

Mission of the North Lake Tahoe Chamber of Commerce

“To take specific actions to help improve the opportunity for local businesses to achieve and sustain success: to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community.”

Committee Members:

Chair: Caroline Ross, Squaw Valley Business Association

Stephen Lamb, PlumpJack Inn | **JT Chevallier**, Tahoe City Downtown Association

Joy Doyle, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association

Mike Young, Incline Community Business Association | **Misty Moga**, Incline Community Business Association

Kay Williams, West Shore Association | **Liz Bowling**, North Lake Tahoe Resort Association

North Lake Tahoe Resort Association Board Member: **Eric Pilcher**

Placer County Representative: **JJ Jansen**

AGENDA

TO CALL IN: 1-712-451-0011, access code: 871234

1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the BACC on items of interest to the committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the committee on items addressed under Public Forum.
3. Agenda Amendments and Approval - **MOTION**
4. Approval of Meeting Minutes from Thursday, May 10, 2018 – **MOTION** **Page 1**
5. BACC Budget & Calendar Overview – Amber Burke (5 min) **Page 4**

Action/Motion Items:

- A. Shopping Video Raw Footage Purchase – Amber Burke (15 mins) **Page 11**

Discussion & Strategy:

7. May Campaign Recaps – Allegra Demerjian (15 mins) **Page 12**
 - a. Year-Round Shopping
 - b. Peak Your Adventure
 - c. Music
8. Campaign Social Media Schedule – Allegra Demerjian (10 mins) **Page 14**
9. Music Campaign Asset Review – Allegra Demerjian, Amber Burke (10 mins) **Page 22**
 - a. Partner Toolkit

b. Rack Card

10. Peak Your Adventure Asset Review – Allegra Demerjian, Amber Burke (25 mins) Page 28

- a. Partner Toolkit
- b. Social Media Contest
- c. Revised Website Copy
- d. Itinerary Outlines
- e. Influencer List

11. 18.19 Shop Campaign Direction – Allegra Demerjian, Amber Burke (20 mins)

Other Items:

12. North Tahoe Business Association 2018 Summer Marketing Plan – Joy Doyle (10 mins) Page 38

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

14. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org

Committee members in attendance: JT Chevallier, Joy Doyle, Kay Williams

Committee members in attendance via phone: Aaron Rudnick (BOD), Caroline Ross, JJ Jansen

Staff members in attendance: Amber Burke, Liz Bowling

1. Meeting called to order 3:11pm.
2. Public Forum
 - JT invited committee members to attend the Tahoe City Food & Wine Classic taking place on 6/16/18. New this year is the Friday night Grab Your Glass event at the Golf Course where you can pick up your glass and wristband for the next day to avoid lines.
3. Agenda Amendments and Approval
MOTION to approve agenda. M/S/C JT/Joy/6-0-0
4. Approval of Meeting Minutes
 - Thursday March 8, 2018**MOTION to approve BACC meeting minutes from March 8, 2018. M/S/C JT/Caroline/6-0-0**
5. Introduction of Liz Bowling, Director of Membership and Communications
 - Cindy Gustafson introduced Liz Bowling as the new Director of Membership and Communications for the NLTRA. Liz previously worked at The Abbi Agency and most recently with Northstar California. She has an extensive history in PR and communications and the organization is excited to have her join the team.
6. BACC Budget & Calendar Overview
 - Amber reviewed the committee timeline and budget. Strategic planning was moved to June, July and August on the timeline. The hope is to begin strategic planning discussion with the start of the new fiscal. NLTRA is planning to add strategic planning to the NLTRA Scope of Work with Placer County.
 - Joy and JT mentioned they have goals and SOW items related to the BACC in their contract with Placer County.
 - Amber reviewed the budget and reported that the committee is on track. She noted that money allocated in January and February 2018 for social media advertising of the shopping product didn't run due to lack of creative. The ads began in March and the Jan/Feb funds are being redistributed in the months of March – June to push the currently running canvas ad. She also noted that the Touch Lake Tahoe campaign is complete, and we have a savings of \$700 due to only contracting with one influencer, while two were budgeted. Reallocation of those funds can be determined before the end of the fiscal year, June 30th.

Action/Motion Items

- A. 17.18 Community Marketing Grand Presentation & Possible Approval – West Shore Association, Kay Williams
 - Kay reviewed how the West Shore Association utilized the \$10,000 grant from the 16.17 fiscal year and the success they saw. They hired Andria Gutierrez to focus on social media, website and an eblast campaign. They also utilized funds to support key events on the West Shore – Opening Day at the Lake, the Lake Tahoe Music Festival and the Tahoe Dance Collective performances at Sugar Pine Point. They saw tremendous growth in Facebook and Instagram fan acquisitions and engagements and a 6,369% increase in WSA newsletter sign ups. They would like to focus the 17.18 funds in a similar manner, once

again focusing on a social media campaign, their website, an eblast campaign and supporting signature events.

- There was discussion on the construction in Tahoe City and its effect on the West Shore. Concerns are how to notify visitors regarding delays and to keep the message that the West Shore is open for business. Amber let the committee know that the NLTRA is working on some consumer messaging to try and notify guests before their arrivals that there will be construction and delays. Discussion was also had around getting that information to community partners so they can notify their guests in advance as well.

MOTION to approve funding the West Shore Association \$10,000 through the Community Marketing Grant for their 17.18 proposed plan. M/S/C Joy/JT/6-0-0.

B. 2018 Peak Your Adventure Marketing Plan Discussion & Possible Approval

- Allegra (The Abbi Agency) reviewed the proposed Peak Your Adventure Scope of Work. The goal is to “peak” in-market visitors’ interest in summertime mountain events and activities and encourage them to take part. Tactics include creating and distributing a toolkit for partners with cohesive information on the PYA program, developing two summer itineraries highlighting PYA locations/events/activities, host 4 local/regional influencers throughout the season, feature PYA via social media, blogs, and paid digital advertising, and a full page ad in the Summer Visitor Guide.
- A discussion was had on what mountain regions need to be included. Staff will confirm that it should include Squaw Valley, Northstar, Homewood, Diamond Peak/IVGID and Donner Summit.
- Staff will work with the mountain resorts on the creative to get buy-in from partners, creating assets all parties can utilize.
 - Feedback was to distribute itineraries (digital and hard copies) to the Visitor Centers and community/business partners for their use and distribution. Staff will look into the possibility of incorporating itineraries into the Summer Visitor Guide as an insert.

MOTION to approve the 2018 Peak Your Adventure scope of work presented by The Abbi Agency. M/S/C Caroline/Liz/6-0-0.

C. Tahoe.com Music Digital Buy Presentation – Jody Poe

- Jody called in and presented a proposed digital media buy on Tahoe.com to highlight North Lake Tahoe music during the 2018 summer season. She reviewed results from the 2017 buy which were positive. Music events were highlighted in the calendar sections, there were banner ads and an audience extension campaign where Tahoe.com served ads to visitors relevant to where they physically were in the region. Tahoe.com sent 398 people to GoTahoeNorth.com, and the overall campaign, including all components received 756,180 impressions and 5,381 clicks.
- Tahoe.com’s traffic is up 35% from last summer.
- The proposed 2018 plan is similar to the 2017 plan with the inclusion of music events being featured in nine lodging partner emails being sent directly to visitors. The emails are sent seven days ahead of arrival and then one time per day during their trip in market. The lodging emails see a 70% open rate (the industry standard is 20%).
- Liz asked that we make sure any ad creative on Tahoe.com align with any additional digital creative being used to promote music.
- Amber informed the committee that the coop would pay \$3,700 of the buy since the audience is split between in-market and out-of-market visitors.

D. 2018 Music Campaign Marketing Plan Discussion & Possible Approval

- Amber notified the committee that the decision has been made to eliminate the use of “High Notes” in music campaign verbiage and the High Notes logo. The focus/intent of the campaign remains the same, but the branding will align with the current consumer creative highlighting music as a part of the Human Nature creative. The committee was in agreement that the High Notes messaging/logo were confusing and like the new direction forward.

- Amber asked committee members to use the NLTRA “n logo” on all banners, collateral, etc. when referring to sponsors.
- Allegra (The Abbi Agency) reviewed the proposed Music Campaign Scope of Work. The goal is to inform in-market visitors about the wide variety of summer music in North Lake Tahoe, both free weekly shows and larger-scale music festivals. Tactics include usage of video content through Facebook Lives and “mini moments” videos, creating a toolkit with information on music in the region, feature Music via social media and paid digital advertising, and create a music rack card.
- Joy was concerned with promoting other music through her (NTBA) channels. Their resources are limited, and they need to focus on their events and messaging. However, she did say they could utilize hashtags provided by the campaign and include NLTRA where possible. The committee was understanding of that but still wants to create a toolkit with the hopes that other partners, without competing events, would push information on all the music happenings (lodging, restaurants, shopping, etc. businesses). Those in attendance agreed they would have no issues distributing rack cards at their events.
- The committee discussed the possibility of including radio advertising. After surveying the committee members representing music events, all were already doing radio buys. The committee decided that form of advertising was better suited for the venues who can mention a specific event/call to action vs. the NLTRA campaign.
- Amber also let the committee know the reason TAA SOW was only to \$14,000 was to allow for the Tahoe.com buy and a full-page ad in the Summer Visitor Guide if they choose. Augustine would produce the creative for the Visitor Guide – it would be something already created for other music ads.

MOTION to approve the 2018 Music Campaign Scope of Work presented by The Abbi Agency along with the Tahoe.com buy and the full-page ad in the Summer Visitor Guide with the caveat that verbiage would be changed in the SOW (bullet points on page 33 under “Cohesive Messaging and Tool Kits”) as to not require event producers to specifically advertise other music events. M/S/CJT/Joy/6-0-0.

Discussion & Strategy

7. Partnership Funding Update
 - Partnership Funding Application Presentations and Allocations have been approved and will be meeting with remainder of recipients and in the packet is a list of the distributions. Feedback from committees was provided on all of the campaigns.
 - Will be working with the LT Music Festival to assist with digital and social media advertising. This is a test run for assisting with Advertising with future funding partnerships.
 - Sierra State Park new event is on a Friday in July, one of two events they are having. Lodging will be associated with it and the fact that timing is not great was discussed with SSP.
8. Touch Lake Tahoe Recap
 - Allegra reported and provided a 17/18 recap. Met and exceeded all stated objectives.
 - Online Presence-Great Engagement, maps working
 - Great engagement, maps working.
 - Photo contest, goal was exceeded, 502 entries
 - Social Media posting- Engagement analytic missing on report, will be updated.
 - Influencer activation- Sam Graves posted 12 times in real time and 3 times in feed. Great return.
 - Insights-new approaches have paid off and will be continued through summer.
 - Website content-Campaign naming will be more straight-forward in the future.
 - Albums were the most engaged with.
 - Submitting imaging via comments is being looked at.
 - Influencer marketing was most valuable ROI is with engagements.
 - Goals are being established and percentages can be added. It is usually a 15-25% increase in similar campaigns.
9. Shopping is being weaved into ads, and now switching over to be more summer focused. Canvas ad went live.
 - Adjourned at 4:59 p.m.

Business Association & Chamber Collaborative (BACC)
2017.2018 Budget

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
North Lake Tahoe Music Campaign	\$20,000	\$20,300	Account Code: 6743-04
Peak Your Adventure Campaign	\$21,000	\$20,000	Account Code: 6743-05
Touch Lake Tahoe Campaign	\$20,705	\$20,074	Account Code: 6743-03
Shopping Campaign	\$17,020	\$16,612	Account Code: 6743-01
Total Spend	\$78,725	\$76,986	

REVENUES

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

	Forecast	Actual
Additional Revenues	\$4,000	\$2,000
Allocated Budget	\$80,000	\$80,000
Expenses	\$78,725	\$76,986
Remaining Budget	\$5,275	\$5,014

Business Association & Chamber Collaborative (BACC)
 2017.2018 Budget
 North Lake Tahoe Music Campaign (Summer 2018)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
High Notes Campaign - Summer 2018	\$20,000	\$20,300			
TAA Campaign	\$11,400	\$13,500	May		
<i>Social Media Management</i>		\$5,000			
<i>Creative Development</i>		\$2,200			
<i>Media Hard Costs</i>		\$3,300			
<i>Project Management</i>		\$3,000			
Advertising	\$7,800	\$6,300			
<i>NLT Visitor Guide</i>	\$2,500	\$2,500	May		
<i>Tahoe.com</i>	\$3,800	\$3,800	May		
<i>Social Media Advertising</i>	\$1,500		May		
Printing Costs	\$800	\$500	May		
Total Spend	\$20,000	\$20,300			

REVENUES

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

	Forecast	Actual
Additional Revenues	\$0	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,000	\$20,300
Remaining Budget	\$0	(\$300)

Business Association & Chamber Collaborative (BACC)
 2017.2018 Budget
 Peak Your Adventure Campaign (Summer 2018)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
PYA Campaign - Summer 2018	\$21,000	\$20,000			
TAA Campaign	\$19,205	\$17,800	April		
<i>Itinerary and Website</i>		\$1,800			
<i>Creative Development</i>		\$1,500			
<i>Influencer Promotion</i>		\$3,000			
<i>Campaign Management</i>		\$3,000			
<i>Social Media Posting & Influencer Management</i>		\$5,000			
<i>Social Media Contest Prizes</i>		\$1,000			
<i>Social Media Ads</i>		\$2,500			
NLT Visitor's Guide	\$1,795	\$2,200			
Total Spend	\$21,000	\$20,000			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$1,000	\$1,000	May		5/15 - submitted invoice request to acct.
Total Revenue	\$1,000	\$1,000			

	Forecast	Actual
Additional Revenues	\$1,000	\$1,000
Allocated Budget	\$20,000	\$20,000
Expenses	\$21,000	\$20,000
Remaining Budget	\$0	\$1,000

Business Association & Chamber Collaborative (BACC)
 2017.2018 Budget
 Touch Lake Tahoe Campaign (November 2017 - April 2018)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
TAA Campaign			October		
Map & Webpage Updates	\$800	\$800	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Itinerary Series (2)	\$1,200	\$1,200	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Visitor Guide Ad Design	\$800	\$800	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Visitor Guide Ad	\$2,500	\$2,500	Nov/May	December	10/18 - Signed IO, 12/20 - check request submitted
Influencer Promotion	\$1,400	\$700	November	November	Entire paid 11/8 - only did one influencer
Social Media Management	\$3,400	\$3,400	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Social Media Advertising	\$4,205	\$4,205	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Social Media Contest Prizes	\$1,000	\$1,000		February	Contest Winner Packages - \$250/winner
<i>FedEX</i>		\$69		Feb/May	Shipping Prizes - December, January, February, March
Project Management	\$5,400	\$5,400	Nov/May	November	11/8 - half of total check request submitted, 5/1 - remaining check request submitted
Total Spend	\$20,705	\$20,074			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$2,000	\$1,000	November	December	12/6 check received
Total Revenue	\$2,000	\$1,000			

	Forecast	Actual
Additional Revenues	\$2,000	\$1,000
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,705	\$20,074
Remaining Budget	\$1,295	\$926

Business Association & Chamber Collaborative (BACC)
2017.2018 Budget
Shop Campaign (July 2017 - June 2018, December 2017)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Holiday Shop Local Program	\$5,105	\$5,047			
Contest Card Printing	\$1,200	\$942	November		Paid invoice via check request
Creative Graphics	\$140	\$150	November		Paid invoice via check request
Stickers	\$400	\$350	October		Paid via CC
Website Management	\$400	\$400	October		Paid for 2017 Contest in June 2016 (16.17 Fiscal)
Domain Name Renewal		\$15		April	Paid via CC - renewed www.shopnorthtahoetruckee.com for a year starting on 4/3
Contest Advertising	\$1,665	\$1,490	November		
Tahoe Weekly	\$480	\$450			Paid invoice via CC
Moonshine Ink	\$594	\$430			
Facebook	\$101	\$100			
Sierra Sun	\$315	\$360		January	Paid invoice via Check request
KTKE Radio	\$175	\$150			
Staycation Grand Prize	\$800	\$1,200	January		
Cash Prize	\$500	\$500	January		Paid via check request
Year Rounds Shop Local	\$11,915	\$11,565			
TAA Campaign Project Management	\$1,400	\$1,400	August	Jan - June	1/6: Invoice #5594, 3/6: #5689, 4/3: #5732, 5/1: 5810; 6/1: 5917
TAA Social Media Management	\$1,400	\$1,400		Jan - June	1/6: Invoice #5594, 3/6: #5689, 4/3: #5732, 5/1: 5810; 6/1: 5917
1 Shopping Post/Month on all channels	\$500		August		
Development, Launch & Mgmt Ad Campaign	\$900		October		
TAA Social Media Advertising	\$3,000	\$3,000			
January	\$500	\$0	February	February	Possibly use these savings to promote video series when complete
February	\$500	\$0	March	March	Possibly use these savings to promote video series when complete
March	\$500	\$500	April	February	Invoice #5594
April	\$500	\$833	May	May	Invoice #5810
May	\$500	\$833	June	June	Invoice #5917
June	\$500	\$833	June	June	
Photo Shoot	\$3,800	\$3,450	November		2 Photo Shoots (\$1,500/each w/ \$400/shoot for models)
Photographer		\$3,000		March	2 Photo Shoots (\$1,500 each) - 3/12 submitted invoice for payment
Model Fees - Summer Shoot		\$150		October	Summer Shopping Shoot in Tahoe City - Check request submitted 10/4
Model Fees - Winter Shoot (KB & N*)		\$300		March	Winter Shopping Shoot in Kings Beach & Northstar - haven't requested check yet
Model Fees - Winter Shoot (Squaw)					
Video Series	\$2,315	\$2,315	June		Generikal Design - 3 Video Series
Video Production	\$1,400				1.5 days of Production
Video Editing	\$840				
Additional Expenses	\$75				Music Licensing
Total Spend	\$17,020	\$16,612			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Truckee	\$1,000	\$0	November		
Total Revenue	\$1,000	\$0			

	Forecast	Actual
Additional Revenues	\$1,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$17,020	\$16,612
Remaining Budget	\$3,980	\$3,388

**Business Association & Chamber Collaborative (BACC)
2017.2018 Budget - Community Marketing Grants**

EXPENSES

Line Item	Forecast Amount	Actual Amount	Account Code	Forecast Month	Actual Month	Notes
Tahoe City Downtown Association	\$0					
North Tahoe Business Association	\$0					
Northstar California	\$10,000	\$10,000	6018-00-11	July	July	Check request submitted - 7/25/17
Squaw Valley Neighborhood Company	\$10,000	\$10,000	6018-00-11	May	May	Check request submitted - 5/11/18
West Shore Association	\$10,000	\$10,000	6018-00-11	May	June	Check request submitted - 5/24/18
Total Spend	\$30,000	\$30,000				

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

BACC Annual Timeline

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

January Action Items

- * Shop Local Holiday Contest: Winner Chosen, Notified & Advertised
- * Shopping

February Action Items

- * Peak Your Adventure: Plan Discussed
- * High Notes: Plan Discussed
- * Shopping
- * Touch Lake Tahoe Update
- * Shop Local Holiday Contest Results

March Action Items

- * Peak Your Adventure: Plan Discussed
- * High Notes: Plan Discussed
- * Community Marketing Grant Recap & Request
- * Shopping

April Action Items

- * Peak Your Adventure: Plan Approved
- * High Notes: Plan Approved
- * Community Marketing Grant Recap & Request
- * Shopping
- * Shop Local Year Round Campaign Discussion
- * Community Marketing Grant Recap & Request

May Action Items

- * Touch Lake Tahoe: Campaign Ends
- * Peak Your Adventure: Campaign Launch
- * High Notes: Campaign Launch
- * Community Marketing Grant Recap & Request
- * Shopping

June Action Items

- * Touch Lake Tahoe: Campaign Recap
- * Shopping
- * Community Marketing Recap
- * Initial Strategic Discussion

July Action Items

- * Shopping
- * Community Marketing Recap
- * Strategic Discussion

August Action Items

- * Touch Lake Tahoe: Plan Discussed
- * Shop Local Holiday Contest: Plan Discussed
- * Shopping
- * Strategic Discussion

September Action Items

- * Touch Lake Tahoe: Plan Discussed
- * Shop Local Holiday Contest: Plan Discussed
- * Shopping

October Action Items

- * Touch Lake Tahoe: Plan Approved
- * Shop Local Holiday Contest: Plan Approved
- * High Notes: Campaign Recap
- * Shopping
- * Partnership Funding Review & Selection

November Action Items

- * Touch Lake Tahoe: Campaign Launch
- * Shop Local Holiday Contest: Launch
- * Shopping

December Action Items

- * Peak Your Adventure: Campaign Recap
- * Shopping
- * Shop Local Holiday
- * Shop Local Year Round
- * Touch Lake Tahoe Campaign Update

Amber Burke

From: Ryan Fitzhenry
Sent: Monday, June 4, 2018 1:50 PM
To: Amber Burke
Cc: kyle@rotorcollective.com
Subject: Re: NLTRA/BACC Shopping Footage

Hi Amber,

The industry standard for raw footage ranges from 50% to 100% of the project cost, we've done 50% for North Lake Tahoe Chamber projects in the past. The total for the Shop Local project was \$4,139.95, so raw footage would be \$2,069.97. We can either order a hard drive for \$60 which you get to keep, or if you have one to drop off that we can use that works as well!

Please let me know what you would like to do and I can get the RAW footage over to you. Thanks so much and talk soon!

Ryan Fitzhenry
Creative Director / Producer
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On Jun 4, 2018, at 12:54 PM, Amber Burke <amber@gotahoenorth.com> wrote:

Hi Ryan,
Thanks for looking into it. Would it be possible to purchase the raw footage? And if so, could you let me know the price?
Thanks,
Amber

From: Ryan Fitzhenry <ryan@rotorcollective.com>
Sent: Monday, June 4, 2018 12:38 PM
To: Amber Burke <amber@gotahoenorth.com>
Cc: kyle@rotorcollective.com
Subject: Re: NLTRA/BACC Shopping Footage



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BACC Campaign Update

May Recap and Next Steps

Shopping – MAY EFFORTS

Shopping Canvas Ad – May Performance

In May, the shopping Canvas Ad was live on Facebook and was targeted to in-market visitors of the region. The first two months of canvas ad flight resulted in:

- Impressions: 33,686
- Reach: 19,617
- Reactions: 371
- Comments: 31
- Shares: 58
- Link Clicks: 665

Insights: The shopping ad has performed extremely well in driving traffic to the campaign page on GoTahoeNorth.com. In addition, shopping messages have been woven into blog content on the website, as well as other relevant social media features.

Looking Ahead: The shopping campaign has been successful at sharing shopping-related messages with audiences. Between the canvas ad and social media posts, the campaign message has effectively been shared with audiences in a holistic way, focusing on the shopping regions rather than individual stores.

To continue campaign momentum, The Abbi Agency recommends a few concepts looking into FY 2018.19:

- Leveraging shopping videos created by NLTRA for canvas ad refresh, mini-moment video clips and video advertising
- Incorporating “Guess That View” giveaways from individual shopping districts, creating packages from different stores in each district
- Including shopping as an activity for relevant NLTMC and NLTRA influencers in the family, foodie, luxury and outdoors segments
- Encouraging User-generated content on posts, requesting visitors to share their experiences in each shopping district.

Peak Your Adventure – MAY EFFORTS

Accomplished in May: During May, The Abbi Agency began all preliminary planning and development efforts for launch of the 2018 Peak Your Adventure campaign. This included:



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- Designing and submitting print ad for North Lake Tahoe Visitor's Guide (pictured)
- Drafting campaign editorial calendar for posts, Facebook lives, influencer activations
- Researching and prioritizing potential influencers
- Developing social media toolkit for partners
- Designing and developing canvas ad assets
- Developing content for website page
- Strategizing approach for photo contest

Looking Ahead: During the month of June, the following will be prioritized:

- Finalizing all assets above and launching campaign
- Developing 2 persona-centric itineraries for campaign
- Coordinating with influencers and partners for giveaways



Summerlong Music Series – MAY EFFORTS

Accomplished in May: In May, The Abbi Agency worked to prepare all campaign assets for launch, including the following priorities:

- Drafting campaign editorial calendar for posts, Facebook lives, influencer activations
- Developing social media toolkit for partners
- Designing and developing canvas ad assets
- Designing rack card

Looking Ahead: During the month of June, the following will be prioritized:

- Finalizing all assets above and launching campaign
- Beginning Guess that View Giveaways and Facebook Lives for events

CONTENT SCHEDULE

Promotional Tools					Monthly Goals:			Monthly Strategies:			
<ul style="list-style-type: none"> • GREEN - Owned Account Post • PURPLE - PYA Influencer Takeover • ORANGE - Canvas Ad Launch • BLUE - Music Facebook Live • YELLOW - "Guess that View" Giveaway 					<ul style="list-style-type: none"> • Facebook: 1/week Peak, 2/mo Music • Instagram: 1/week Peak, 2/mo Music • Twitter: 1/week Peak, 2/mo Music 			<ul style="list-style-type: none"> • Facebook: • Instagram: • Twitter: 			
Facebook					Instagram			Twitter			Pinterest
DAY	Dates	Partner	Post Description	Link to Share	Partner	Post Description	Link to Share	Partner	Post Description	Link to Share	
FRI	June 1										
SAT	June 2										
SUN	June 3										
MON	June 4										
TUE	June 5										
WED	June 6										
THU	June 7										
FRI	June 8										
SAT	June 9										
SUN	June 10										
MON	June 11										
TUE	June 12	Peak - Homewood	Summer activities at Homewood	Link to Homewood website	Peak - Diamond Peak	High quality image or UGC from resort showcasing summer activities		Peak - Squaw	Summer activities at Squaw	Link to Squaw website	
WED	June 13										
THU	June 14										
FRI	June 15	Music - All	Event update and schedule for upcoming two weeks	Link to event schedule	Music - All	High quality image or UGC from Squaw showcasing bluesdays		Music - All	Event update and schedule for upcoming two weeks	Link to event schedule	
SAT	June 16										
SUN	June 17										
MON	June 18										
TUE	June 19	FB Live - Squaw	Bluesdays Tuesdays		Peak - All	Social Media Photo Contest					
WED	June 20	Peak - Northstar	Summer activities at Northstar	Link to Northstar website							
THU	June 21				PYA Influencer Takeover	TENTATIVE					
FRI	June 22										
SAT	June 23	Guess That View PYA	Itinerary feature		Peak - Homewood	High quality image or UGC from resort showcasing summer activities		Peak - Diamond Peak	Biking Feature		
SUN	June 24										
MON	June 25				Music - All	Carousel post to highlight events		Peak - Northstar	High quality image or UGC from resort showcasing summer activities	Link to Northstar	
TUE	June 26				Peak - Squaw	High quality image or UGC from resort showcasing summer activities					
WED	June 27	Music - All	Carousel post to highlight events	Go Tahoe North schedule							
THU	June 28	Guess That View Music	Guess that view Northstar Roller Rink		Peak - All	Social Media Photo Contest VOTE		Music - All	Carousel post to highlight events	Go Tahoe North schedule	
FRI	June 29	FB Live - Kings Beach	The Sextones								
SAT	June 30				Peak - All	Social Media Photo Contest Winners Featured					

CONTENT SCHEDULE

Promotional Tools <ul style="list-style-type: none"> • GREEN - Owned Account Post • PURPLE - PYA Influencer Takeover • ORANGE - Canvas Ad Launch • BLUE - Music Facebook Live • YELLOW - "Guess that View" Giveaway 					Monthly Goals: <ul style="list-style-type: none"> • Facebook: 1/week Peak, 2/mo Music • Instagram: 1/week Peak, 2/mo Music • Twitter: 1/week Peak, 2/mo Music 			Monthly Strategies: <ul style="list-style-type: none"> • Facebook: • Instagram: • Twitter: 				
Facebook					Instagram			Twitter			Pinterest	
DAY	Dates	Partner	Post Description	Link to Share	Partner	Post Description	Link to Share	Partner	Post Description	Link to Share		

CONTENT SCHEDULE											
Promotional Tools					Monthly Goals:			Monthly Strategies:			
<ul style="list-style-type: none"> • GREEN - Owned Account Post • PURPLE - PYA Influencer Takeover • ORANGE - Canvas Ad Launch • BLUE - Music Facebook Live • YELLOW - "Guess that View" Giveaway 					<ul style="list-style-type: none"> • Facebook: 1/week Peak, 2/mo Music • Instagram: 1/week Peak, 2/mo Music • Twitter: 1/week Peak, 2/mo Music 			<ul style="list-style-type: none"> • Facebook: • Instagram: • Twitter: 			
Facebook					Instagram			Twitter			Pinterest
DAY	Dates	Partner	Post Description	Link to Share	Partner	Post Description	Link to Share	Partner	Post Description	Link to Share	
SUN	July 1										
MON	July 2	Music - All	Event update and schedule for upcoming two weeks	Link to event schedule							
TUE	July 3										
WED	July 4	Peak - Northstar	High quality image or UGC from resort showcasing summer activities	Link to Northstar				Peak - All	Summer trail maps for the various resorts	Link to PYA page	
THU	July 5				Peak - All	Social Media Photo Contest					
FRI	July 6	Guess That View Music	Kings Beach								
SAT	July 7										
SUN	July 8										
MON	July 9	Peak - General	Call to action post: What's your favorite summer activity?	Link to PYA page				Peak - General	Call to action post: What's your favorite summer activity?	Link to PYA page	
TUE	July 10				Peak - Homewood	High quality image or UGC from resort showcasing summer activities					
WED	July 11										
THU	July 12				PYA Influencer Takeover	TENTATIVE		Music - All	Upcoming Events	Link to schedule	
FRI	July 13										
SAT	July 14										
SUN	July 15	FB Live- Commons Beach	GENE AVARO JR.		Music - All	Upcoming events					
MON	July 16										
TUE	July 17										
WED	July 18	Peak - All	Carousel post featuring images from each resort	Link to PYA page				Peak - All	Carousel post featuring images from each resort	Link to PYA page	
THU	July 19										
FRI	July 20										
SAT	July 21	Guess That View PYA	Homewood chair lift		Peak - Diamond	High quality image or UGC from resort showcasing summer activities					
SUN	July 22										
MON	July 23	Peak - All	Itinerary highlights	Link to itinerary	Music - All	Carousel post to highlight events		Peak - Squaw	Shopping Feature	Link to Squaw	
TUE	July 24				Peak - Northstar	High quality image or UGC from resort showcasing summer activities					
WED	July 25										
THU	July 26	Music - All	Show highlights	Link to tahoe schedule							
FRI	July 27				Peak - All	Social Media Photo Contest VOTE					

CONTENT SCHEDULE

CONTENT SCHEDULE												
Promotional Tools					Monthly Goals:			Monthly Strategies:				
<ul style="list-style-type: none"> • GREEN - Owned Account Post • PURPLE - PYA Influencer Takeover • ORANGE - Canvas Ad Launch • BLUE - Music Facebook Live • YELLOW - "Guess that View" Giveaway 					<ul style="list-style-type: none"> • Facebook: 1/week Peak, 2/mo Music • Instagram: 1/week Peak, 2/mo Music • Twitter: 1/week Peak, 2/mo Music 			<ul style="list-style-type: none"> • Facebook: • Instagram: • Twitter: 				
Facebook					Instagram			Twitter			Pinterest	
DAY	Dates	Partner	Post Description	Link to Share	Partner	Post Description	Link to Share	Partner	Post Description	Link to Share		
SAT	July 28	FB Live-Northstar	TENTATIVE - No Schedule Yet					Music - All	July Highlight Summary			
SUN	July 29											
MON	July 30											
TUE	July 31				Peak - All	Social Media Photo Contest Winner Featured						

CONTENT SCHEDULE

CONTENT SCHEDULE												
Promotional Tools					Monthly Goals:			Monthly Strategies:				
<ul style="list-style-type: none"> • GREEN - Owned Account Post • PURPLE - PYA Influencer Takeover • ORANGE - Canvas Ad Launch • BLUE - Music Facebook Live • YELLOW - "Guess that View" Giveaway 					<ul style="list-style-type: none"> • Facebook: 1/week Peak, 2/mo Music • Instagram: 1/week Peak, 2/mo Music • Twitter: 1/week Peak, 2/mo Music 			<ul style="list-style-type: none"> • Facebook: • Instagram: • Twitter: 				
	Facebook				Instagram			Twitter			Pinterest	
DAY	Dates	Partner	Post Description	Link to Share	Partner	Post Description	Link to Share	Partner	Post Description	Link to Share		
WED	August 29	PYA - Homewood	Westshore Cafe dining	Link to Homewood				PYA - Squaw	Yoga Highlight	Link to Squaw		
THU	August 30				PYA- All	carousel of high quality image or UGC from resort showcasing summer activities						
FRI	August 31				Peak - All	Social Media Photo Contest Winners Featured						

CONTENT SCHEDULE													
Promotional Tools <ul style="list-style-type: none"> • GREEN - Owned Account Post • PURPLE - PYA Influencer Takeover • ORANGE - Canvas Ad Launch • BLUE - Music Facebook Live • YELLOW - "Guess that View" Giveaway 					Monthly Goals: Facebook: 1/week Peak, 2/mo Music Instagram: 1/week Peak, 2/mo Music Twitter: 1/week Peak, 2/mo Music				Monthly Strategies: Facebook: Instagram: Twitter:				
Facebook					Instagram			Twitter			Pinterest		
DAY	Dates	Partner	Post Description	Link to Share	Partner	Post Description	Link to Share	Partner	Post Description	Link to Share			
SAT	September 29	PYA - Diamond Peak	Incline Shopping feature	Link to Diamond	PYA - Squaw	High quality image or UGC from resort showcasing summer activities							
SUN	September 30				Peak - All	Social Media Photo Contest Winners Featured							



north lake tahoe

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SUMMERLONG MUSIC SERIES

Partner Promotion Toolkit

THE OVERVIEW



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NORTH LAKE TAHOE'S SUMMERLONG MUSIC

All summer long, throughout North Lake Tahoe, visitors and locals can combine incredible views and recreation with a series of ongoing music events at breathtaking, world-renown venues.

Events run from June - September, and vary from free music on the beach to world-class music festivals. Find out more on the next page, or visit <http://gotahoenorth.com/music>

Posting Requests

Tags & Hashtags:

- #TahoeNorthMusic
- #TahoeNorth
- [Facebook](#): @LakeTahoeNorth
- [Instagram](#) & [Twitter](#): @TahoeNorth

Key Message Points:

- North Lake Tahoe hosts a series of summer music events across a wide range of genres and venues.
- Events are both free and ticketed and feature local talent and big-name artists.

OVERVIEW OF EVENTS



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Free Weekly Events

Squaw Valley Alpine Meadows Bluesdays Tuesdays

Tuesdays at 12 - 8:30 pm. June 12 - Sept 4

Squaw Valley Alpine Meadows is hosting free Bluesdays Tuesdays from June through September! [Find out more here.](#)

Music on the Beach at Kings Beach

Fridays at 6 - 8:30 pm, June 29 - Aug 31 (Excluding Aug 10)

Come on down for a free weekend concert series at Kings Beach State Recreation Area. [Find out more here.](#)

Friday Fun Nights at Northstar California

Fridays, June 29 - Sept 1

Friday Fun Nights is a family-friendly DJ'd event that the whole family will love. [Find out more here.](#)

Concerts at Commons Beach

Sundays at 4 - 7 pm, June 17 - Sept 2

Join us on the beach in Tahoe City for free Sunday concerts all summer long! [Find out more here.](#)

Music Festivals

Squaw Valley | Alpine Meadows

[Art, Wine & Music Festival](#) July 14 - July 15, 11am - 5pm

[Wanderlust Festival](#) July 19 - July 22, 7am - 7pm

[Brews, Jazz and Funk Fest](#) Aug 11 - Aug 12, 2 - 8pm

[29th Annual Foam Fest](#) Sept 1, 2 - 6pm

[30th Annual Alpen Wine Fest](#) Sept 2, 2 - 5pm

[Guitar Strings vs. Chicken Wings](#) Sept 14, 4:30 - 9:30 pm

[Oktoberfest](#) Sept 22, 12 - 6pm

Northstar California

[Beerfest & Bluegrass Festival](#) July 7, 3 - 7 pm

[Lake Tahoe Autumn Food & Wine Festival](#), Sept 7 - Sept 9

**event schedule will be available soon.*

Commons Beach, Tahoe City

[Tahoe City Oktoberfest](#) Sept 29, 12 - 5pm

Lake Tahoe Music Festival

August 21 - 26

The Lake Tahoe Music Festival's 26-piece Academy Orchestra presents a 5 day concert series at intimate outdoor settings on the west shore of Lake Tahoe, Tahoe city and Truckee.

Lake Tahoe Shakespeare Festival

July-September

Live music and theater at Sand Harbor at Lake Tahoe Nevada State Park

*Refer to link for all info:

<https://www.gotahoenoeth.com/highnotes/>

SAMPLE SOCIAL POSTS



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We have provided a series of social media posts for you to share across your social media channels.

Please feel free to post about the campaign in any way you'd like, and use #TahoeNorthMusic on any summer music series posts in the region's mountain resorts!

Facebook & Twitter

- Did you know that North Lake Tahoe offers free concerts all summer long? Learn more here:
<http://bit.ly/Summer-Music-Series>
- Summer nights and live music, it doesn't get better than that! Join us for the North Lake Tahoe Music series all summer long. Follow the link below to learn more!
<http://bit.ly/Summer-Music-Series>
- North Lake Tahoe is hosting a free series of summer concerts that are perfect for the entire family. Use the link below for more information.
<http://bit.ly/Summer-Music-Series>

Instagram

- Nobody does music like North Lake Tahoe does music. Join us all summer long for free concerts at venues throughout the north shore and mountain resorts.
#TahoeNorthMusic #TahoeNorth #Music #Tahoe #LakeTahoe #Summer
- Live music + Lake Tahoe = Fun all summer long. #TahoeNorth's music series is in full swing, so get up here and get the party started.
#TahoeNorthMusic #Music #Tahoe #LakeTahoe #Summer
- Sit back, relax and enjoy some live music in the mountains or at the foot of the lake. North Lake Tahoe is hosting a series of summer music that are the perfect way to unwind.
#TahoeNorthMusic #TahoeNorth #Music #Tahoe #LakeTahoe #Summer

VISUAL ASSETS



north lake tahoe
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Concerts at Commons Beach

Access Photos [HERE](#)

Access Video to share from
North Lake Tahoe:

- Facebook [HERE](#)
- YouTube [HERE](#)

Live Music at Northstar California

Access Photos [HERE](#)

Access Video to share from
North Lake Tahoe:

- Facebook [HERE](#)
- YouTube [HERE](#)

Music on the Beach, Kings Beach

Access Photos [HERE](#)

Access Video to share from
North Lake Tahoe:

- Facebook [HERE](#)
- YouTube [HERE](#)

Summer Music Series, The Village at Squaw Valley

Access Photos [HERE](#)

Access Video to share from
North Lake Tahoe:

- Facebook [HERE](#)
- YouTube [HERE](#)

- If you have additional images you'd like to include in the campaign posting folder, send them to amber@gotahoenorth.com.
- **PLEASE PROVIDE APPROPRIATE PHOTO CREDIT WHEN POSTING. EACH IMAGE IS TITLED WITH THE OWNER'S INFORMATION.**

GET MORE INVOLVED



north lake tahoe
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Thank you so much for promoting the North Lake Tahoe Summerlong Music Series on your channels!

We'll be promoting the series all summer with giveaways, live video broadcasts, printed rack cards and more.

If you'd like to find ways to get more involved or would like additional campaign materials, please reach out to Amber Burke at amber@gotahoenorth.com.



north lake tahoe

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Partner Promotion Toolkit



CAMPAIGN OVERVIEW



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PEAK YOUR ADVENTURE

A summer trip to North Lake Tahoe isn't complete without experiencing the mountains. With endless summer events, activities, dining, shopping, and outdoor adventures - now is the perfect time to explore the other side of summer in Tahoe.

In this toolkit, North Lake Tahoe has provided information, imagery and sample social media posts for you to assist in campaign promotion.

Please reach out to amber@gotahoenorth.com for any questions or additional information, and we appreciate your partnership in promotion!

Posting Requests

Tags & Hashtags:

- Website:
<http://bit.ly/Peak-Your-Adventure-TahoeNorth>
- Facebook: @LakeTahoeNorth
- Instagram & Twitter: @TahoeNorth
- #MyTahoeAdventure

Key Message Points:

- North Lake Tahoe has a variety of activities and events during the summer at mountain resorts high above the shoreline.
- Homewood Mountain Resort, Squaw Valley | Alpine Meadows, Northstar California and Diamond Peak Ski Resort are home to endless activities during the summertime, including events, shopping, music, dining, and outdoor adventures.
- GoTahoeNorth.com/PeakYourAdventure is your guide for information on summer activities and events at each North Lake Tahoe resort.



THE THEMES



north lake tahoe

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Events



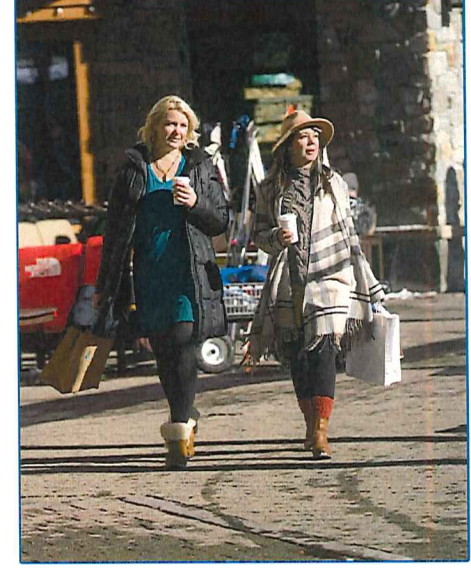
Outdoor Activities



Food & Drink



Shopping





SAMPLE SOCIAL POSTS



north lake tahoe

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We have provided a series of social media posts for you to share across your channels. Please feel free to post about the campaign in any way you'd like, and use #MyTahoeAdventure on any summertime posts in the region's mountain resorts!

Facebook & Twitter Campaign Overview

- There are many ways to Peak Your Adventure in North Lake Tahoe this summer. From world-class events to free weekly music, it's the perfect time to create your Tahoe adventure. Plan your #MyTahoeAdventure here: <http://bit.ly/Peak-Your-Adventure-TahoeNorth>
- #MyTahoeAdventure includes music, shopping and beer at my favorite mountain resort. What's yours? Share with the hashtag and you could win - find out more here: <http://bit.ly/Peak-Your-Adventure-TahoeNorth>

Facebook & Twitter Resort-Specific

- Unplug and discover a world of adventure. Homewood offers experiences ranging from mountain-top dining to cornhole tournaments to make this summer unforgettable: <https://www.skihomewood.com/#MyTahoeAdventure>
- Mountain biking, mini-golfing and roller-skating, OH MY! Peak Your Adventure at Northstar California resort this summer: www.northstarcalifornia.com/#MyTahoeAdventure
- Stand at the shoulders of giants and conquer them. You will never run out of summer events and activities at Squaw Valley | Alpine Meadows. Elevate your summer - plan your trip here: www.squawalpine.com/#MyTahoeAdventure
- #MyTahoeAdventure starts at Diamond Peak. Discover a world that is yours to explore. Learn more at the link below. <https://www.diamondpeak.com>



SAMPLE SOCIAL POSTS



north lake tahoe

Chamber | CVB | Resort Association

Instagram General

- There are so many ways to Peak Your Adventure in North Lake Tahoe this summer. From biking trails to world-class events, it's the perfect time to create your Tahoe experience.
#MyTahoeAdventure
#TahoeNorth #Tahoe
- #MyTahoeAdventure includes music, biking and beer at my favorite mountain resort. What's your adventure? Share with the hashtag and you could win!
#MyTahoeAdventure
#TahoeNorth #Tahoe

Instagram Resort-Specific

- Try something new this summer with music, yoga and world-class events. You will never run out of new things to try at @squawalpine
#MyTahoeAdventure
#TahoeNorth #Tahoe #SquawAlpine
- Escape the ordinary and jump into adventure. This summer, hike, mountain bike, eat great food and more at @diamondpeak.
#MyTahoeAdventure #TahoeNorth #Tahoe
#DiamondPeak
- Run, climb, jump or soar. It doesn't matter what you do as long as you get outside for a summertime adventure. @skihomewood is the perfect place to explore this week.
#MyTahoeAdventure #TahoeNorth #Tahoe
#HomewoodResort
- Mountain biking, mini-golfing and roller-skating, OH MY! Peak Your Adventure at @northstar_california resort.
#MyTahoeAdventure #TahoeNorth #Tahoe
#NorthstarCalifornia



VISUAL ASSETS



north lake tahoe

Chamber | CVB | Resort Association

Images

[CLICK HERE](#) to access Photos and Videos for social media posting.

PLEASE PROVIDE APPROPRIATE PHOTO CREDIT WHEN POSTING. EACH IMAGE IS TITLED WITH THE OWNER'S INFORMATION.

If you have additional images you'd like to include in the campaign posting folder, send them to amber@gotahoenorth.com.

All summer long, whenever you or your brand are sharing an image in the mountains of North Lake Tahoe, please include **#MyTahoeAdventure** to participate in the campaign!

GET INVOLVED



north lake tahoe
Chamber | CVB | Resort Association

Thank you for participating in the Peak Your Adventure campaign, and sharing out information around summertime mountain experiences with your social media audiences!

There are many ways to get more involved in the campaign - if you'd like to partner with us on a giveaway, collaborative live video or other idea, please reach out to Amber Burke at amber@gotahoenorth.com.

Thanks Again, and Cheers!
The North Lake Tahoe Team

OVERVIEW

The Peak Your Adventure social media photo contest capitalizes on the cultivation and promotion of relevant user generated content to drive engagement. The contest is promoted on Instagram through a once-weekly series of branded posts which encourage users to tag their relevant photos with the #MyTahoeAdventure hashtag.

LOGISTICS

- Dates: June 20 - September 15
- Prizes awarded: \$250/per winner (monthly)
- Post photos will highlight itinerary recommendations
- Minimal text/graphic overlay on promoted posts to comply with algorithm

ENTRY METHOD

2x/month, social media posts will prompt the entrants to take photographs related to the Peak Your Adventure itineraries. The Abbi Agency will monitor posts that utilize the hashtag, selecting two finalists at the end of the month. The finalist photos will be shared in an Instagram story where viewers can vote on the winner. The winner is announced and the winning image featured across Tahoe North social pages, and The Abbi Agency and the North Lake Tahoe team will work to coordinate winner's prize.

POST EXAMPLES



COPY: #MyTahoeAdventure includes a full day of world-class dining followed by a late afternoon hike at @northstar_california. You really can't beat these views! Tag a photo of how you Peak YOUR Adventure for a chance to win!

BRANDED HASHTAGS: #MyTahoeAdventure #TahoeNorth

OPTIONAL HASHTAGS: #TheGreatOutdoors #GetOutside #Nature #Scenery #Summer #Mountains #VisitCalifornia #Travel #Getaway #Adventure #NakedPlanet

TOPICAL HASHTAGS : #Shopping #Food #FoodPics #Golf #Yoga #Music #Hiking #Biking



COPY: #MyTahoeAdventure is a weekend pass to the Wanderlust Festival at @squawalpine. From intensive yoga workshops to guided meditation, this festival has it all! Tag a photo of how you Peak YOUR Adventure for a chance to win!

BRANDED HASHTAGS: #MyTahoeAdventure #TahoeNorth

OPTIONAL HASHTAGS: #TheGreatOutdoors #GetOutside #Nature #Scenery #Summer #Mountains #VisitCalifornia #Travel #Getaway #Adventure #NakedPlanet

TOPICAL HASHTAGS : #Shopping #Food #FoodPics #Golf #Yoga #Music #Hiking #Biking

Summer in North Lake Tahoe - Peak Your Adventure

When the summer sun begins to shine, North Lake Tahoe resorts transform into playgrounds for visitors of all ages. From world-class events to shopping, live music to outdoor adventure, there are endless opportunities to explore something new in the mountains this summer.

Check out our Peak Your Adventure Interactive Map below for an insider look at the best high-altitude dining, shopping, events and outdoor adventure the region has to offer.

[INTERACTIVE MAP HERE]

Homewood Mountain Ski Resort

While Homewood is known for its powdery winter slopes, in the summertime this mountain resort offers panoramic views, delectable dining at establishments like the [West Shore Cafe](#), craft cocktails and mountainside to shoreside adventure. Don't miss their summer events series, complete with live music and impressive dining experiences.

Squaw Valley | Alpine Meadows

Home to some of the [best views](#) in North Lake Tahoe, and aptly called the "Olympic Valley" for its role in the training of various Olympiad athletes, Squaw represents an intersection between high luxury, outdoorsmanship, and consumer delights. Its European-inspired Village is a must-visit for any Tahoe traveler, and hosts a number of phenomenal summertime events, like Wanderlust Yoga Festival and Bluesdays Tuesdays weekly live music.

Northstar California

Family-friendly, Northstar California is home to wine walks, high-end shopping, tours of the Tahoe region, dining and more at the resort's locally celebrated village. Beyond the village, enjoy experiences like downhill mountain biking, and hikes through the backcountry.

Diamond Peak Resort

Perfect for picnicking, summer hikes, view finding and more, Diamond Peak Resort is a favorite among visitors and locals who love engaging in the human powered sports for which the region is widely known. With panoramic views of the lake that will take your breath away, Diamond Peak offers an unparalleled outdoor experience.

[3 IMAGES HERE - SWAP TO BE 1 WANDERLUST, 1 MUSIC IN NORTHSTAR VILLAGE, 1 BIKING]



2018 Summer Marketing Plan

Submitted March 14, 2018

Introduction

The mission of the North Tahoe Business Association is to improve the economic vitality and quality of life in the communities of North Lake Tahoe including Carnelian Bay, Tahoe Vista, and Crystal Bay with Kings Beach as NTBA's main commercial core.

This summer marketing plan is for **May 1 - September 30, 2018**. NTBA has a separate winter marketing plan.

Target Audience

1. **Primary: Visitors** in Lake Tahoe Basin & Truckee
2. **Secondary: Residents and Homeowners** in Lake Tahoe Basin & Truckee
3. **Tertiary: NTBA Members**

Goals *(broad map defining the destination)*

1. **Showcase NTBA District as a vibrant and unique sense of place**
2. **Increase awareness of and provide marketing value to NTBA members**

Objectives *(objectives should be SMART: Specific, Measurable, Achievable, Relevant and Time-bound)*

1. **Strengthen district identity through implementing effective marketing strategies**
2. **Drive Kings Beach visitation and awareness through events and promotions**
3. **Expand marketing reach and frequency**
4. **Increase audience engagement and loyalty**

Strategy & Tactics *(methods used to get there)*

1. Strengthen district identity through implementing effective marketing strategies

- a. Continue to market the district and NTBA summer events through NTBA's channels ("Visit North Lake Tahoe" website, tri-weekly e-Newsletter, Facebook and Instagram pages) as well as local media outlets.
- b. Promote lodging/vacation rental, recreation, retail and restaurant members and their offers, and differentiated district amenities (i.e. proximity to Lake and great beaches, sun exposure, etc.) through Play Shop Dine campaign to run July – September to build engagement and increase e-Newsletter subscribers (track 1,300 visits to Play Shop Dine landing page)
- c. Encourage members to share NTBA marketing content through their marketing channels to expand marketing reach and frequency of content (outreach to 2-5 members that we believe have the propensity to follow-through on sharing NTBA content)

2. Drive Kings Beach visitation and awareness through events and promotions

- a. Continue to produce, market and increase attendance at annual community events including 9 Music on the Beach concerts and the July 3rd Beach Party (increase attendance by a minimum of 2%¹)
- b. Continue to market NTBA District and Kings Beach through Play Shop Dine promotion July – September (for metric see above #1b)
- c. Effectively allocate marketing dollars through development and execution of a media schedule designed for maximum reach and frequency within budget (not to exceed budget by more than 10%)
- d. Distribute NTBA event marketing materials in the district and throughout North Lake Tahoe/Truckee to increase awareness and drive visitation (distribute up to 120 posters and 2,000 handbills for each event distributed by May 30, 2018)
- e. Continue to market July 3rd and July 4th fireworks collaboratively with NLTRA and Tahoe City Downtown Association for maximum efficiency and effectiveness (see NLTRA sponsorship agreement for metrics)
- f. Encourage summer event sponsors, Music on the Beach bands, and food vendors to utilize and share NTBA event marketing content (include in all contracts and outreach a minimum of one time per partner)

¹ Music on the Beach 2017 estimated attendance was 5,400 / 600 average per concert. July 3rd Beach Party 2017 estimated attendance was 600.

3. Expand marketing reach and frequency, support media members by leveraging trade/value-adds, and encourage NTBA members to use local media offers

- a. Renew annual Media Trade Agreements with 101.5FM Truckee Tahoe Radio, Moonshine Ink, Tahoe Quarterly, Tahoe Weekly and Tahoe.com for maximum benefits and add new trade agreements when possible
- b. Continue to distribute press releases and photo/video assets to local media outlets for editorial inclusion (distribute at least 1 per event per year)
- c. Through online member portal, handbook and new member orientations, encourage businesses to take advantage of NTBA media members' advertising discounts.

4. Increase audience engagement and loyalty

- a. Convert website visitors to e-Newsletter subscribers (gain 60 new subscribers through website subscription form)
 - i. Increase prominence and frequency of subscription form and develop clear call to action on targeted web pages
 - ii. Create and offer incentives for signing up July-September (busiest web traffic months)
- b. Engage e-Newsletter readers and convert them to website visitors (meet/exceed 15.29% average open rate and 7.75% average click through rate²)
 - i. Analyze open and click through rates and adjust broadcast launch time of day and day of week to maximize open rate
 - ii. Continue to be highly strategic about e-News subject lines to maximize open rates
 - iii. Peak interest with concise articles that require readers click through to website (or member's website) for more info
- c. Optimize Website
 - i. Continue to follow best practices for maximum organic search results
 - ii. Improve SEO
 - 1. purchase SSL certificate (secure sockets layer) improving site security
 - 2. decrease website load time from 5.72 to 4 seconds or less³

² Travel/Tourism industry average according to Constant Contact March 2018

³ Optimal website load time is 2 seconds or less, however we don't anticipate we will be able to cut our load time in half in 6 month, however we feel we can cut load time by 30% to 4 seconds

2018/2019 North Tahoe Business Association Media Schedule

Ad Content	Media Outlet	Promotion Date + Descriptions	Size/Placement	Trade Value	Paid Value	Total
Print Advertising						
Play Shop Dine (PSD)	NLTRA	Summer Visitor Guide	1/2 page horz		695	695
MOTB	Tahoe Weekly	June 7 (Tahoe Music and Festivals)	1/2 page vert	730		730
MOTB	Tahoe Quarterly	June 25-Sept. 30 (Summer Issue)	1/2 page vert	1692.5	167.5	1860
J3	Tahoe Quarterly	June 25-Sept. 30 (Summer Issue)	1/2 page vert	1692.5	167.5	1860
MOTB	Moonshine Ink	June 14-July 11 (Summer Begins)	1/2 page vert	630		630
J3 & MOTB	Tahoe Weekly	June 28 (4th of July + Festivals)	Full page	890	390	1280
MOTB	Moonshine Ink	July 12 - August 8 (Summer)	1/2 page vert	630		630
MOTB	Tahoe Weekly	July 12 (Summer Fun)	1/4 page vert	450		450
PTD	Moonshine Ink	October Issue (October 11-November 7)	1/2 page vert	630		630
PTD	Tahoe Weekly	October 11 (Fall Guide)	1/2 page, color	730		730
PTD	Tahoe Weekly	October 25 (Fall Fun/Halloween)	1/4 page, vert	450		450
GSS	NLTRA	Winter Visitor Guide	1/2 page horz		695	695
District	Moonshine Ink	Fall		130		130
District	Moonshine Ink	Winter		130		130
District	Moonshine Ink	Spring		130		130
GSS	Moonshine Ink	TBD	1/5 page, vert	290		290
GSS	Moonshine Ink	TBD	1/5 page, vert	290		290
Newspaper/Magazine Totals				8,525.00	3,085.00	11,610.00
Radio Advertising						
MOTB	101.5 KTKE	June 15-August 31 Live Read Package #1 (25 sixty second live reads)			495	495
MOTB	101.5 KTKE	June 15-August 31 Community Calendar Mentions (100 fifteen seconds)			900	900
J3	101.5 KTKE	June 24-July 3 Live Read Package #1 (25 sixty second live reads)			495	495
J3	101.5 KTKE	June 24-July 3 Community Calendar Mentions (20 fifteen seconds)			200	200
PTD	101.5 KTKE	November 1-7 Live Read Package (20 sixty second live reads)			400	400
PTD	101.5 KTKE	Jan 18-20, Feb 22-24, Mar 8-10 Live Read Package #1 (25 sixty second live reads)			495	495
GSS	101.5 KTKE				495	495

Parade	101.5 KTKE	Early March May 30-June 2 Live Read Package #2 (12 sixty second live reads)	150	450	600
CUD	101.5 KTKE	May 27-June 2 Community Calendar Reads (10 fifteen seconds)	245		245
CUD	101.5 KTKE		100		100
Radio Totals			2,090.00	1,840.00	3,930.00
Social Media Advertising & Campaigns					
J3	NLTRA Social Media with Lodging CTA (6 weeks prior)	May 20-26			
J3	NLTRA Social Media with Lodging CTA (5 weeks prior)	May 27-June 2			
J3	NLTRA Social Media with Lodging CTA (4 weeks prior)	June 3-9			
J3	Chamber Social Media for Sponsorship Request	Early-Mid June			
J3	Chamber Social Media for Sponsorship Request	Early-Mid June			
J3	Sponsorship Request	Early-Mid June			
J3	Play Shop Dine (PSD) Campaign and Post Boosts	Late July-Late August June 25-August 3, August 13-August 31		200	200
MOTB	Post Boosts	31 Thursdays & Fridays July 20-August 31 (excluding 10th)		50	50
MOTB	Facebook Paid Campaign	June 29, July 6, July 13, August 3, August 17, August 24		125	125
MOTB	Tahoe Quarterly Instagram	Mid May (Promote Preferred Seating) May 14-28	1500		1500
J3	Facebook Paid Campaign	2 Mentions on Facebook Page from June 29-July 3		25	25
J3	101.5 Facebook	3-Jul	50		50
J3	Tahoe Quarterly Instagram	October 25-November 8	250		250
PTD	Post Boosts	October 25-November 8		30	30
PTD	Facebook Paid Campaign	October 25-November 8		100	100
GSS	Campaign and Post Boosts	December - March		200	200
Parade	Post Boost and Post-Event Thank You	March 9-10		25	25
CUD	Post Boosts	May 28-June 2		25	25
Social Media Totals			1,800.00	780.00	2,580.00
Google AdWords Campaigns					
J3	Google AdWords	May 21-July 3		100	100
MOTB	Google AdWords	Mid June-Mid July and August 14-31		200	200
PSD	Google AdWords	July-September		300	300

PTD	Google AdWords	October 11-November 8	50	50
GSS	Google AdWords	January-March	350	350
Google AdWords Totals			0	1000
Online/Digital Advertising				
MOTB	Tahoe Weekly	Website Digital Banner Mid-May Chamber email requesting sponsors & donations	300	300
J3	NLTRA	Rotating Featured Events on Website (Late May-July 3)		
J3	NLTRA	Early June Call to Action as First Newsletter Article to NLTRA database		
J3	NLTRA	Fireworks Landing Page with Lodging CTA button		
J3	NLTRA	Chamber Email for Sponsors (June 18- 22)		
J3	NLTRA	Chamber Email for Sponsors (June 25- 29)		
MOTB	Tahoe.com	June 1- August 31	1500	500
J3	Tahoe.com	June 1- July 3	inc above	250
MOTB	Moonshine Ink Email Blast	July 11-25	75	75
J3	Tahoe Quarterly	June Rectangle Enewsletter Ad- Market Seating Tickets (June 5)	275	275
MOTB	Tahoe Quarterly	July Rectangle Enewsletter Ad (July 10)	275	275
MOTB	Tahoe Quarterly	August Rectangle Enewsletter Ad (August 10)	275	275
MOTB	Tahoe Quarterly	Stand Alone Email (June 28)	1200	1200
J3	Tahoe Quarterly	Stand Alone Email (May 3)	1200	1200
Online Totals			5,100.00	750.00
Printing & Graphics- based on 2017 billing (Categories: Streetlight Banners, Sponsor & Venue Banners, Posters & Rack Cards)				5,850.00
MOTB	DBI	Sponsor & Venue Banners	1500	1500
MOTB	DBI	Coon St. Banner	inc above	0
J3	DBI	Sponsor & Venue Banners Posters & Rack Cards (7 ads + 3 banners + poster + handbill)	1500	1500
MOTB	Print Art	Posters & Rack Cards (3 ads + 3 banners + poster + handbill)	540	540
J3	Print Art	Posters & Rack Cards	490	490
J3	Partner with TCDA	Posters & Rack Cards	140	140
PTD	Print Art	Posters & Rack Cards	1000	1000

