mind**

FY 17/18 Advertising Strategy | Industry Insights & Research

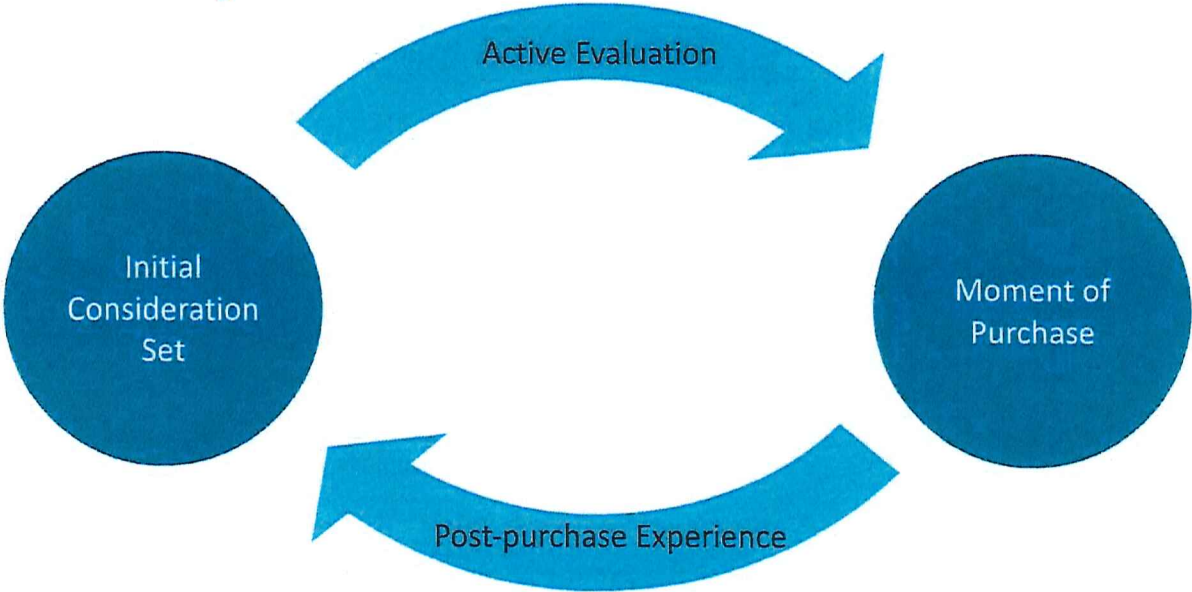
# | Consumer Journey



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# Consumer Journey

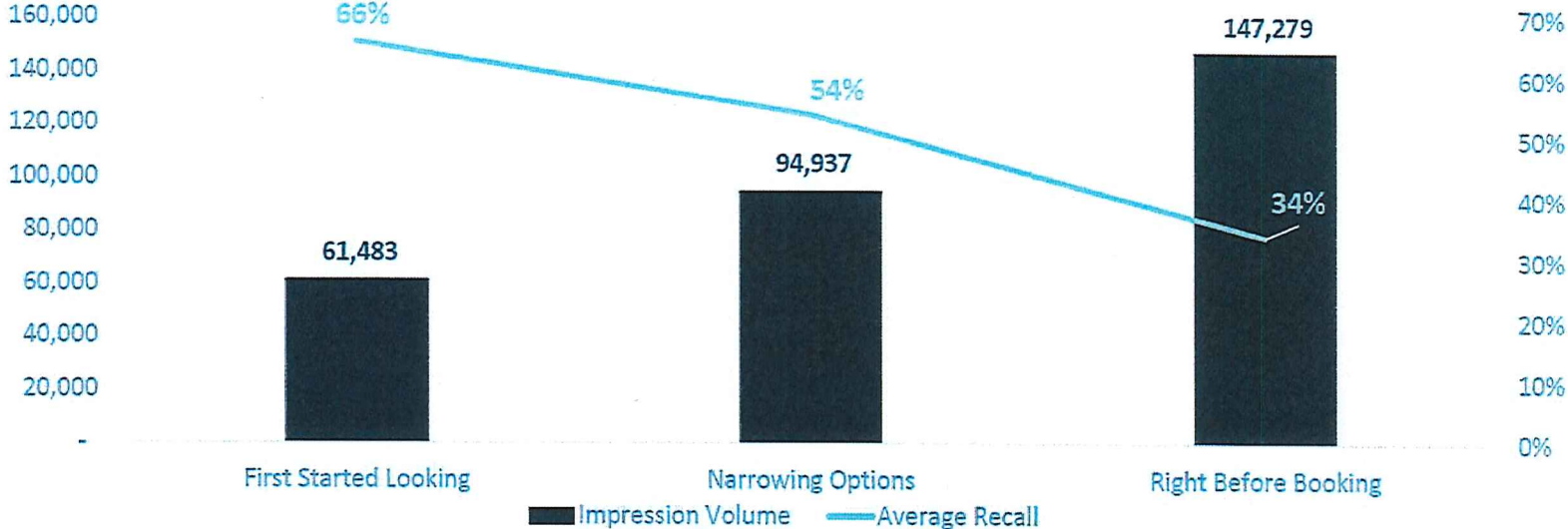


FY 17/18 Advertising Strategy | Consumer Journey

# Consumer Journey – Why?

- Target when NLT can be more influential during destination decision timing.

BOOKERS ARE STILL ENGAGING WITH TRAVEL SITES, BUT IT IS LESS LIKELY THAT ADVERTISING WILL AFFECT THEIR DECISIONS.



2016 Comscore

## Consumer Journey – Why?

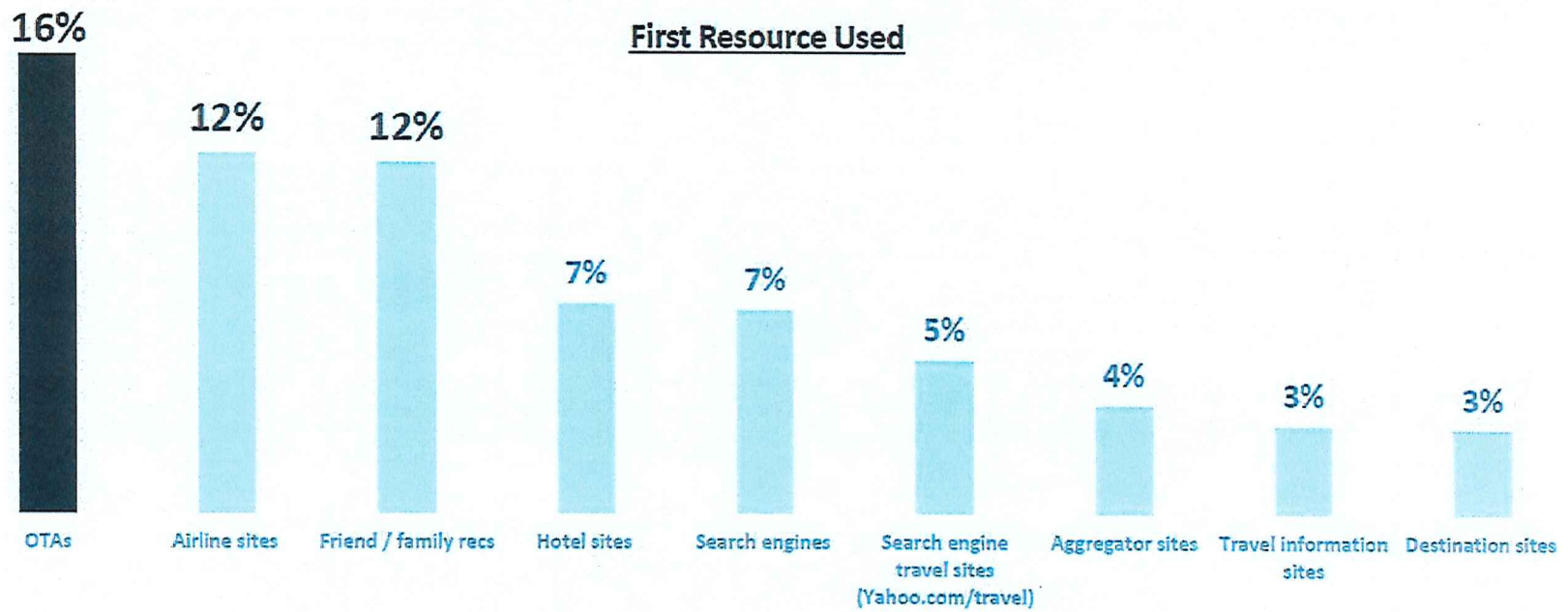
- Target when NLT can be more influential during destination decision timing.
- Allocate budgets according to timing in journey.
- Time appropriate media channels and messaging.
- Target appropriate platforms during journey.

FY 17/18 Advertising Strategy | Consumer Journey



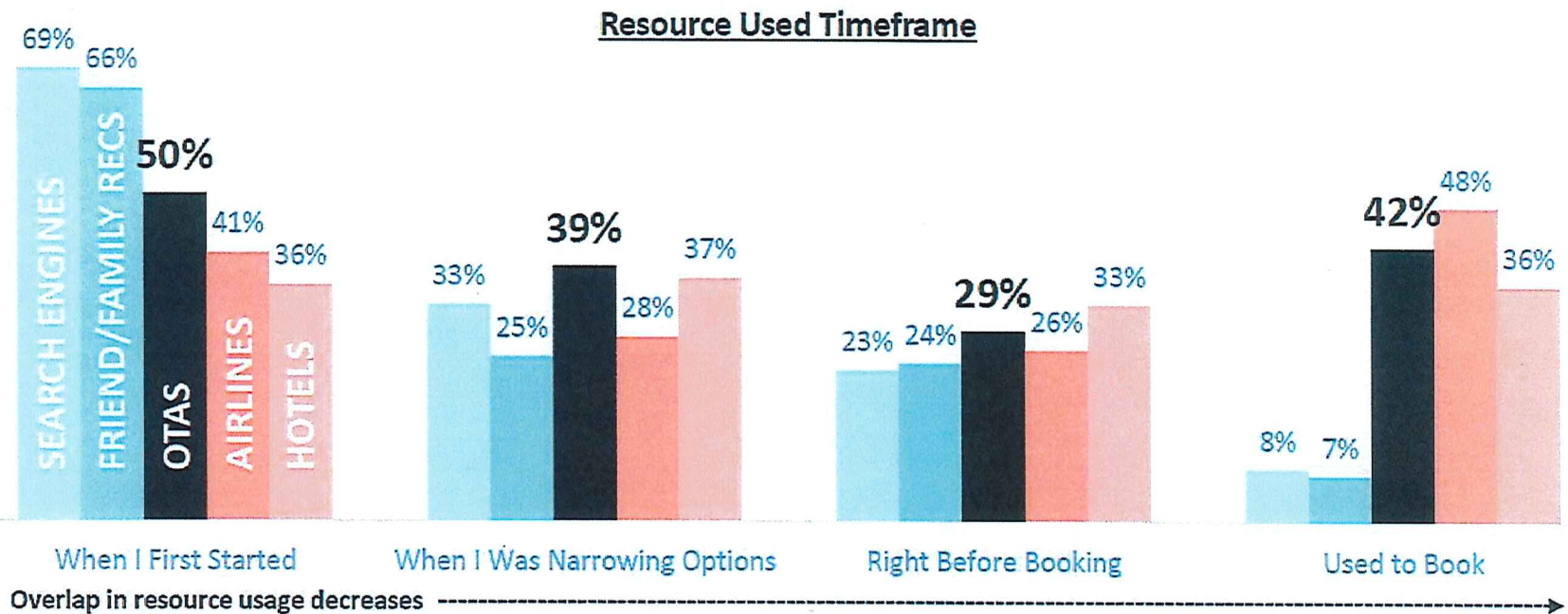
## Consumer Journey – Why?

- Target appropriate platforms during journey.

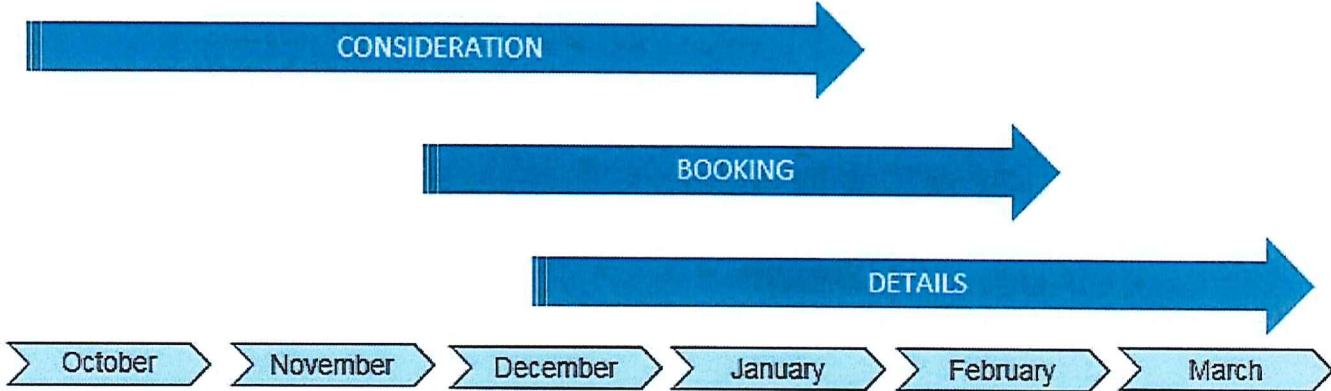


## Consumer Journey – Why?

- Target appropriate platforms during journey.



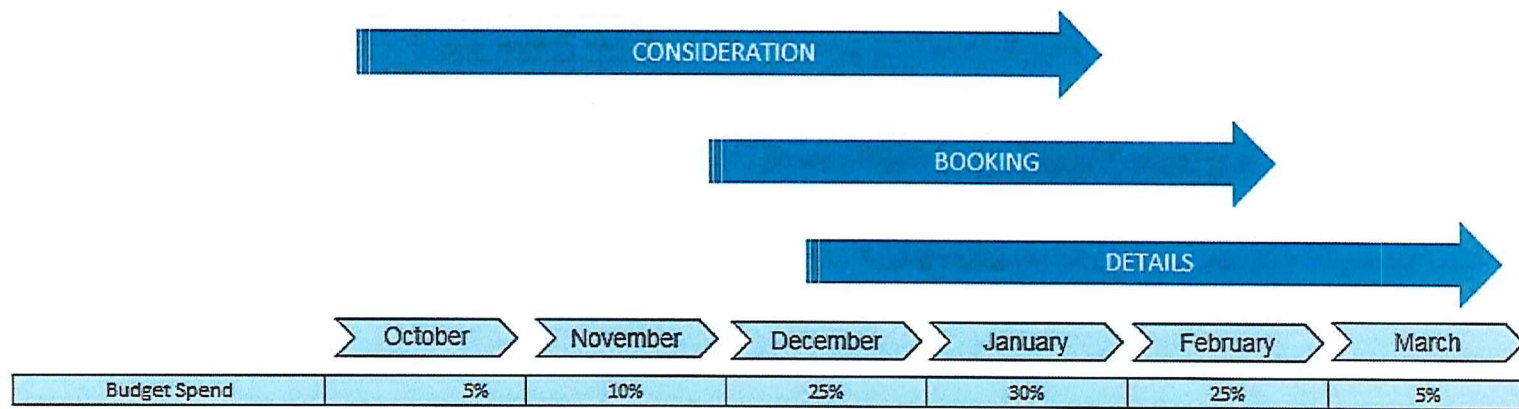
# Consumer Journey - Winter



FY 17/18 Advertising Strategy | Consumer Journey

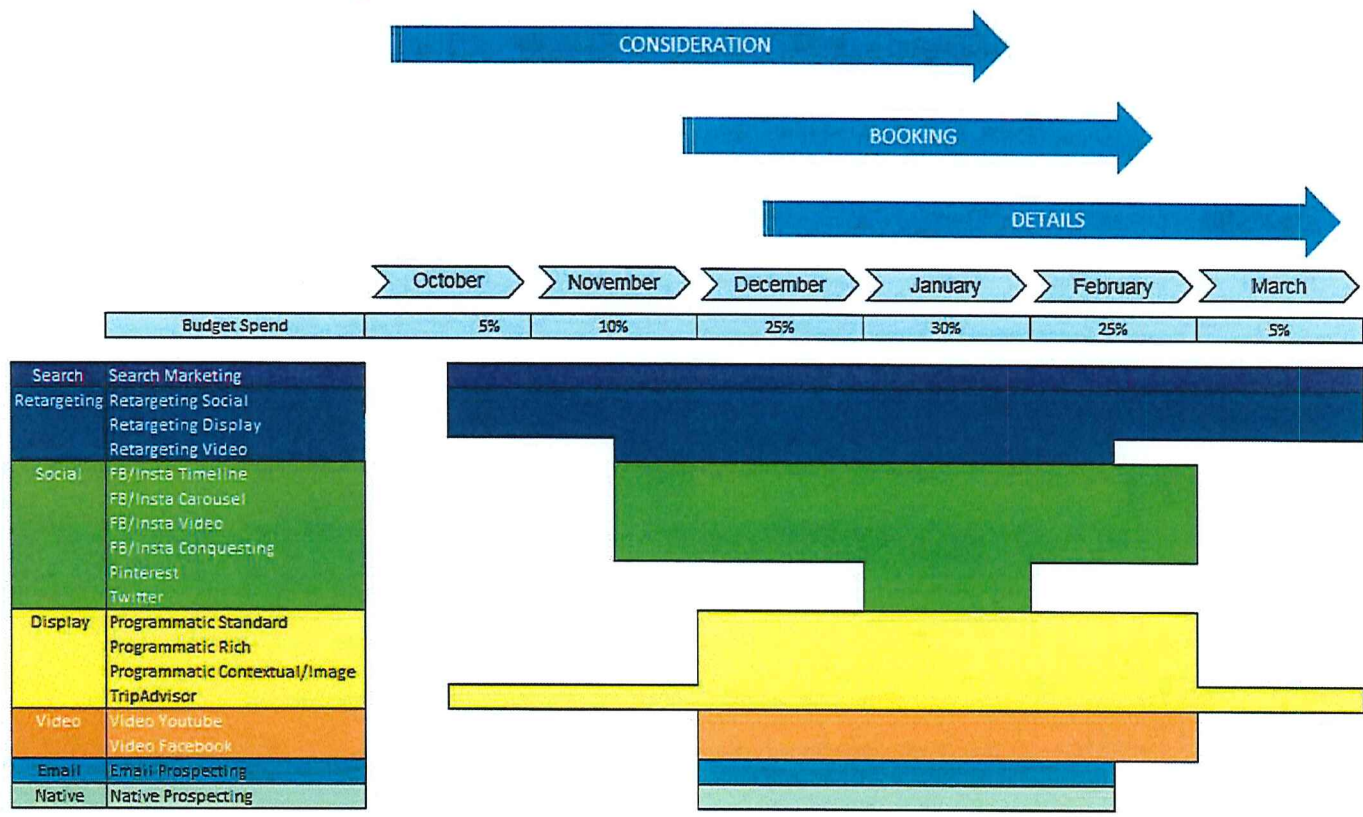


# Consumer Journey - Winter

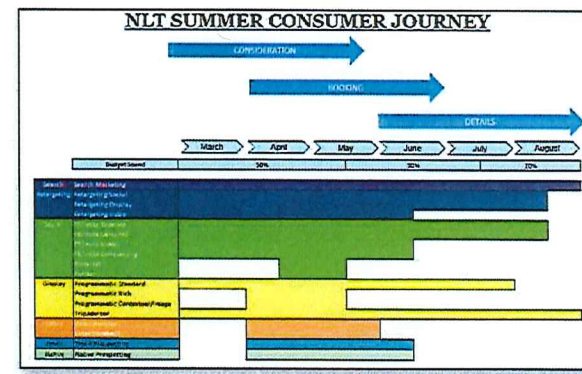
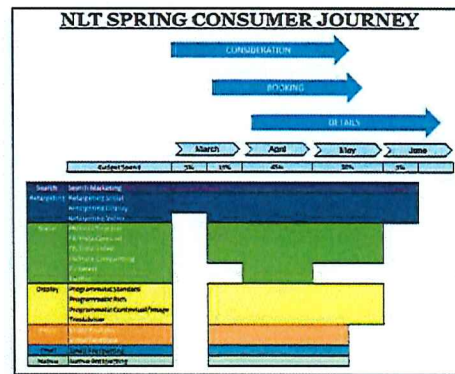
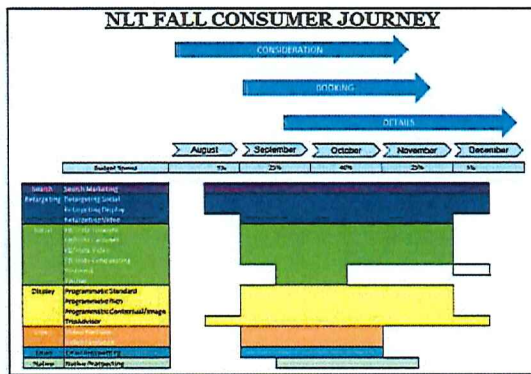
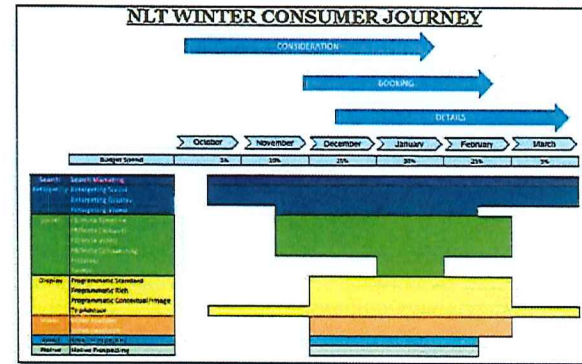


FY 17/18 Advertising Strategy | Consumer Journey

# Consumer Journey - Winter



# Consumer Journey – All Seasons



FY 17/18 Advertising Strategy | Consumer Journey



# | FY 17/18 Objectives and Considerations



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## Objectives

- **Position North Lake Tahoe as a year-round/four-season destination**
- **Increase visitation during shoulder seasons**
- **Increase length of stay and visitor spending**
- **Increase mid-week visitation**
- **Increase number of conference leads and sales**
- **Develop tourism pipeline**

FY 17/18 Advertising Strategy | Objectives and Considerations

## Things to Consider

- 2016 Website User & Conversion Study Report
- STRATA LA Survey
- Performance of spring campaign
- Visit California & Travel Nevada opportunities

FY 17/18 Advertising Strategy | Objectives and Considerations



# | Consumer Strategy



## Consumer Media Approach

- Continue using multiple vendors for lower costs & stronger results
- Continue with Persona Targeting (Prizm, GfK MRI, Scarborough data)
  - Work in more opportunities to reach Millennials – platform, content, visuals/creative
- Continue fly/drive market strategy
  - Fly: Peak seasons
  - Drive: Shoulder seasons
- Incorporate niche audience targeting for spring, summer & fall seasons
  - Hiking, mountain biking, kayaking, golf
  - Winter focus remains ski/board audience
- Based on consumer journey data, slightly adjust campaign schedules

FY 17/18 Advertising Strategy | Consumer Strategy



## Consumer Media Approach


- Change KPI from booking to site engagement & quality of engagement
- Incorporate geo-fencing when possible
- Incorporate rich media opportunities in overall digital plan
- Incorporate digital outdoor for LA market

FY 17/18 Advertising Strategy | Consumer Strategy



# | MCC Strategy



 north lake tahoe

## **MCC Media Approach**

- **Incorporate geo-fencing strategy at tradeshow and other events as appropriate**
- **Trade show pre & post communication**
- **Print:**
  - **Targeted media buy**
  - **Incorporate magazine wraps when appropriate**
- **Continue high frequency approach**
  - **Emails**
  - **Social media – Facebook and LinkedIn specific strategies**

**FY 17/18 Advertising Strategy | MCC Strategy**

## MCC Media Approach

- Digital:
  - Retargeting & Prospecting
  - Cross-device approach, similar to consumer market
  - Native vs. banners
  - Rich media

FY 17/18 Advertising Strategy | MCC Strategy



## MCC Media Approach

- **Content focus: Bleisure Travel**
  - 43% of business trips turn into bleisure, with many trips lasting 4+ days
  - Attractions & events should lead content as this is most influential
- MCC Path-to-Purchase booking window is small: 1-4 weeks
- Strengthen content on [GoTahoeNorth.com](http://GoTahoeNorth.com)

FY 17/18 Advertising Strategy | MCC Strategy

# | Next Steps



**n** north lake tahoe

## Next Steps

- Finalize budget for 2017/18 fiscal year
- Build out media flow charts
- Develop updated creative briefs and strategy for all 17/18 campaigns

FY 17/18 Advertising Strategy | Next Steps



A scenic landscape photograph of a lake at sunset. The sky is a mix of orange, yellow, and blue. The water is calm, reflecting the sky. In the foreground, there are dark silhouettes of trees and a grassy hillside. A white, rounded rectangular text box is overlaid in the center of the image.

**Thank You!**

AGREEMENT TO PROVIDE PUBLIC RELATIONS SERVICES

This Agreement to Provide Public Relations Services ("Agreement") is entered into as of the date last executed below ("Effective Date") by and between THE ABBI AGENCY, a Nevada corporation (collectively, "Consultant") and North Lake Tahoe Marketing Cooperative ("Client") for the purpose of providing public relations services under the following terms and conditions:

1. TERM; TERMINATION; EFFECT OF TERMINATION:

- a. The initial term of this Agreement shall be for three years, commencing on July 1, 2017 and continuing through June 30, 2020 (the "Initial Term"), and thereafter, shall be reviewed and amended per new scope of work annually.
- b. Either party may terminate this Agreement at any time after the Initial Term, for any reason or no reason, by providing not less than thirty (30) days prior written notice to the other party.
- c. Upon termination, all obligations of the parties shall cease, and Consultant shall provide or return to Client any and all client materials either provided by client, or created for client hereunder.

2. OBLIGATIONS OF THE PARTIES:

- a. Obligations of Consultant. Consultant shall perform the services described in the Statement of Work ("SOW") which is made a part of this Agreement (the "Services") in Addendum A:
  - i. Consultant shall at all times cooperate with Client, including but not limited to the timely provision to Client of all necessary information and reports as outlined in SOW.
  - ii. Contract for Services Only. This is a contract only for services to be performed by Consultant in a workmanlike manner according to industry standards. No guarantee is made of any placement, outcome or other result of any nature.
  - iii. Services Include: Public Relations and Social Media services, inclusive.
- b. Obligations of Client.
  - i. Client shall at all times cooperate with Consultant, including but not limited to the timely provision to Consultant of all information necessary for Consultant to perform Consultant's duties hereunder. Consultant is under no obligation to perform services for which Client has not provided such information.
  - ii. In consideration of the performance of the services described in subparagraph 2.a.ii., Client shall pay Consultant a net 30-day monthly fee for work as agreed upon in SOW with costs detailed in Addendum B (Budget).

Consultant \_\_\_\_\_

Page 1 of 21

Client \_\_\_\_\_

- iii. Consultant shall provide Client with monthly invoices, such invoices are a courtesy to Client and are not a condition precedent to Client's payment of the aforementioned fee.
- iv. In consideration of the performance of the Services, Client shall pay Consultant in the amount, and in the manner set forth in Addendum A. Consultant shall provide Client with monthly invoices on the First Day of each month or the first Monday, whichever comes first.
- v. Additional services beyond the Services shall be discussed and agreed in writing before the consultant begins billing for such work and thereafter be billed at the then current hourly rates or agreed fixed price, and will be memorialized in a separate or revised SOW.
- vi. Client shall pay Consultant for all necessary expenses incurred in performing the services detailed above, provided such expenses such as meals and incidentals have been pre-approved by Client. For expenses such as travel and lodging that Client has ability to obtain preferable rates, Consultant agrees to allow Client to arrange such expenses and pay providers directly. The Client's billing rate covers all general administrative expenses but does not include travel expenses. All consultant expensive must be approved with written verification from client.
- vii. Client shall bill all hard costs incurred back to the client with a twenty percent (20%) mark up for out of pocket expense management. Consultant shall not add a 20% mark up for services rendered.
- viii. If an invoice is not paid within thirty (30) days of receipt, a carrying charge of 1% per month, compounded monthly, shall be added to Client's outstanding balance.
- ix. In the event a monthly payment or invoice is not timely paid, Consultant may suspend all work on any or all projects until full payment is made. Client holds Consultant harmless from all liability that may arise as a result of suspension of work due to non-payment.
- x. Consultant and Client intend this Agreement to be a contract for services and each considers the products and results of the services to be rendered by Consultant hereunder (the "Materials") to be a work made for hire. Consultant acknowledges and agrees that the Materials (and all rights therein, including, without limitation, copyright and patent) belongs to and shall be the sole and exclusive property of Client.
- xi. If for any reason the Materials would not be considered a work made for hire under applicable law, Consultant does hereby sell, assign, and transfer to Client, its successors and assigns, the entire right, title and interest in and to the copyright and patent in the Materials and any registrations and applications relating thereto and any



renewals and extensions thereof, and in and to all Materials based upon, derived from, or incorporating the Materials, and in and to all income, royalties, damages, claims and payments now or hereafter due or payable with respect thereto, and in and to all causes of action, either in law or in equity for past, present, or future infringement based on the copyrights and patents, and in and to all rights corresponding to the foregoing throughout the world.

- xii. Consultant agrees to execute all papers and to perform such other proper acts as Client may deem necessary to secure for Client or its designee the rights herein assigned
- xiii. Consultant agrees not to publish or use or cause to be used in any way any Materials, recording or media done on behalf of Client without the prior written approval of an authorized representative of Client.
- xiv. Per Placer County agreement with Client the Consultant acknowledges and agrees to Addendum C.

### 3. INDEMNIFICATION

- a. Client shall defend, indemnify and hold Consultant harmless from and against any loss, damage, liability, claim, demand, action, cost and expense (including reasonable attorneys' fees and costs) (collectively "Loss") resulting from claims made against Consultant by any third party, which arise out of or in connection with (i) Client's breach of this Agreement; (ii) information or materials supplied to Consultant by Client; or (iii) any issue arising from Client's products or services.
- b. Consultant shall indemnify, defend and hold Client harmless for all Loss with respect to any third party claim or action against Client arising out of or in connection with (i) material prepared or provided by Consultant on Client's behalf to the extent it asserts a claim for infringement of trademark, copyright, piracy, or plagiarism; (ii) Consultant's failure to follow Client's express written instructions; or (iii) Consultant's breach of this Agreement.
- c. Upon the assertion of any claim or the commencement of any suit or proceeding against either party ("Indemnitee") that may give rise to liability of the other party ("Indemnitor") hereunder, the Indemnitee shall notify the Indemnitor of the existence of such claim and shall give the Indemnitor reasonable opportunity to defend and/or settle the claim at its own expense and with counsel of its own selection. The Indemnitee shall at all times have the right fully to participate in such defense at its own expense and shall not be obligated, against its consent, to participate in any settlement which it reasonably believes would have an adverse effect on its business. The Indemnitee shall make reasonably available to the Indemnitor all applicable books and records relating to the claim, and the

Indemnitee agrees reasonably cooperate with Indemnitor, at Indemnitor's sole cost and expense.

4. GENERAL PROVISIONS:

- a. Representations and Warranties. Each of the parties to this Agreement makes the following representations and warranties to the other party. The persons who have executed this Agreement have been authorized to do so by the party on whose behalf the party is signing. All documents to be delivered under this Agreement will be executed by an authorized person. Each party is under no disability to enter into this Agreement and to perform all covenants contained in this Agreement. None of the warranties, representations, or statements made by any party in this Agreement contains any untrue statements of material fact or omits a material fact necessary in order to make the statements not misleading.
- b. Binding Effect. Except as specifically provided otherwise by this Agreement, this Agreement is binding upon and shall inure to the benefit of each of the parties and their respective heirs, personal representatives, successors, including without limitation, any corporation, foundation, partnership, or individual(s) which may acquire all or substantially all of any party's assets or with or into which any party may be consolidated, merged or reorganized.
- c. Assignment. Neither party may assign or transfer any of its rights under this Agreement without the prior written consent of the other party. Any such attempted assignment or transfer is void; provided, however, that either party may assign or transfer this agreement to an entity acquiring all or substantially all of its assets or equity, or as part of any business combination.
- d. Waiver. Failure of either party at any time to require performance of any provision of this Agreement shall not limit that party's right to enforce the provision. Waiver of any breach of a provision shall not be a waiver of any succeeding breach of the provision or a waiver of the provision itself or of any other provision.
- e. Cumulative Remedies. All remedies, rights, undertakings, covenants, guarantees and agreements contained in this Agreement, or otherwise provided by law and not specifically waived herein, are cumulative and may be exercised singly or concurrently, and the exercise of anyone or more of them will not be a waiver of any other.
- f. Integration/Entire Agreement. This Agreement constitutes the entire integrated agreement among the parties hereto and supersedes and takes the place of any prior written or oral agreement(s) and all understanding(s), discussion(s) and negotiation(s), or instrument(s) purporting to be an agreement of the parties relating to the transactions contemplated herein.

- g. **Survival of Covenant.** Any and all covenants and agreements that this Agreement does not require to be fully performed prior to the date of Termination shall survive the date of Termination and shall be fully enforceable thereafter. Without limiting the foregoing, each party's indemnification obligations shall survive termination of this Agreement.
- h. **Amendment/Waiver.** The terms of this Agreement may not be modified, amended, waived, discharged, or terminated except by a written instrument signed by the party against whom enforcement of the modification, amendment, waiver, discharge, or termination is sought.
- i. **Invalidity of Provisions.** Nothing in this Agreement or the documents contemplated hereby, shall be construed to require the commission of any act contrary to any valid law, and wherever there may be any conflict between any provision of this Agreement, or any application thereof, and any material present or future statute, ordinance, regulation, or other rule of law contrary to which the parties have no legal right to agreement, the valid law shall prevail; but in such event any provision of this Agreement, or any application thereof, is so affected it shall be curtailed and limited only to the extent necessary to bring it within the requirements of such statute, ordinance, regulation or other rule of law, but in no event shall such illegality or invalidity affect any other part of this Agreement.
- j. **Third Party Rights.** This Agreement is solely for the benefit of the specifically undersigned parties. Nothing in this Agreement, express or implied, is intended to confer, nor confers, on any person, other than the parties to this Agreement, any right, remedy or benefit.
- k. **Construction.** The headings, captions and paragraph or section numbers at the beginning of each section and subsection are solely for the convenience of the parties and are not a part of and in no way define, limit or describe the scope or intent of this Agreement and shall not be used in construing this Agreement. All references to days shall be to calendar days, unless specifically provided otherwise. Whenever the context requires, the singular form shall include plural and vice-versa, and the neuter pronoun shall include the masculine and feminine, and vice versa. Unless otherwise indicated, all references to Sections are to the Sections of this Agreement.
- l. **No Party Deemed Drafter.** The parties hereto agree that all provisions of this Agreement have been negotiated and no party or agent thereof shall be deemed to be the drafter of this Agreement. In the event that this Agreement is ever construed in arbitration or in a court of law, such arbitration or court shall not construe this Agreement, or any provision, term or phrase herein, against any party or agent thereof as drafter.
- m. **Further Assurances.** Whenever requested to do so by the other party, each party guarantees, warrants and covenants to take whatever actions, in a timely fashion as such other party may reasonably request, including but not limited to executing, acknowledging, and delivering all further conveyances, assignments, confirmations, satisfactions, releases, powers of attorney, instruments of further assurance, approvals,



consents, and all further instruments and documents as may be necessary, expedient, or proper in order to complete all conveyances, transfers, sales and assignments under this Agreement, and to do all other acts and to execute, acknowledge, and deliver all documents as requested in order to carry out the intent and purpose of this Agreement, but in all such instances only if such document or action is reasonably necessary to carry out the terms of this Agreement.

- n. **Governing Law, Venue.** This Agreement, and each other document executed pursuant to this Agreement, is made and shall be interpreted under and governed by the laws of the State of Nevada, including without limitation, its procedural rules, applicable to agreements entered into and entirely performed within the State of Nevada, without reference to conflicts of law or the principles thereof. The parties agree that all actions and proceedings relating directly or indirectly hereto shall be litigated in the State of Nevada Federal Courts in Carson City and the parties each expressly consent to the jurisdiction of any such court and to the venue therein as well as to the convenience of the forum.
- o. **Legal Counsel.** In executing this Agreement, each of the undersigned parties warrants and represents that it has been fully advised and represented by legal counsel of its own selection, or has had ample opportunity to consult legal counsel and has voluntarily declined to do so; and is fully familiar with all of the circumstances surrounding the subject matter of this Agreement and with all of the terms of this Agreement, and in executing this Agreement, it does so relying wholly on its own judgment or the advice of counsel of its own independent selection, whether or not such counsel is a signatory below, or both, and that it has not been influenced in any manner whatsoever regarding the matters set forth in this Agreement, by any person, individual or entity, or any agent thereof.
- p. **Attorneys' Fees and Other Costs.** Each party hereto agrees that, in the event of any dispute or controversy between or among any party hereto arising out of or relating to this Agreement, or in the event a party defaults under this Agreement, then the prevailing party shall be entitled to recover all reasonable attorneys' fees and costs incurred by the prevailing party in connection with the enforcement of its rights hereunder, whether by legal action or proceeding or otherwise, and without regard to whether suit is instituted. Such attorneys' fees and costs shall not be limited to any court fee schedule, but shall rather be awarded on the basis of all fees and costs reasonably incurred in good faith.
- q. **COUNTERPARTS:** This Agreement may be executed in one or more counterparts, each of which for all purposes shall be deemed an original and all of which taken together shall constitute but one instrument.
- r. **NOTICES:** Except as specifically provided otherwise herein, any notice, document, payment, demand or communication required or permitted to be given by any provision

of this Agreement shall be deemed to have been delivered and given for all purposes on the earliest to occur of:

- i. the day delivered, if delivered personally to the party to whom the same is directed;
- ii. the date indicated upon the return receipt, or the date of refusal by the addressee to accept, if sent by United States registered or certified prepaid 'mail, return receipt requested;
- iii. the date received according to the tracking records of a nationally recognized overnight courier; or
- iv. the date shown on a transmission report generated by a facsimile machine reflecting the accurate transmission, if a copy of the notice is also sent by United States registered or certified prepaid mail, return receipt requested, addressed to the party to whom the same is directed at the respective address set forth below:

"Consultant"  
The Abbi Agency  
1385 Haskell Street  
Reno, Nevada 89509

"Client"  
North Lake Tahoe Marketing Cooperative  
Andy Chapman, President/CEO

These addresses and facsimile numbers may be changed by written notice to the other party, provided that no notice of a change of address shall be effective unless given according to the terms of this Section.

IN WITNESS WHEREOF, the parties agree to be bound by the terms and conditions of this Agreement as set forth herein:

"CONSULTANT"

"CLIENT"

The Abbi Agency  
1385 Haskell Street  
Reno, Nevada 89509

North Lake Tahoe Marketing Cooperative  
PO Box 5459  
Tahoe City, California 96145

By: \_\_\_\_\_

By: \_\_\_\_\_

Ty Whitaker, COO

Andy Chapman, President/CEO

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Consultant \_\_\_\_\_

Client \_\_\_\_\_

## **Addendum A – Scope of Work**

### **Local & Regional PR Strategy**

The Abbi Agency will write and distribute press releases to local and regional media (Truckee/Tahoe/Reno/Auburn) on an as-needed basis that is reflective of local initiatives, events, and board + grant calls to action. Additionally, the team will invite key journalist contacts to experience seasonal updates in North Lake Tahoe, staying constantly engaged with local audiences, as they are our strongest advocates. The local strategy is less about heads in beds and more about working with the community on unified destination messages, maintaining clear understanding of North Lake Tahoe distribution channels, and how to utilize assets + campaigns to their benefit.

### **National PR Strategy**

The Abbi Agency seeks to establish North Lake Tahoe as a year-round destination with multiple ways to experience the Sierra Nevada landscape in an emotive way. The strategy targets four main audience personas: Workaholics (inclusive of Millennials), Experiential Families, Outdoor Enthusiasts (inclusive of Millennials) and Wellness Seekers. While the overarching goal is heads in beds and longer stays, The Abbi Agency will finely tune each pitch and press release to spark interest with each of these key audiences. The agency will work closely with Augustine to incorporate Human Nature campaign elements, which also evoke emotion, so creative campaigns and pitches work together.

### **Local, Regional & National PR Tactics and Deliverables**

- Up to 2 press releases monthly
- Intercepting and responding to all media opportunities sent to North Lake Tahoe.
- Consistent outreach to target media lists.
- Messaging guidance and development for crisis communication up to 4 times annually.
- Pursuit of destination placement through long lead pitching
- Gathering and maintaining media assets via drop box for North Lake Tahoe.
- Ongoing partner meetings for seasonal updates.
- Up to 3 local specific press releases per fiscal year.

### **National / Regional / Local PR Budget:**

Monthly Retainer for Public Relations Management, Strategy & Implementation, as outlined above: \$5,000

**Total Fiscal Year Budget: \$60,000**

### **International Public Relations Strategy, Implementation & Management**

The Abbi Agency will have a dedicated manager to oversee the strategy, implementation and management of International Public Relations from start to finish. Having worked with international media and agencies very closely, The Abbi Agency team understands time



constraints, varying personalities and key messages for international audiences. Thorough follow-through will be conducted when press materials are sent so journalists and agencies have a clear picture of North Lake Tahoe's geographic location, travel access to the region, and seasonal call-to-actions. Assets will be shared in a timely manner, reflective of brand pillars and target personas. Phone and email correspondence will take place regularly so the destination remains top of mind in international markets (UK, Australia); the agency will also conduct quarterly on-boarding calls to discuss key market messages for each season.

**International PR Tactics and Deliverables**

- Provide international agencies and partners with up to 3 pitch angles per month to be discussed in depth on quarterly calls.
- Plan and execute media interviews up to 3 times a month.
- Provide newsletter content to Visit California once a month.
- Edit advertorials once per quarter or 4 times annually.

**International PR Budget:**

Monthly Retainer for International Public Relations Management, Strategy & Implementation, as outlined above: \$1,500

**Total Fiscal Year Budget: \$18,000**

**Desksides**

When journalists can't experience North Lake Tahoe first hand, it becomes the agency's responsibility to portray the destination as if they were here. Rather than leaving behind press kits that get tossed into drawers, we show photos and maps, share data through bullet points, and make information easily digestible through story angles. The Abbi Agency team has developed a strong rapport with journalists, who turn to us repeatedly as a destination resource. They trust our recommendations and ideas because local knowledge runs deep.

Deskside markets are prioritized by Regional Air Service Corporation (RASC) efforts to promote flight access to North Lake Tahoe, non-stop and inaugural being a key differentiator. Drive markets (Sacramento; Bay Area) also remain essential because these audiences claim Lake Tahoe as their backyard so it's important to regularly engage with new information and trip-planning content.

The Abbi Agency team also considers when and where partners are conducting desksides so destination efforts complement their own. For example, Austin and Chicago are not cities many partners visit, yet they are audiences we find value in talking to about North Lake Tahoe. Southern California and New York City also remain top priorities due to their proximity (SoCal) and media headquarters (NYC). The Abbi Agency recommends conducting media desksides in timeframes that are best suited to result in spring and fall placements as well as story angles.

**Deskside Tactics & Deliverables**

- 2 markets to be determined with client through strategic planning

- Media list development and outreach
- Meeting coordination
- Preparing relevant press material prior to journalist meetings
- 1 team member to be in market for 2 full days conducting press meetings
- All hard costs will be billed with detailed receipts specifying “Who, What, Where, Why & When” at a maximum of \$2,300.
- Follow up outreach to be conducted upon return from market. i.e. providing press releases, photos, gathering requested information from partners as needed, arranging additional interview and partner introductions.

**Deskside Budget:**

On average, it costs The Abbi Agency up to \$5,300 for one person to conduct a deskside visit in one market. Hard costs are billed at a maximum of \$2,300 per trip; agency time is a flat fee of \$3,000 (this includes time to conduct outreach for meetings, travel to and from and time in each market).

**Frequency**

The Abbi Agency recommends visiting two destinations per Fiscal Year. Markets include: One Fly Market and One Drive Market, specific destinations to be determined during client strategy meeting.

**Total Fiscal Budget: \$10,600.00**

- Hard Costs: \$4,600 billed upon consumption
- Agency Management, Strategy & Implementation: \$6,000

**FAMs**

The Abbi Agency team excels at connectivity. Building itineraries that truly capture the essence of North Lake Tahoe requires piecing a puzzle together that is one part culture, one part adventure, one part scenic and one part local. Each itinerary offers opportunities to see the lake – both from above and on its waters – so journalists truly grasp its magic. Itineraries are packed with activities and dining recommendations, business descriptions and human-powered highlights.

An Abbi Agency team member will personally greet each journalist and translates key messages on behalf of the destination. This includes: advantages of mid-week stays and off-season travel, hashtags and social links to encourage digital sharing and storytelling, and a thorough itinerary review to answer any questions and offer additional information

By creating an itinerary that showcases a complex range of physical, emotional, and aesthetic characteristics – from historic architecture, to seasonal attractions and, even more importantly, the people who give our destination its local character and flavor, journalists gain an entirely new perspective of North Lake Tahoe. Through these itineraries and stories, target audiences

(Workaholics, Experiential Families, Adventure and Wellness Seekers) will be inspired to add North Lake Tahoe to their vacation shortlist.

The Abbi Agency filters through hundreds of journalist requests and inquiries, and the team has established a vetting process to identify the best media candidates to explore and highlight North Lake Tahoe. For those who don't qualify for a hosted visit, the team still provides itinerary recommendations, press materials and assists with securing media rates. The same care and follow up is extended to ensure every touch point of their experience is positive.

**FAM Tactics & Deliverables**

- 8 Domestic Individual FAMs will be hosted, including partner assisted FAMs.
- Strategic outreach to media to determine best publication/journalist fit.
- Itinerary coordination; including booking travel, accommodations, meals and planning activities/meetings.
- 1 team member will attend 1 activities/meal with journalist at the beginning of their trip and will attend an additional activity/meal as needed per itinerary or journalist request. If additional staff support is needed due to journalist quantity or activity TAA will reach out to NLT for inhouse representation.
- Follow up with journalists after the FAM is complete to ensure placement and additional placement opportunism.

**International FAM Tactics & Deliverables**

- 4 individual FAMS will be hosted with media from our target international markets emphasizing the Spring and Fall seasons.
- Strategic outreach to media and partner agencies to determine best publication/journalist fit.
- Itinerary coordination; including all travel arrangements such as airfare and rental car, accommodations, 3 meals a day as required, activities and partner meetings/interviews.
- TAA will assist in managing journalist during trip, including consistent phone communication.
- 1 team member will attend 1 activity/meal with journalist at the beginning of their trip and will attend an additional activity/meal as needed per itinerary or journalist request. If additional staff support is needed due to journalist quantity or activity TAA will reach out to NLT for inhouse representation.
- Follow up with journalist or partner agency after the FAM is complete to ensure placement and additional placement opportunism.

**Budget:**

**Domestic FAM Budget:**

The Abbi Agency rate to plan one itinerary for one journalist is \$3,500. This fee includes agency time plus hard costs. Hard costs are billed at a maximum of \$1,500 per trip; agency time is a flat fee of \$2,000 to coordinate activities, meals, lodging and journalist correspondence.



**Total Domestic FAM Budget:** \$28,000 : All FAM costs will be billed the month following FAM conclusion.

Hard Costs: \$12,000 billed upon consumption

- Agency Management, Strategy & Implementation: \$16,000

**International FAM Budget:**

The Abbi Agency rate to plan and coordinate one itinerary for one journalist is \$5,000. This fee includes agency time plus hard costs. Hard costs are billed at a maximum of \$2,000 per trip; agency time is a flat fee of \$3,000 to coordinate activities, meals, lodging and journalist correspondence.

**Frequency**

The Abbi Agency will work with international agencies to identify four journalists per fiscal year to visit North Lake Tahoe. Timeframe will be seasonal: winter, spring, summer and fall to ensure international audiences have a well-rounded view of North Lake Tahoe's seasonal amenities.

**Total International FAM Budget:** \$20,000 : All FAM costs will be billed the month following FAM conclusion.

- Hard Costs: \$6,000 billed upon consumption
- Agency Management, Strategy & Implementation: \$12,000

**Public Relations + Content + Social Media Strategy for Meetings, Conventions & Conference Sales**

The Abbi Agency will oversee strategy, management and implementation of social media and public relations strategies for meetings, conventions and conference sales. The team will develop content to highlight the unique offerings of North Lake Tahoe and showcase venues and team building ideas that differentiate North Tahoe from other destinations.

**Meetings & Conventions Tactics & Deliverables**

- Content and strategic guidance for 1 landing page will be established for GoTahoeNorth.com to highlight meeting offerings in NLT. This will be done in conjunction with the NLTRA meetings and Conference sales team.
- 1 FAM will be hosted to highlight destination offerings in the meetings and conventions realm.
- Ongoing communication with meetings journalists/publications.

**Budget:**

**Monthly Retainer:** \$1,000

**Total Fiscal Year Budget:** \$12,000

**Content Creation**

**Blog**

The North Lake Tahoe blog is an owned content source for trip planning that highlights seasonal activities, events to attend, and key proponents of the destination. Incorporating a human element and a glimpse at local life has proven to be extremely successful and gives readers behind-the-scenes insight into North Lake Tahoe.

**Strategy:**

The Abbi Agency recommends a data-driven organic and paid SEO content strategy to build a strong online reputation for the North Lake Tahoe brand. The purpose of the blog is twofold:

1. **Build A Dynamic Online Presence:** the blog will act as a vehicle to build relationships with potential visitors, create a desire to visit through inspirational storytelling, encourage engagement through social sharing, and to act as a platform that highlights the incredibly unique offerings of the destination.
2. **Encourage More Visitation to GoTahoeNorth.com:** a blog is the foundational tactic for a strong SEO strategy as both search engines and people are looking for relevant, inspiring and popular (authoritative) content. The blog will target specific and relevant search terms, which will result in higher rankings and an increase in visitation to GoTahoeNorth.com by qualified visitors. Maintaining consistency with established keywords (as defined by Augustine and The Abbi Agency) will strengthen SEO.

**Blog Tactics & Deliverables**

Create 2-3 evergreen blog posts per month. Blog content will be aligned to season, campaigns and events. Blogs are shared as a key feature in each newsletter and distributed with a website click-through call to action on all social channels. Post copy is platform-specific so sharing is intentional and maximized:

The Abbi Agency team will ensure that each post utilizes appropriate keywords and tags, while amplifying content reach by encouraging partners to share on their social and e-marketing channels. The team will optimize each post for SEO using Yoast plugin, and perform routine blog maintenance to check for broken links, broken images, and regularly update content.

**Budget:**

The Abbi Agency team is responsible for written content and posting to the website. Agency recommendation is to write and post 2-3 blogs per month and conduct regular blog maintenance checks.

**Monthly Budget:** \$1,800

**Total Fiscal Year Budget:** \$21,600

**Newsletter**

The North Lake Tahoe consumer database encompasses 32,555 subscribers with close to 55% viewing on a mobile platform. Leading subject lines include weather resources, flash deals and itinerary ideas. Content of the newsletter is highly visual, drives web traffic, includes calls-to-action, and targets an audience who has already shown interest in the destination. Our job is to

continually educate subscribers with trip planning content so North Lake Tahoe comes to life in their email inbox and they are inspired to book a trip.

**Strategy:**

List segmentation by geographic area because location greatly influences travel decisions. A segmented distribution list based on zip code will allow North Lake Tahoe to target regional drive, regional fly, and national consumers with more intentional content, offers, and calls-to-action. Examples include:

- Last-minute flight deals from Southern California
- Long lead planning tips for East Coast travelers
- Free weekly music series and festival descriptions for regional drive markets

Newsletter Design needs to be better optimized for mobile since such a high percentage rate of readers view the newsletter from their mobile device. The agency also recommends including additional sections to further highlight the North Lake Tahoe event calendar, lodging and airfare deals, user-generated content, and links to social channels. New subscribers will receive a welcome email that features a “best of” edition, link to the official visitors guide, and a personalized message.

**Newsletter Tactics & Deliverables**

- 1 – 2 newsletters will be created monthly and distributed through MyEmma to segmented lists based on geographic area.

**Monthly Budget:** \$2,000

**Total Fiscal Year Budget:** \$24,000

**MyEmma Monthly Cost:** \$311

**Total Fiscal Year Budget for MyEmma:** \$3,732

**Social Media Strategy**

Within the Social Media Scope of Work, monthly retainer costs will cover the following:

- Social Media Strategy - ongoing hands-on strategy, quarterly social media strategic plans

**Social Media Tactics & Deliverables**

Social Media Platform Management - Ongoing management of all North Lake Tahoe social assets, as follows:

- Facebook and Instagram:
  - 1-2 posts per day, following posting schedule
  - Ongoing management of interactions, messages, etc. to be responded to within 24 hours
  - Boosting budget management and execution
  - Engagement and management of User Generated Content (UGC) around #TahoeNorth



- Twitter:
  - 1-2 posts per day
  - Ongoing management of interactions, messages, etc. to be responded to within 24 hours
- Pinterest:
  - 1-2 posting sessions per week, each with 3-6 pins
  - Original pin graphics and posts each time new blog is published
  - Promoted pin management, as able within social media advertising budget
- Snapchat:
  - Quarterly management of lake community Snapchat filters
  - Original snap images uploaded during events, when team is in-person at lake
- YouTube:
  - Publishing of new video content
  - Video advertisement management, as able within social media advertising budget
- Photography - monthly photography around the lake to support social media efforts
- Project Management - general project management, including reporting and presentations.
- Social graphic development

**Monthly Retainer: \$4,000**  
**Total Fiscal Budget: \$48,000**

**Monthly Boosting and Advertising Budget: \$500**  
**Total Fiscal Budget: \$6,000**

**Social Giveaways & Contests**

On as needed basis, The Abbi Agency will manage and launch Social Media Giveaways and Contests. These will include event promotion campaigns, contests, giveaways, influencer efforts or Facebook Lives.

Each social media giveaway and contest will be scoped on a per-project basis to account for time spent on creative development, planning, management and execution. These campaigns, including cost estimates, will be built into quarterly plans for approval of approach and additional scope from the North Lake Tahoe Marketing Committee before any execution.

**Frequency**

The Abbi Agency recommends execution of **four** social media giveaways or contests per year, one executed per quarter. Two of the four will be smaller-scale contests, with a maximum budget of \$1,100 each, and the other two will be larger-scale contests, with a maximum budget of \$3,350 each.

*Note: This does not include hard costs for photography and videography within social media campaigns, as those production costs could exceed the \$3,350 for other campaign costs.*

**Total Fiscal Year Budget: \$8,900**

### **Facebook Live**

Facebook Live broadcast opportunities will be managed by The Abbi Agency on an ongoing basis. Facebook Live content is powerful, but should be used sparingly from a destination perspective. The Abbi Agency will plan to build it into monthly plans when it makes sense using quality tools to execute.

### **Facebook Live Tactics & Deliverables**

- 4 Facebook Live events will be hosted per fiscal year.
- Determine timeframe, talent & location
- Script out talking point for NLT representative and talent
- Pre-promotion through all social media channels
- Day of execution. i.e. travel, 1 team member on site filming

**Budget: \$1,620 per Facebook Live**

- Hard costs are billed at a maximum of \$120 per live event
- Agency time is a flat fee of \$1,500 to plan, conduct outreach and travel to / from.

**Total Fiscal Year Budget: \$6,480**

- **Hard Costs:** \$480 billed upon consumption
- **Agency Management, Strategy & Implementation:** \$6,000

### **Social Takeovers**

The Abbi Agency is acutely aware of the power of influencer marketing within social media strategies. We will work to execute three social media takeovers per fiscal year, including communication and management of influencers and promotion of social media takeover ahead of time.

### **Social Takeover Tactics & Deliverables**

- 3 Social takeovers per fiscal year will be conducted
- Talent and timeframe to be determined through strategic planning
- Onboarding/Implementation with talent to ensure brand consistency
- Pre-promotion through all social media channels

**Budget: \$1,100**

- Hard costs are billed at a maximum of \$50 per takeover\*
  - Note: Influencer's costs and rates are not included within hard cost estimates, hard costs are to cover meals or beverages.

- Agency time is a flat fee of \$1,050 to plan, conduct outreach and outline best practices for posting

**Total Fiscal Year Budget:** \$3,300

- **Hard Costs:** \$150 billed upon consumption
- **Agency Management, Strategy & Implementation:** \$3,150

### **Content Campaign : Local Luminaries**

**Campaign Objectives:** The Local Luminary campaign will drive awareness to the varied cultural offerings of North Lake Tahoe and increase storytelling tactics in support of tourism. The following brand principles will guide tactical execution:

1. Viewers watch and engage with videos because they like the story, the characters, and the payoff. In order to generate viewership, engagement, and inspiration, the destination takes a back seat to the story and becomes the set while the main characters bring the passion.
2. Authenticity is key. North Lake Tahoe will partner with locals and tell an unscripted story in a unique and engaging way. Their passion, experience, and ideas will be authentic. Each episode will explore the human connection to community and environment while also documenting beautiful and defining landscapes.
3. The key to engaging storytelling is going beyond broadcasting and informing. To make videos resonate, stories will activate emotions within the viewer by either teaching something new or engaging a sense of wonder.

**Channels and Execution:** a teaser and timed-release strategy will be implemented to build interest and anticipation among social fans as each episode is released. Before launching the campaign, each video will be promoted with Instagram and Facebook teasers. The content marketing campaign will include:

- Six videos between 4-6 minutes in length that will highlight a North Lake Tahoe "Luminary." These will be housed on the Go Tahoe North website.
- Six teaser videos (:60 in length) will be shared across social media channels. These will include text captions for viewers watching without sound.
- Three corresponding blog posts (per video) that take various aspects of each local story a bit deeper.
- One corresponding newsletter (per video) distributed to a consumer database of 37,000 that highlights each individual and their tips to enjoy the local Tahoe lifestyle.
- One press release to launch the campaign – explaining what it is, where to find content, and a brief description of each Luminary.
- SEO/Digital Advertising budget to ensure content is seen through applicable search terms and social channels.

**Local Luminaries Campaign Goal:** For an awareness campaign, the goal of this project is to generate as many video views as possible. Length of view as well as positive sentiment towards the category message will also be measured.



**Connectivity:** Videos, written content, drone footage and still images will compliment overarching branding from North Lake Tahoe’s *Human Nature* advertising campaign, create dialogue with new audiences and provide specific angles and experts for media to write about.

**Results:** Videos and images inspire, motivate and connect travelers to the destination. Stories, not marketing messages, gain widespread attention online, inspire action and instill loyalty. People connect with stories and they especially connect with character-driven stories that profile other people, rather than products. By leveraging stories of the unique individuals that embody the Tahoe lifestyle, The Abbi Agency will create compelling, character-driven content that is widely appealing to North Tahoe’s target audiences. Accessibility to the Tahoe lifestyle will be authentic and evoke emotion, rather than coming across as marketing.

The visual and emotional nature of campaign elements are easily shareable, resulting in wide reach and powerful engagement. Owning North Tahoe’s stories, rather than relying on paid search, billboards and banner ads, creates long-term value in web traffic, SEO and social media exposure. Authentic storytelling connects with a traveler that is not easily swayed by marketing messages, but pays attention to well-told stories.

*Note: The Abbi Agency submitted a grant fund request on behalf of North Lake Tahoe for TravelNevada to cover fees for two of the six videos. North Lake Tahoe has already committed to the production of four videos but to ensure a more robust series, six videos is ideal. In the event those grant funds are not awarded, The Abbi Agency would like to request \$15,000 for the production and promotion of two additional episodes.*

**Local Luminaries Budget Breakdown:** \$8,700 per video

- \$3,600 per video for production
- \$1,800 per video for written content -- blogs (3 per), video description, newsletter (1per)
- \$1,800 per video for Abbi Agency time
- \$1,000 per video for social boosting on Facebook, Instagram & YouTube
- \$500 per video for drone footage

**Frequency:** The Abbi Agency would recommend production of 2 videos to complete the Local Luminaries campaign.

**Total Campaign Budget:** \$17,400.00

**Strategy, Meetings, Presentations, Reporting & Project Management**

- 4 meetings per fiscal year with 4 additional “floating” meetings to attend upon request in North Lake Tahoe. i.e. coop meetings, strategy meetings, presentations as needed. Any meetings in Reno are not deducted from this allotment.
- 2 one hour status calls monthly with 1 team member in attendance.
- Metrics provided monthly in Drive Document for NLT to create necessary reports for Placer County.

- Cohesive fiscal year strategy planning across all TAA departments (social, pr, content, campaigns).
- 1 monthly recap provided to NLT detailing content, social, PR and campaign efforts in PowerPoint format.
- Ongoing client and internal communication and strategy planning.

**Strategy & Project Management Monthly Budget: \$2,000**

**Total Fiscal Budget: \$24,000**

**Payment Schedule**

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

**Potential Additional Costs**

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

**Addendum B – Budget**

**Monthly Retainer Items**

- National Regional & Local PR: \$60,000; billed monthly \$5,000
- International PR: \$18,000; billed monthly \$1,500
- Conference Outreach: \$12,000; billed monthly \$1,000
- Strategy and Project Management: \$24,000; billed monthly \$2,000
- Content Development: Blogs: \$21,600; billed monthly \$1,800
- Content Development: Newsletters: \$24,000; billed monthly \$2,000
- Tools: MyEmma: \$3,732; billed monthly \$311
- Social Media Management: \$48,000; billed monthly \$4,000
- Social Media Boosting: \$6,000; billed monthly \$500

**Billed Upon Consumption Items**

- Desk Sides: \$10,600
- Domestic FAM: \$28,000
- International FAM: \$20,000
- Social Giveaway and Contest: \$8,900
- Facebook Live: \$6,480
- Social Takeover: \$3,300



### **Addendum C – Placer County Funding Agreement**

Between North Lake Tahoe Marketing Cooperative (NLTMC) and The Abbi Agency.

“In participating in this Funding Agreement, we would like to clarify that to the extent Placer County TOT funding is expended by the NLTMC or by a third party under contract/grant from the NLTMC to provide project, program, service and/or support in any amount greater than \$25,000, the NLTMC shall utilize and require any third party to utilize a competitive bidding process or procurement process. Documentation of each required process will be submitted and include method of award determination.

The process is intended to ensure that work is awarded in an impartial manner to the most responsive and best qualified contractor, making certain that the project or program is accomplished in the most cost-effective manner. The applicability of this process includes consecutive or phased projects and programs where services are provided by a single entity that, when totaled, exceed the \$25,000 threshold.

The NLTMC competitive bidding process requires a minimum of two quotes or bids in writing for a project, program, similar product, and/or service. On expenditures over \$100,000, a minimum of three qualified bids should be sought if possible. In the case of third party bid process, the process must be thoroughly defined if criteria being used are different than that used by the NLTMC. All service and support in an amount greater than \$25,000 shall be accompanied by a scope of work, including milestones for completion, and inserted in all contracts prepared by NLTMC and/or contractor/vendor acting as a third party contractor. This provision is applicable to a government entity/non-profit benefit corporation, under contract with NLTMC to provide a project, program, service, and/or support, that sub-contracts any portion of the contract to a third party entity. For additional information, please refer to the NLTRA *Supplemental Operating Procedures and Policies*.”

#### Local Vendor Opportunity

The North Lake Tahoe Marketing Cooperative shall procure goods and services in a manner that ensures the best value for the organization, considering cost and quality (or expertise in the case of professional services), giving opportunities whenever possible to vendors and businesses that are based within the local geographic region.

Contract of UK/Ireland Travel Trade Representation for:

## NORTH LAKE TAHOE RESORT ASSOCIATION

(Hereinafter referred to as North Lake Tahoe)

The cost of representation will be USD\$30,000 payable in quarterly instalments of USD\$7,500.  
Effective as of 1 July 2017.

Scope of work/deliverables:

### Account Management

Black Diamond to:

- Provide North Lake Tahoe information on hotels, itineraries, local attractions and planning assistance to travel trade and consumers in response to any enquires made
- Facilitate all travel trade requests for digital assets and collateral
- Provide consumer brochure fulfilment of North Lake Tahoe visitor's guides and vacation planners
- Supply market intelligence including a weekly trade news update newsletter consisting of top trade stories and profile information on key tour operators and travel trade media
- Schedule the BD Travel Trade Account Manager to be in market every 15 months. North Lake Tahoe will plan the full itinerary and will cover the costs of accommodation/resort transportation/meals/activities. If, however, due to circumstances outside the control of Black Diamond the BD Travel Trade Account Manager is unable to travel to California on other business or is unable to extend another scheduled trip, Black Diamond will offer North Lake Tahoe the option to cover the costs of air transportation for said BD Travel Trade Account Manager.

Black Diamond to deliver a Quarterly report to include:

- Outbound travel market review, economic overview and summary of key media trends and activity
- Trade enquiries
- Notes from meetings with trade and brand partnership contacts as well as contact information
- Overview of co-op opportunities presented and campaign overview (where executed)
- Details of agent trainings – number of agents trained and agent feedback
- Industry personnel changes
- Quarterly reports to be delivered by the following dates: 10th October, 10th January, 10th April, 10th July through the 2017/2018 calendar year.

#### Travel Trade

#### Sales Calls and Training

- Target both tour operators who feature the destination and those who do not through a regular schedule of sales calls to key UK Product and Sales Managers. Schedule sales calls with Irish Product and Sales Managers every 12 months.
- Develop a training programme to target all tour operators who feature North Lake Tahoe in the UK/Ireland with new destination presentations to be reviewed each quarter.
- Generate a minimum of three leads per quarter for North Lake Tahoe to action

#### Trade & Consumer Shows

- Identify a mutual target meeting list and assist with buyer outreach for IPW
- Present North Lake Tahoe with relevant trade and consumer show opportunities in the UK and Ireland. A booth presence at any show requires additional budget and resource
- Represent North Lake Tahoe at tour operator sponsored trade and consumer shows

#### Co-op marketing and Integrated Promotions

- Present North Lake Tahoe with travel trade and consumer marketing co-op opportunities to assist with (2) marketing co-ops per year.

#### Brochure Analysis

- Black Diamond will conduct an annual online inventory report for NLTMC that will take an in-depth view of all hotels, attractions and tours being included within UK & Irish tour operator websites.
- The analysis is to cover tour operator profiles, NLTMC area hotel listing and count, itineraries, escorted tours, year on year comparison, overview of UK trade landscape changes year on year.
- Black Diamond would deliver this report ahead of IPW each year.

#### In market trade educationals

- Encourage visitation of North Lake Tahoe by all areas of the trade: decision makers and owners of travel companies, product managers and selling staff
- Organise and escort specific familiarization tours to North Lake Tahoe (in combination with other relevant destinations). Each opportunity will be evaluated on a case-by-case basis and will not infringe on any state wide Visit California fam tours
- Any expenses or costs, including airfare for UK host if necessary, incurred as a result of organising and facilitating these trips will be billed to North Lake Tahoe

#### Trade Communication

- Give North Lake Tahoe the opportunity to provide news stories for Black Diamond's monthly themed trade newsletter (sent to approximately 3,500 trade professionals). Story must be

relevant to respective theme (i.e. family, luxury, food and wine, etc.)

- Immediate communication to trade of key news items from North Lake Tahoe

**Travel Trade Press**

- Meet regularly with travel trade publications to update them on North Lake Tahoe news and UK-specific initiatives
- Distribute imagery and information about travel trade activities undertaken on behalf of North Lake Tahoe (training / events)

**Crisis Management**

- Provide small scale crisis management where required
- Should a crisis elevate to necessitate 24/7 crisis support an additional fee will be charged, subject to agreement with North Lake Tahoe

**Sales Missions and in-market events**

- Sales Mission in the UK (once a year): identify product prospects, organise schedule of meetings, reconfirm and re-book where necessary, plan bespoke meeting agenda, attendance of sales calls, meeting follow up
- Organise one trade event to target decision makers/VIP agents during this visit. Timing and budget to be agreed, avoiding WTM, Visit California sales missions and other major trade events
- Any expenses or costs incurred by Black Diamond as a result of organising or facilitating these events and meetings will be billed to North Lake Tahoe

**Implement maintain and develop an editorial calendar**

	Q1 July - September	Q2 - October - December	Q3 - January - March	Q4 - April - June
Primary Message	Family - why North Lake Tahoe is the ideal family holiday destination - for families of all ages.	Ski - Focus on Winter news, activities and skiing in North Lake Tahoe	Luxury - High end accommodation & experiences.	Adventure/Active - Focus on Summer and getting fit and outside in North Lake Tahoe
Secondary message	News, Events, Anniversaries, Openings, Offers + Beautiful Imagery & Content			



Implement annual travel trade plan

		2017-18 Key Priorities					
		Travel Trade					
		Training	Trade Co-ops & Promotions	Destination FAMS	Reporting	Trade Shows and Events	Sales Missions
To generate increased tourist visitation to North Lake Tahoe and to provide a return on the investment by inspiring leisure travellers/ consumers to consider a North Lake Tahoe vacation.	July	Training/ Sales Calls			Report	Visit USA Ball	Visit California UK and Ireland Sales Mission
	August	Training/ Sales Calls					
	Sept	Training/ Sales Calls	Ski Co-op			Ski show	
	October	Training/ Sales Calls	Ski Co-op		Report		
	Nov	Training/ Sales Calls				World Travel Market	
	December	Training/ Sales Calls					
	January	Training/Sales Calls black out period due to high selling				Report	Holiday World Show Dublin
	February	Training/Sales Calls black out period due to high selling	Summer Co-Op				
	March	Training/ Sales Calls	Summer Co-op				
	April	Training/ Sales Calls		Ski FAM - MTS	Report		
	May	Training/ Sales Calls					
	June	Training/ Sales Calls					IPW 2016

Contract terms

- North Lake Tahoe agrees to pay Black Diamond USD\$30,000, payable in four quarterly payments of \$7,500
- If any amount due is not paid within sixty days of the invoice date, interest will be added
- Interest will be added at the rate of 3% to the balance due. This fee will be automatically added to the following invoice
- If at any time North Lake Tahoe is sixty days arrears on any balance due to the companies, the companies shall be permitted to stop work on 48 hours advance notice
- This agreement is effective as of 1<sup>st</sup> July 2016 through 30<sup>th</sup> June 2017 unless cancelled by either party on 60 days written notice. If North Lake Tahoe cancels this agreement maximum liability will not exceed 60 days of fees and previously approved expenses

Signatures

For and on behalf of Black Diamond:

---

Guy Chambers, Managing Director

Date

For and on behalf of North Lake Tahoe:

---

Signature

Date

---

Print name



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## **2017-2018**

# **CONTRACT FOR SERVICES**

This is an agreement between Gate 7 Pty Ltd and

North Lake Tahoe Marketing Cooperative – 50%  
and

Mammoth Mountain/Mammoth Lakes Tourism – 50% combined (25% each)

To be known as North Lake Tahoe and Mammoth Mountain/Mammoth Lakes within this agreement

Australian and New Zealand markets including

Travel Trade

### **Service level**

Standard Plus (Travel Trade) Australia and New Zealand



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## REPRESENTATION & MANAGEMENT SERVICES

### **TERRITORY**

Gate 7 Pty Ltd will be responsible for providing the agreed activities and services for North Lake Tahoe and Mammoth Mountain/Mammoth Lakes within the territory of Australia and New Zealand for Travel Trade services.

The agreed breakdown is as follows

North Lake Tahoe – 50%  
Mammoth Mountain/Mammoth Lakes – 50% (25% each)

### **ADDRESS & MAIL**

- A. Gate 7 will provide the following address and office as the business address for North Lake Tahoe and Mammoth Mountain/Mammoth Lakes in Australia:

c/o Gate 7 Pty Ltd  
Level 1, 97 Rose Street  
Chippendale NSW 2008  
Australia

Ph: +61 2 9356 2945  
Fax: +61 2 9356 2001

- B. Gate 7 will receive and issue mail on behalf of North Lake Tahoe and Mammoth Mountain/Mammoth Lakes at the designated address.
- C. Gate 7 will allow the use of the address for marketing and promotional material to be printed and distributed as instructed by of North Lake Tahoe and Mammoth Mountain/Mammoth Lakes.
- D. Gate 7 will include the North Lake Tahoe and Mammoth Mountain/Mammoth Lakes logos on the office signage at the designated address.



## TRAVEL TRADE SERVICES

### *ACCOUNT MANAGEMENT*

- A. Gate 7 will provide a dedicated travel trade account manager to of North Lake Tahoe and Mammoth Mountain/Mammoth Lakes. The account manager will receive the strategic guidance and management from the Gate 7 Director of Travel Trade.
- B. Gate 7 will provide reasonable storage space for collateral material supplied by North Lake Tahoe and Mammoth Mountain/Mammoth Lakes for the activities outlined in this agreement. Gate 7 will issue this collateral material in the best interest of North Lake Tahoe and Mammoth Mountain/Mammoth Lakes or as instructed.
- C. Gate 7 will provide collateral fulfilment to ad hoc consumer requests.
- D. Gate 7 will provide destination information and planning assistance to the travel trade in response to face to face, telephone, fax, email or written enquiries from the travel trade.
- E. Gate 7 will provide brochure fulfilment to the travel trade.
- F. Gate 7 will provide travel counselling to trade and consumer enquiries
- G. Gate 7 will generate and forward leads from the travel trade where relevant.

### *PLANNING*

- A. Gate 7 will develop an annual market strategy and overriding philosophies to guide activity for approval by of North Lake Tahoe and Mammoth Mountain/Mammoth Lakes.
- B. Gate 7 shall develop an annual topline plan for travel trade activity for approval by North Lake Tahoe and Mammoth Mountain/Mammoth Lakes.
- C. Gate 7 shall attend a quarterly planning conference call with North Lake Tahoe and Mammoth Mountain/Mammoth Lakes.
- D. Gate 7 shall develop a detailed quarterly plan of activity.

### *SALES CALLS AND TRAVEL TRADE OUTREACH*

- A. Gate 7 will maintain a regular schedule of sales calls to wholesale product managers, airline contacts and decision makers within the travel trade.
- B. Gate 7 will maintain a regular schedule of training appointments with reservation and wholesale sales staff.
- C. Gate 7 will maintain a regular schedule of retail travel agency sales calls to frontline selling travel agents.
- D. Gate 7 will provide interactive and engaging training at travel trade educational seminars, workshops and webinars.
- E. Gate 7 will represent North Lake Tahoe and Mammoth Mountain/Mammoth Lakes at industry events and networking functions. Eg Visit USA networking functions
- F. Quarterly stand-alone e-blast destination update to database of agents we have collated through destination specific trainings, familiarizations etc.

## TRAVEL TRADE SERVICES

### TRADE FAMILIARISATIONS

- A. Gate 7 will provide North Lake Tahoe and Mammoth Mountain/Mammoth Lakes with one fully coordinated and escorted trade familiarization opportunity for up to 10 qualified travel agent participants, including flights to the USA.

### CLIENT IN MARKET VISITS

- A. Gate 7 will provide assistance in the preparation of client itinerary and meetings for one in market visit. (Event management is not covered by this scope of work and must be quoted up separately. Gate 7 will accompany client to in-market meetings upon request, where possible.

### TRADE & CONSUMER SHOWS

- A. Gate 7 will identify a mutual target meeting list and assist with buyer outreach for IPW (or an alternative travel trade show as requested).
- B. IPW appointment facilitation by Gate 7's Director of Travel Trade, where relevant.
- C. Gate 7 will present North Lake Tahoe and Mammoth Mountain/Mammoth Lakes with additional relevant trade and consumer show opportunities in market.
- D. Gate 7 will provide booth presence at trade or consumer shows, if required.

### SPECIAL PROJECTS

- A. Gate 7 will present travel trade and marketing co-op opportunities within agreed activity budget parameters.
- B. Gate 7 will provide assistance in ascertaining value and strategy of additional marketing opportunities.
- C. Gate 7 will provide end to end management of up to two approved trade co-operative marketing campaigns with a collective maximum value of USD\$20k (Management and implementation of these activities is included in the retainer). Management of activities on a larger scale will be quoted separately.
- D. Larger scale or consumer facing promotional activity is not covered within this scope of work and must be quoted up separately.

### REPORTING

- A. Gate 7 will prepare a monthly email with an activity report
- B. Gate 7 will prepare a quarterly report for to include local market intelligence, aviation news and an activity report. The quarterly reports are due on the 10th of each of the following months: October, January, April & July.
- C. All market intelligence is provided on a confidential basis and North Lake Tahoe and Mammoth Mountain/Mammoth Lakes may not share this information further with third parties other than suppliers within the destination.
- D. Gate 7 will include reports on marketing activity at conclusion of program.
- E. Gate 7 to provide an annual market overview including travel trade landscape, distribution analysis and results. The distribution analysis is due June 15, 2018 for year round (dependent on brochure release date). The analysis will be expanded to include all contracted product also known as product tracking.



## TERMS, FEES AND EXPENSES

### *TERM*

- A. This contract is valid for the period 1 July 2017-30 June 2018
- B. This contract may be terminated at any time without prejudice with 90 days notice by either Gate 7 Pty Ltd or North Lake Tahoe and Mammoth Mountain/Mammoth Lakes and fees will be charged on a pro-rate basis.

### *FEES*

- A. North Lake Tahoe and Mammoth Mountain/Mammoth Lakes will pay Gate 7 Pty Ltd a total combined annual fee of USD\$40,000 for the services outlined in this agreement. The breakdown for the agreed split is as follows:

North Lake Tahoe USD\$20,000 (\$5k per quarter)

Mammoth Lakes USD\$10,000 (\$2.5k per quarter) / Mammoth Mountain USD\$10,000 (\$2.5k per quarter)

- B. The fees will cover all staffing costs for services outlined in this agreement and basic office costs including wages, superannuation, payroll tax, office space, equipment, postage, couriers and insurances.
- C. For Travel Trade - the fees include a discretionary USD\$5k to cover expenses including local travel and entertainment costs, phone, participation in events, general expenses, small investment co-operative and training opportunities.
- D. Any requested services which are outside this scope of work can be contracted on an ad hoc basis and will attract additional project fees. This additional work will not commence prior to written approval from North Lake Tahoe and Mammoth Mountain/Mammoth Lakes.
- E. Fees will be billed quarterly in advance with 30 day terms. They will be billed in US dollars.

### *FEES DO NOT INCLUDE*

- A. Costs over and above the combined USD\$5k discretionary budget. Express permission will be sought for any additional costs to be incurred on behalf of North Lake Tahoe and Mammoth Mountain/Mammoth Lakes for marketing activities or anything else. These will be billed back to North Lake Tahoe and Mammoth Mountain/Mammoth Lakes at cost.

### *EXPENSES*

- A. Any additional expenses to be billed will require express written approval from North Lake Tahoe and Mammoth Mountain/Mammoth Lakes in advance to incurring the cost.
- B. These additional, approved expenses will be billed quarterly, in arrears with 30 day terms. Expense confirmation, back up and an explanation will be provided with the invoice.
- C. Expenses will be billed in US dollars with a 5% spot rate applied to cover exchange rate loss.



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Media Strategy ♦ Media Planning and Buying

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## THE SIGNATURES

We agree to abide by the arrangements outlined in this document

**Name** \_\_\_\_\_  
**Organisation** North Lake Tahoe  
Marketing Cooperative \_\_\_\_\_  
**Position/Title** \_\_\_\_\_  
**Signature** \_\_\_\_\_  
**Date** \_\_\_\_\_

**Name** Jo-Anna Palmer \_\_\_\_\_  
**Organisation** Gate 7 Pty Ltd \_\_\_\_\_  
**Position/Title** Managing Director \_\_\_\_\_  
**Signature** \_\_\_\_\_  
**Date** \_\_\_\_\_





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Media Strategy ♦ Media Planning and Buying

## THE SIGNATURES

We agree to abide by the arrangements outlined in this document

*Name* \_\_\_\_\_

*Organisation* Mammoth Mountain

*Position/Title* \_\_\_\_\_

*Signature* \_\_\_\_\_

*Date* \_\_\_\_\_

*Name* Jo-Anna Palmer

*Organisation* Gate 7 Pty Ltd

*Position/Title* Managing Director

*Signature* \_\_\_\_\_

*Date* \_\_\_\_\_



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## THE SIGNATURES

We agree to abide by the arrangements outlined in this document

*Name* \_\_\_\_\_

*Organisation* Mammoth Lakes Tourism

*Position/Title* \_\_\_\_\_

*Signature* \_\_\_\_\_

*Date* \_\_\_\_\_

*Name* Jo-Anna Palmer

*Organisation* Gate 7 Pty Ltd

*Position/Title* Managing Director

*Signature* \_\_\_\_\_

*Date* \_\_\_\_\_



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2017-2018	<i>Standard Service</i>	<i>Standard Plus</i>
<b>TRAVEL TRADE SERVICES</b>		
<b>Account Management</b>		
Signage at Gate 7 office	✓	✓
Dedicated Travel Trade Account Manager	✓	✓
Strategic guidance and management of Account Manager from Gate 7's Director of Travel Trade	✓	✓
Storage of reasonable quantities of collateral	✓	✓
Collateral fulfilment to trade	✓	✓
Collateral fulfilment to ad hoc consumer requests	✓	✓
Travel counselling to trade and consumer enquiries	✓	✓
Generate and forward leads from the travel trade for partners to action	✓	✓
<b>Planning</b>		
Annual development of market strategy and overriding philosophies guiding account activity	✓	✓
Annual topline trade activity plan development	✓	✓
Quarterly planning conference call with head office	✓	✓
Detailed quarterly plan development	✓	✓
<b>Sales Calls - Travel Trade Outreach</b>		
Maintain a regular schedule of sales calls to wholesale product managers, airline contacts and decision makers within the travel trade	✓	✓
Maintain a regular schedule of training appointments with reservation and sales staff of wholesalers	✓	✓
Maintain a regular schedule of retail travel agency sales calls to front line selling travel agents	✓	✓
Provide interactive and engaging destination exposure and training in travel trade educational seminars, workshops and webinars	✓	✓
Representation at industry events eg: Visit USA networking functions	✓	✓
Quarterly standalone e-blast destination update to database of agents we've collated through destination specific trainings, fams etc.	✓	✓





# GATE 7

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Media Strategy · Media Planning and Buying

2017-2018

**Standard  
Service**

**Standard  
Plus**

## TRAVEL TRADE SERVICES

### Trade Familiarisations

Provide client with one fully co-ordinated and escorted trade familiarisation opportunity for up to 10 qualified participants, including flights to the USA

1 per year

Number TBD -  
reflective of budget  
and objectives

### In Market Visits

Assistance in the preparation of client itinerary and meetings for 1 in-market visit. (Event management is not covered by this scope of work and must be quoted up separately)

✓

✓

Accompany client to in-market meetings upon request, where possible.

✓

✓

### Trade and Consumer Shows

Identify a mutual target meeting list and assist with buyer outreach for IPW (or other trade show as requested)

✓

✓

IPW Appointment facilitation by Gate 7s Director of Travel Trade, where relevant

✓

✓

Present relevant trade and consumer show opportunities in the market

✓

✓

Booth presence at trade or consumer show

N/A

✓

### Special Projects (Promotions, Marketing, Partnerships, Events)

Present travel trade and marketing co-op opportunities within agreed activity budget parameters

N/A

✓

Provide assistance in ascertaining value and strategy of additional marketing opportunities

N/A

✓

End to end management including post report of up to two approved trade co-operative marketing campaigns with a collective maximum value of USD\$20k (*Management and implementation of these activities is included in the retainer. Management of activities on a larger scale will be quoted separately*)

N/A

✓





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**2017-2018**

	<i>Standard Service</i>	<i>Standard Plus</i>
<b>Special Projects (Promotions, Marketing, Partnerships, Events) continued</b>		
Any larger scale or consumer facing promotional activity is not covered within this scope of work and must be quoted up separately.		
<b>Reporting</b>		
Monthly email with an activity summary.	✓	✓
Quarterly report including quarterly activity and market intelligence updates.	✓	✓
Annual market overview including travel trade landscape, distribution analysis and results.	✓	✓

**INVESTMENT**

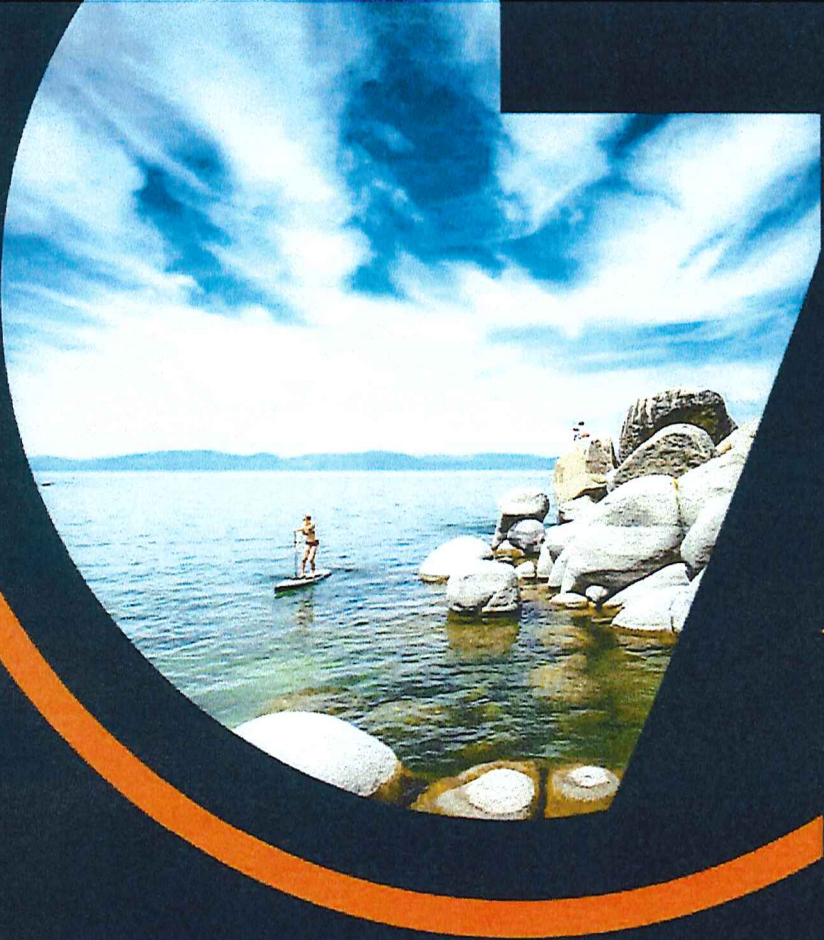
<b>INVESTMENT – AUSTRALIA</b>	<b>USD\$23,000</b>	<b>USD\$30,000</b>
<b>INVESTMENT – AUSTRALIA AND NEW ZEALAND</b>	<b>USD\$33,000</b>	<b>USD\$40,000</b>

**Fees include**

All staffing costs for services outlined and basic office costs including office space, equipment and reasonable collateral storage space	✓	✓
Discretionary budget to cover local travel (including 2 annual trips to NZ where applicable) and entertainment costs, phone, postage, general expenses, small investments in co-operative marketing and training opportunities. <i>(Australia only - USD \$2k, Australia and New Zealand USD 5k)</i>	✓	✓

**Fees do not include**

Costs over and above the discretionary budget. Express permission will be sought for any additional costs to be incurred on behalf of the client for marketing activities or anything else. These will be billed back to the client at cost.	✓	✓
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# Destination Representation for North Lake Tahoe

Australia / New Zealand

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Marketing Strategy  
by Gate 7

May 2017

Gate 7 Pty Ltd  
Level 1, 97 Rose Street  
Chippendale  
NSW 2008 Australia  
P: +61 2 9356 2945  
E: [jo@gate7.com.au](mailto:jo@gate7.com.au)  
W: [www.gate7.com.au](http://www.gate7.com.au)



## Objective:

**To increase consumer and travel trade awareness on the year round messaging of North Lake Tahoe.  
North Lake Tahoe is the ultimate year round outdoor playground.**

Key objectives:

- Confirm key assets of year round North Lake Tahoe that are of interest to the visitor from Australia and New Zealand, in particular with a focus on outdoor/ active enthusiasts and to bring to life North Lake Tahoe in West Coast drive itineraries.
- Generate awareness of these assets via channels that will resonate with an active and outdoor audience.
- Build on the existing strengths and knowledge of the destination and escalate the year round message.
- Establish a dedicated North Lake Tahoe year round identity for this market with non-traditional distribution channels such as OTA's and package specialists.
- Position North Lake Tahoe as a 'must visit' on any West Coast USA trip.
- Facilitate the offering of North Lake Tahoe product in Australia and New Zealand.
- Drive visitation and increase room night stay in the North Lake Tahoe area.
- Work with key partners to help facilitate drive itineraries and joint promotions; such as airports, other RTO's, State Tourism Boards and car hire companies.

## Travel Trade objectives:

- Work with trade partners to ensure North Lake Tahoe is well represented in trade collateral
- Work with new travel trade partners that concentrate on the year round product offerings
- Ensure trade partners are well trained, motivated and have a great understanding of the North Lake Tahoe 'year round' assets in order to sell effectively as a part of any Nevada/ California itinerary
- Increase the length of stay for visitors, particularly for the non-ski clients
- Utilize brand alignment to increase destination demand and awareness
- Achieve a 10% year on year increase in product development



## Strategy:

Whether it is through trade or consumer communications the key will be to increase the profile of North Lake Tahoe as the ultimate year round playground.

With more than 247 days of sunshine North Lake Tahoe really does not have any parallel in terms of aesthetic paired with activities.

Trade:

For the first six months the trade focus will be on building awareness of the year round opportunities and increasing the product offerings.

- Developing annual year round plans for the NLT Mammoth Cooperative
- Product Manager Meeting – With wholesale key accounts
  - Infinity Holidays – Australia and New Zealand
  - Qantas Holidays - Australia
  - Freestyle Holidays - Australia
  - Excite Holidays – Australia and New Zealand
  - Adventure World – Australia and New Zealand
  - Go Holiday – new Zealand
  - House of Travel - New Zealand

## Strategy:

- Year round product analysis
- Assets analysis
- Training – Wholesale
  - Infinity Holidays – Australia and New Zealand
  - Qantas Holidays - Australia
  - Freestyle Holidays - Australia
  - Excite Holidays – Australia and New Zealand
  - Adventure World – Australia and New Zealand
  - Go Holiday – new Zealand
  - House of Travel - New Zealand
- Training - Retail
  - Flight Centre Group – Australia and New Zealand
    - Flight Centre, Escape, Travel Associates and Student Flights
  - Helloworld – Australia and New Zealand
- Travel Managers Australia
- Travel Counsellors Australia
- MTA Australia
- I Travel Australia
- I Talk Travel Australia
- Travellers Choice Australia
- House of Travel - New Zealand
- Life Style Holiday – New Zealand

## Strategy:

- Drive Itineraries
- Assets analysis
- Training – Wholesale
- Fams
- Trade Conferences (Helloworld Frontliners/Discover the America's – Pending budget)
- Co-op Marketing
- Incentives

# Key Accounts - Australian Wholesale Industry

Infinity Holidays:



Qantas Holidays / Viva Holidays:



Freestyle Holidays



Expedia TAAP:



Excite Holidays:



Other Wholesalers:





# Key Accounts – Australian Retail Industry

Activity would be focussed around the following key accounts

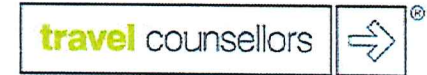
Flight Centre



helloworld



Personal Travel Managers



STA



Other



# Key Accounts – Australian Wholesale Industry

Activity would be focussed around the following key accounts

Infinity Holidays



Qantas Holidays / Viva Holidays



Freestyle Holidays



Expedia TAAP



Excite Holidays



Other Wholesalers



# Key Accounts – New Zealand Ski Operators

Activity would be focussed around the following key accounts



# Key Accounts – New Zealand Retail Industry

Activity would be focussed around the following key accounts

Flight Centre



helloworld



House of Travel



Lifestyle Holidays





# Key Accounts – New Zealand Wholesale Industry

Activity would be focussed around the following key accounts

Infinity Holidays



Go Holidays



House of Travel



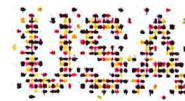
# Trade Show Recommendations

Trade shows offer mass training opportunities and we will seek to exhibit at the ones which we feel provide the biggest return on investment. The following conferences and exhibitions are recommended due to the quantity and quality of the opportunities to educate the industry.



## **helloworld Frontliners Conference – October 2017**

The helloworld Frontliners Forum is the key event in the annual calendar for their travel consultants and is attended by more than 500 delegates. This is a fabulous opportunity to showcase product offerings while networking with the top frontline consultants. Recommended for 2017.



## **Discover Americas Expos Aus – Syd, Mel, Bris 2018 Auckland & Christchurch NZ 2018**

Highly recommend for 2018. The events are a USA showcase to the Australia & New Zealand travel industry, with an audience of travel agents, home based travel brokers, wholesaler reservations/sales staff and media. The show is a highly anticipated annual event for the travel industry.

## Optional Budget Additions

Timing	Budget Line	Activity / Description	Amount \$USD
May	Trade	Snow Travel Expos	\$8,000
May	Trade	Additional Snow Week Activities Mogul, Skimax, Travelplan, Sno'n'Ski Agent/Consumer Events	\$7,000
Oct/Nov 17	Trade	Helloworld Frontliners Conference	\$7,500
Feb 17	Trade	Visit USA Trade Shows	\$7,500
June – August 18	Trade	Brand Marketing Campaign Ideas 17/18 (scalable budget )	\$20,000
<b>Total</b>	<b>Trade</b>		<b>\$50,000</b>

- The above options will be discussed in detail and agreed upon in writing by NLTMC before any activity is undertaken
- Any out of scope work will be quoted on an hourly rate and agreed upon in writing by NLTMC before any activity is undertaken