



August 2016

Marketing Departmental
Reports

Conference Department Report for August 2016

In August 2016 the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities.

Staff studied and did training modules for iDSS CRM system.

Staff participated in 2 days of training for the iDSS CRM system.

Staff conducted a site visit with Take 3 Presents for their November 2016 Program expected to produce 400 room nights and bring 500 people to the North Lake Tahoe.

Staff conducted familiarization sites at the Ridge Resorts, Hard Rock Hotel & Casino and Harrah's Lake Tahoe to view new renovated meeting & function spaces and guestrooms.

Staff reviewed Group appointment profiles for Connect Marketplace and requested appointments with planners best suited for destination. Staff is expected to have 30+ one-on-one appointments during this 3 day event in August.

Staff reviewed meeting planner lists for Luxury Meetings Summits in San Francisco and San Jose to familiar with the planners and companies attending these August events.

Staff attended Luxury Meetings Summit in San Francisco. Staff met with 20+ planners one-on-one at this event that included such companies as Accenture, Anaplan, Frosch, Informatica, ServiceSource, Sutter Health Bay Area, Symantec and Well Fargo.

Staff attended Luxury Meetings Summit in San Jose. Staff met with 25+ planners one-on-one at this event that included such as Accel-KKR, Actian, Diodes/Pericom, GrowthPoint Technology Partners, Hewlett Packard, Infogain, Nokia Bell Labs, Ruckus Wireless, Symantec, Veritas, and Danville Materials.

Staff conducted sales calls with Infineon Technologies, Carlson Wagonlit Travel Meetings & Events, The Corporate Event Group and Chen-Martin Travel & Incentive Destinations.

Staff conducted a site visit with Verizon Wireless. This program has the potential to bring 200 room nights and 100 people to North Lake Tahoe in September 2016.

Staff conducted a site visit with Cengage Learning. This program has the potential to bring 1000 plus room nights and over 500 people to North Lake Tahoe for June 2017.

Staff provided welcome remarks at opening of National Association of School Boards Conference at the Resort at Squaw Creek.

Staff participated in pre-planning conference for the American Society of Association Executives Annual Trade Show.

Staff hosted a client dinner at the Resort at Squaw Creek for the California Park & Recreation Society, Tessco Technologies and UC Davis Eye Center.

Staff attended the American Society for Association Executives Annual Trade Show in Salt Lake City, UT. The ASAE Annual Meeting & Exposition provides three days dedicated to your professional development and networking with over 2500 association executives. During the 2 day trade show staff met over 500 clients with potential future business. The association market is our 2nd largest market segment

Staff attended the Connect Marketplace in Dallas, TX. Connect Marketplace, an annual education conference and appointment-only trade show, is a highly respected event that brings together the most active planners, suppliers and experts in corporate, sports, specialty and association meetings and events for three days of general sessions, boot camps, roundtables, workshops, pre-set appointments and networking. The appointment-only trade show is the business marketplace, where RFPs are placed, dates are secured and relationships are developed for future business. The focus on education at Connect Marketplace allows you to brush up on your skills, learn about trending topics, get great business advice from speakers, and enjoy networking with other industry professionals

Staff attended the Human Powered Sports Initiative Meeting at the North Lake Tahoe PUD.

Staff provided sales training to our newest sales manager Bart Peterson.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of August, staff made over 500 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business



north lake tahoe
Chamber | CVB | Resort Association

Leisure Departmental Report
August Marketing Committee Meeting
8.23.16

TRAVEL TRADE

- International Pow Wow Leads have been sent out. See attached.
- Partnering with the RSVCA on a winter sales mission to Colorado – September 13 – 16th.
- Partnering with the RSVCA as a Silver Sponsor on the ASTA Conference – September 25-28th, including a North Lake Tahoe adventure day.
- Partnering with the RSVCA as a Gold Sponsor for Go West Summit – February 20-24th
- Confirmed UK Sales Mission dates – November 28th – December 2nd
- Ski Max collaborative marketing campaign is underway. The campaign includes:
 - Digital advertising – August–October
 - Digital content as the International Traveler sponsored destination – September
 - Exclusive North Lake Tahoe Skimax Consumer newsletter
 - Exclusive North Lake Tahoe Skimax Agent newsletter
 - Radio Campaign – August
- New Tour Operator Connections:
 - Conference Call with Tour Mappers – a receptive tour operator out of Boston. They are looking for unique properties in the North Shore. He will potentially be coming for site tours before or after Go West in February
 - Under Cover Tourist is expanding their business to ski destinations. I have connected them with Northstar and Squaw per their request. We are looking at a 2018 launch.

UPCOMING TRAVEL TRADE FAMS

- Attend the Biggest Little City Summer FAM – early July
- UK SuperFAM is coming to North Lake Tahoe. Dates are confirmed for September 29th – October 1st. Granlibakken Tahoe will host the lodging.
 - Traveling to the finale to train all of the other 60 agents. Location TBD
- Working with IVGID & Travel Nevada to collaborate on (2) travel trade FAMS centered on The Governor’s Global Tourism Summit & Go West Summit.

E-4

MEDIA

- Purchased an advertorial for the travel trade publication, Selling Travel, UK. We also have an advertisement in the October edition. See the link below for the article.
 - <http://edition.pagesuite-professional.co.uk/launch.aspx?eid=9d1d70bc-e177-4407-906a-7dc1c4a6eae2&pnum=46>
- International Wanderlust Media:
 - Glamour Magazine, Mexico & Latin America
 - The Yoga Journal, Mexico
 - Digital Influencer, Tim Robbards, Australia
- Recently Hosted:
 - Hosted editor of Rough Guides, UK
 - David Biddiel from The Sunday Times, UK
- Upcoming International Media:
 - UK, This Morning, ITV: waiting on dates for filming of spa retreat
 - UK: Collaborating with Travel Nevada & Visit California on a December Media FAM
 - UK, Weirdest Workouts – submitted information for a magazine article
 - Australia, Flight Centre Blog: Top 5 Fall Activities
 - Australia, Pacific Magazine: Travel Trade advertorial piece. We are looking for a lodging provider of 4 stars and above to host two nights lodging in exchange for (3) one page advertorials.
 - Mexico, El Universal Newspaper: Finalizing Media FAM with Visit California to showcase our culinary experience at Autumn Food & Wine Festival
 - Working with Travel Nevada & Brand USA on a South Korea Media FAM – September 27th

MISC

- Connecting with local lodging properties for new leisure tracking project
- Finalized the 2016/2017 Leisure Budget
- Building new year round itineraries



professional creative services

August, 2016 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- updating co-op staff regularly regarding functionality issues found within the site
- checking site daily and fixing issues such as links, errors, etc.
- proofing and making content edits throughout the site
- designing and editing pages for various subjects such as events and recreation
- researching, submitting, posting and editing events
- contacting event producers by phone and email
- showcasing three featured events on the home page
- finding and changing out stale or invalid content
- starting new business listings
- making requested content changes to business listings and events
- approving pending listing and event changes made by businesses
- finding better quality images and switching out when available
- corresponding with local businesses, answering questions/complaints via email and phone
- designing email blasts calling out for deals and volunteers for area events

Shelley Fallon

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fallonmultimedia.com

E-4



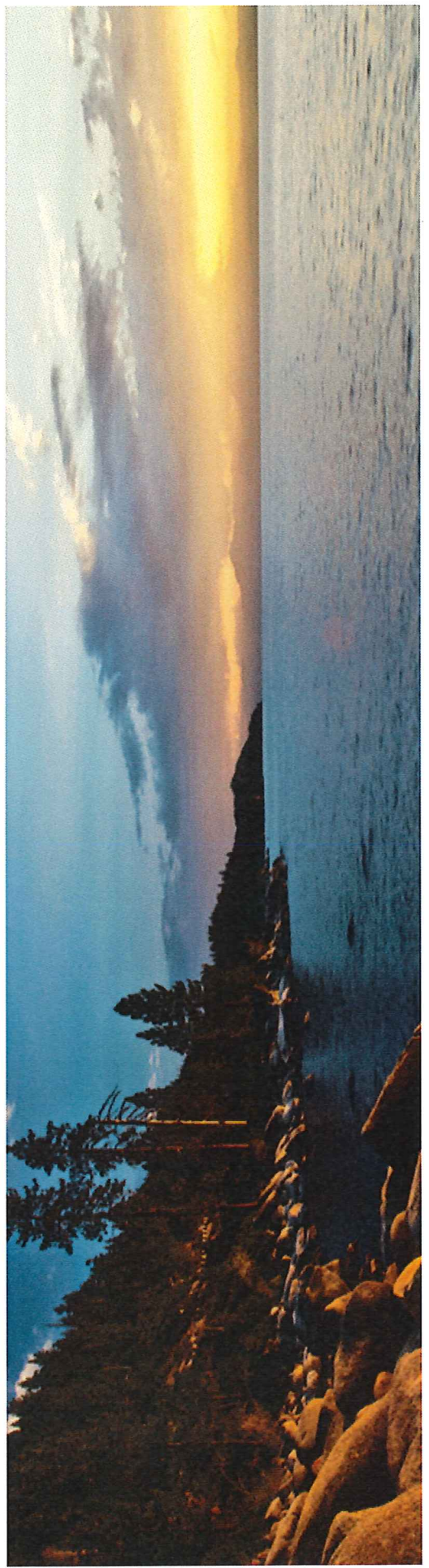
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North Lake Tahoe July 2016 Recap

Public Relations

Content Marketing

Social Media





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Marketing Work Plan

Objective: Increase destination and visitation to North Lake Tahoe during slower shoulder seasons and create longer stays throughout the year.

Performance Measurements:

1. Generate and update content for media center on GoTahoeNorth.com
2. Number of media contacts and press releases downloaded from GoTahoeNorth.com increased by 15 percent over FY 2014-15
3. Advertising equivalency of public relations efforts increased by 10 percent of FY 2014-15
4. References to GoTahoeNorth.com in editorial stories and features about North Lake Tahoe increased by 20 percent over FY 2014-15
5. Increase number of social media followers by 15 percent over FY 2014-15
6. Increase number of YouTube views by 20 percent as compared to FY 2014-15
7. Number of newsletter sign-ups increased by 5 percent over FY 2014-15



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Key Themes: 2016-2017

Strategy: In order to increase North Lake Tahoe's perception nationally as a world-class year-round destination for families, outdoor enthusiasts, millennials, and professionals the Abbi Agency will lead story-driven strategies across earned, rented and owned audiences. In order to meet performance measurements, the agency will apply this strategy to the following key themes.

Key Themes:

- Outdoor recreation and activities – 30%
 - Encouraging visitors to seek out mountainside adventures in summer months, lakeside activities in winter months and experience the full offerings of North Tahoe resorts – 10%
- Events (includes groups/meetings/weddings) – 20%
- Family – 20%
- Health/Wellness – 10%
- Hotel and hotel packages – 10%
 - Shoulder season-specific – 5%
 - Mid-week-specific – 3%
- Food, Culture & Dinning – 10%



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Public Relations

Pitch Angles
<ul style="list-style-type: none">• Summer in North Lake Tahoe• Round-up of wellness events• What's New this Summer Season• Lake Tahoe Ale Trail• Events (Wanderlust, Ta-Hoe Nalu, Spartan Race, etc.)• Rejuvenation and wellness in Tahoe• Meetings & Conventions• Wedding and Honeymoon destination focus• Nonstop flight pitching to Southern California, specifically Long Beach• What's New Winter 2016-17• North Lake Tahoe as culinary destination;• Autumn Food & Wine• Fall as secret season in North Lake Tahoe, geared toward publications along I-80 corridor from Sacramento to Lake Tahoe• 4th of July Fireworks

Future Public Relations Campaigns
<p>#Top10Tahoe Campaign -</p> <p>The #TahoeTop10 campaign will unite all late-summer and fall initiatives in Tahoe North under one overarching umbrella by creating the list of the “top 10 things to try in Tahoe’s warm weather.” The idea will encourage midweek visitation through real-time user generated content across all platforms, including social media, blog, newsletter and media outreach.</p> <p>Spartan Race Giveaway –</p> <p>In order to drive awareness locally and regionally of the Spartan Race leading up to the event, the agency will find three locals to give race entries to, in return for allowing North Lake Tahoe to follow them on their training journey with videos and photos to be re-shared in pitching and owned content.</p>



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Public Relations

Press Trips

Outlet: Nylon	Outlet: Trekaroo
Angle: Off Road Travel/Adventure	Angle: Beach to Peak in the shoulder season
Trip Date: October	Trip Date: Early October
Run Date: TBD	Run Date: Fall 2016
Outlet: San Jose Mercury News	Outlet: TravelInsider Magazine
Angle: Fall Travel to North Lake Tahoe (potentially fishing)	Angle: TBD
Trip Date: TBD	Trip Date: Late Fall
Run Date: Fall 2016	Run Date: TBD
Outlet: Bay Area Reporter	Outlet: Gigi Eats
Angle: Autumn Foodie Experiences	Angle: Autumn Food & Wine
Trip Date: September	Trip Date: September 9-11
Run Date: 2017	Run Date: September 2016

Meetings & Conventions

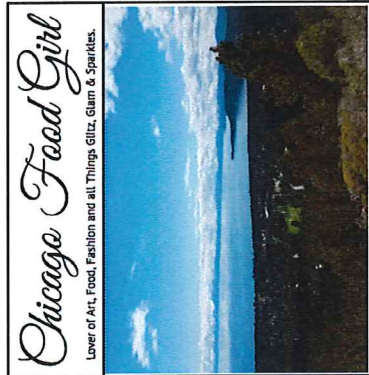
The Abbi Agency has worked closely with Jason Neary to streamline outreach angles. The following pitch angles will be used in outreach for a year-round meetings and conventions push:

- Renovations
- Foster team creativity in an inspirational outdoor setting
- Authentic retreats
- Escaping to nature with ease
- Rejuvenating a team with outdoor activities
- Go Green: Spa and eco-friendly amenities



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Media Relations: July Results



Total Placements: 25

Total Reach: 4,958,281

Total Publicity Value: \$45,864

Placement Highlights:

- GrindTV.com, 10 great ways to enjoy the Fourth of July before the fireworks begin (publicity value: \$27,673)
- Southwest: The Magazine, Spirit of Nevada (publicity value: \$1,202)
- Chicago Food Girl, Fun Getaway to North Lake Tahoe, Nevada (publicity value: \$841)
- Active Rain, 4th of July Weekend in North Lake Tahoe 2016 (publicity value: \$3,006)
- FoodReference.com, July Food, Wine & Beer events, (publicity value: \$1,243)

Hot Leads:

- BizBash Chicago, Summer 2016
- PureWow, Summer 2016

Coverage Book Link:

- <https://coveragebook.com/b/ba77d7d1>



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International Public Relations

Press Trips

Outlet: Paulina Villa, Glamour Mexico & Latin America
 Angle: Wellness and wildlife in North Lake Tahoe
 Trip Date: July 15-20
 Run Date: Winter or spring 2016-2017

Outlet: Pedro, The Yoga Journal Mexico
 Angle: Wanderlust, wellness in Tahoe
 Trip Date: July 15-18
 Run Date: TBD

Outlet: Rough Guides: California and USA
 Angle: Lake Tahoe guidebook pieces
 Trip Date: July 25
 Run Date: ongoing

Outlet: David Baddiel, The Sunday Times (UK)
 Angle: Family Travel and northern California destinations
 Trip Date: August 12-14

Media Relations

Media Opportunities:

- Selling Travel Magazine: Provided insight, content and edited advertorial piece.
- Conde Nast Traveller (UK): provided ski news and major developments of 2016-2017
- High Sierra Council, Australia media trip: provided press releases, photos and talking points to High Sierra Council representative
- TravelNevada Mexican Media Event, August 2: Provided photos and press kit
- UK Freelancer, Edmund Vallance: Provided media kit around destination. He visited California and was unable to visit Lake Tahoe.
- Flight Centre blog Australia: Worked to refine seasonality message for an interview with a local about their favorite things to do and see. Reaching out to locals to be featured.



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Social Media: July* Results

Facebook Data

- Total Number of Likes: 98,292
- Gained in July: 471
- Demographic: 41% male, 59% female
- Impressions by City:
 - Sacramento: 20.5k
 - Reno: 11.9k
 - Roseville: 4.2k
- Likes by City:
 - Los Angeles: 8.7k
 - Sacramento: 3.5k
 - Reno: 2.1

Instagram Data

- Total Number of Followers: 36,416
- Gained in July: 2,799
- Total Photos: 1.6k

Pinterest Data

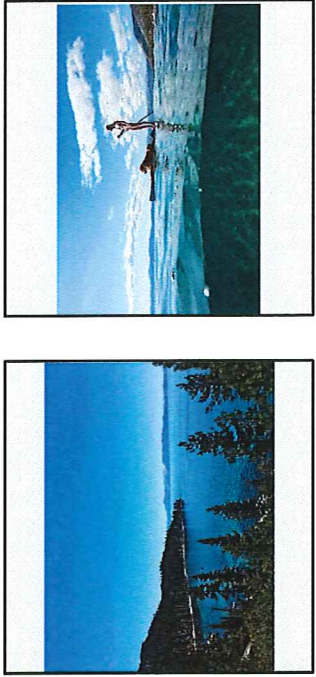
- Total Number of Followers: 542
- Total Number of Pins: 846

Twitter Data

- Total Number of Followers: 15.6k
- Gained in July: 333
- Mentions: 117
- Link Clicks: 465
- Re-Tweets: 180
- Demographic: 59% male, 41% female

User-Generated Content

- Photos with tag #TahoeNorth: 16.6k



*Results pulled from July 1, 2016 – July 31, 2016

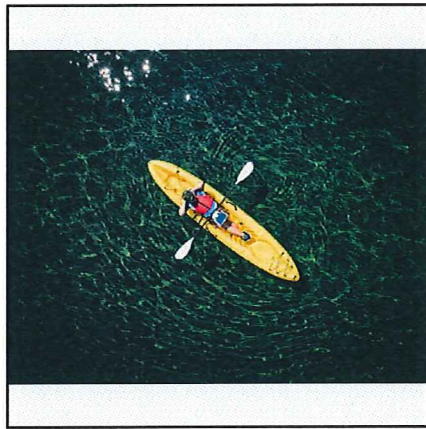


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Social Engagement Tools

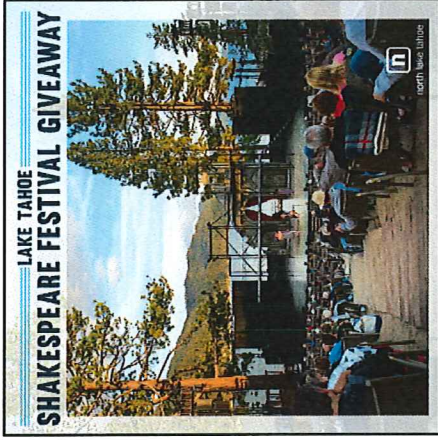
Instagram Takeover with @daveyhibler

- Goal: Establish working relationship with local influencers and grow fanbase.
- Dates: July 26 and July 27
- Final Performance:
 - New followers: 107
 - Total engagement: 18,669



Lake Tahoe Shakespeare Festival Instagram Giveaway

- Goal: Grow fanbase and engagement with a 24-hour giveaway.
- Dates: July 25 and July 28
- Final Performance:
 - New page likes: 244
 - Total engagement: 2,076






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Social Media Highlights

North Lake Tahoe
Published by Nicole Duxbury · July 1 · 🌐

Are you ready to celebrate the Fourth of July underneath some of the country's best firework shows? **Fox News** says that North Lake Tahoe's events can't be missed!



America's best Fourth of July fireworks displays | Fox News
Celebrate Independence Day by taking in one of the country's most dramatic pyrotechnic displays.
FOXNEWS.COM

13,408 people reached

👍 Like 🗨 Comment ➦ Share

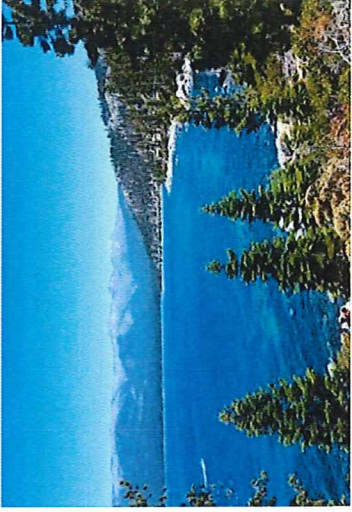
7 Comments 48 Shares

[View Results](#)

- Twitter Post, July 9
Wanderlust Festival
- Likes: 5
 - Retweets: 1
 - Link clicks: 9
 - Reach: 4,603

North Lake Tahoe with Rob Overton.
Published by Nicole Duxbury · July 4 · 🌐

Red, white and – of course – some Tahoe blue. Happy Fourth of July!
(Photo: @focqueagoraval via Instagram)



26,687 people reached

👍 Like 🗨 Comment ➦ Share

Boost Post

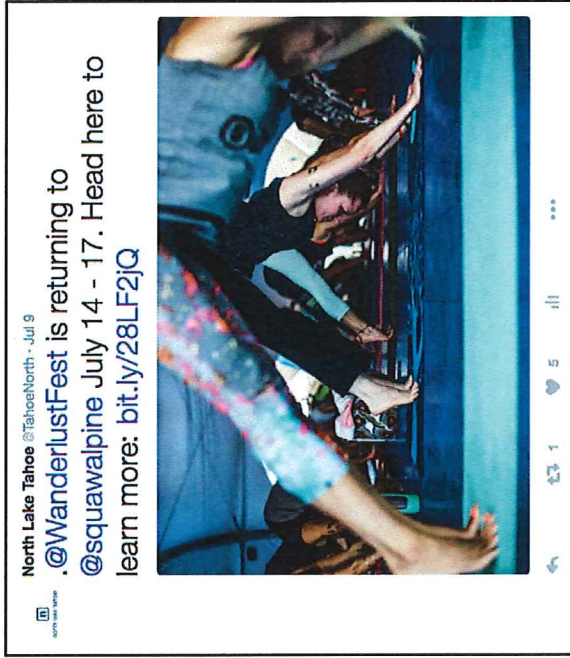
Jeff Durham, Cita Weber and 1.1K others 14 Comments 111 Shares

- Facebook Post, July 4
Holiday Post
- Reactions: 1,419
 - Engagements: 656
 - Comments: 27
 - Reach: 26,687

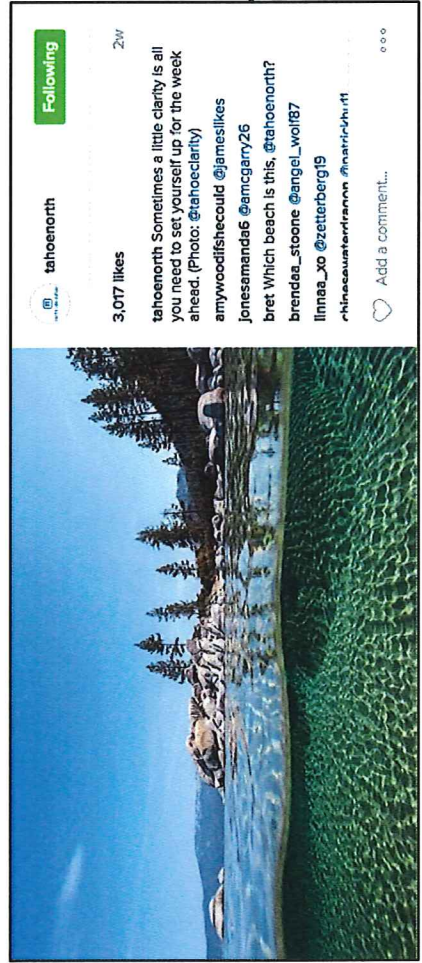


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Social Media Highlights



- Facebook Post, July 1
- Fox News Placement
- Reactions: 245
- Engagements: 469
- Shares: 49
- Comments: 19
- Reach: 13,408



- Instagram Post, July 24
- Scenic Photo
- Likes: 3,017
- Comments: 34
- Reach: 33,600

JULY NEWS ITEM REPORT

NORTH LAKE TAHOE



TABLE OF CONTENTS

MEDIA GROUP: INTERNET

21 ITEMS

CARSONNOW.ORG: Things to do on Independence Day	4
ACTIVERAIN: 4th of July Weekend in North Lake Tahoe 2016	4
BLISS BABE: About Town Deb Visits Lake Tahoe	4
FOODREFERENCE.COM: July Food, Wine & Beer Events	4
SOUTHWEST: THE MAGAZINE ONLINE: Spirit of Nevada	4
MY ACTIVE CHILD : FOURTH OF JULY CELEBRATIONS AND FIREWORKS IN NORTHERN NEVADA - LAKE TAHOE	5
ROCKLIN AND ROSEVILLE TODAY: Free Concerts on Lake Tahoe at Kings Beach	5
MOMMA'S GONE CITY: Summer Without Reservations - Momma's Gone City	5
SIERRA SUN: Après-pedal: Where to go at Tahoe-Truckee for a post-ride drink	5
SACRAMENTO ONLINE: Sacramento Magazine - August 2015	5
COULD I HAVE THAT?: Lake Tahoe Top Ten	6
CARSONNOW.ORG: I Love Carson City's Independence Day Weekend Summary: July 2 - 4	6
FOODNUT.COM: San Francisco to Lake Tahoe Road Trip Food Guide	6
GRINDTV.COM: 10 great ways to enjoy the Fourth of July before the fireworks begin	6
MOONSHINE INK ONLINE: July 3rd Fireworks & Beach Party	6
TAHOE DAILY TRIBUNE ONLINE: Dog-friendly Tahoe: Vacation just got furrrier with pet-friendly amenities around the lake TahoeDailyTribune.com	7
MOONSHINE INK ONLINE: SUP Pups: Learn to SUP with your dog	7



TABLE OF CONTENTS

CHICAGO FOOD GIRL: Fun Getaway to North Lake Tahoe, Nevada	7
CARSONNOW.ORG: Fireworks and more: Independence Day weekend festivities around Carson City	7
CARSONNOW.ORG: Fireworks and more: Independence Day weekend festivities around Carson City	7
MOUNTAIN DEMOCRAT ONLINE: Celebrations bursting across North Lake Tahoe	8

JULY NEWS ITEM REPORT

NORTH LAKE TAHOE



MEDIA GROUP: INTERNET

(21 ITEMS)

CARSONNOW.ORG: Things to do on Independence Day

7/8/2016

MEDIA TYPE: News Web Sites

REACH: 46,789

TEXT SNIPPET:

... Carson City, Virginia City, Lake Tahoe, and Reno will have fireworks displays starting around 9:30. Minden, Gardnerville, an...

LOCATION: United States of America

PUBLICITY VALUE: \$29.11

SOURCE URL: [Link to Source](#)

ACTIVERAIN: 4th of July Weekend in North Lake Tahoe 2016

7/5/2016

MEDIA TYPE: News Web Sites

REACH: 974,993

TEXT SNIPPET:

...It's the 4th of July weekend in North Lake Tahoe 2016 and there is so much to do! Fireworks (two nights), a parade, ar...

LOCATION: United States of America

PUBLICITY VALUE: \$454.70

SOURCE URL: [Link to Source](#)

BLISS BABE: About Town Deb Visits Lake Tahoe

7/4/2016

MEDIA TYPE: News Web Sites

REACH:

TEXT SNIPPET:

LOCATION:

PUBLICITY VALUE: \$400.00

SOURCE URL: [Link to Source](#)

FOODREFERENCE.COM: July Food, Wine & Beer Events

7/4/2016

MEDIA TYPE: News Web Sites

REACH: 134,449

TEXT SNIPPET:

...of California to consider. July 18-21, 2013 Wanderlust Festival - North Lake Tahoe, California Wanderlust is a one -...

LOCATION: Winona, Minnesota - United States of America

PUBLICITY VALUE: \$405.89

SOURCE URL: [Link to Source](#)

SOUTHWEST: THE MAGAZINE ONLINE: Spirit of Nevada

7/4/2016

MEDIA TYPE: Online Print Version

REACH: 43,323

TEXT SNIPPET:

LOCATION: Dallas, Texas - United States of America

PUBLICITY VALUE: \$1,202.00

SOURCE URL: [Link to Source](#)

JULY NEWS ITEM REPORT



MEDIA GROUP: INTERNET

NORTH LAKE TAHOE

MY ACTIVE CHILD : FOURTH OF JULY CELEBRATIONS AND FIREWORKS IN NORTHERN NEVADA - LAKE TAHOE

7/3/2016

MEDIA TYPE: News Web Sites

REACH:

TEXT SNIPPET:

...Our BIG LIST of Local 4th of July Parades, Picnics, Carnivals and FIREWORKS in Northern Nevada and Lake Tahoe!...

LOCATION:

PUBLICITY VALUE: \$14.00

SOURCE URL: [Link to Source](#)

ROCKLIN AND ROSEVILLE TODAY: Free Concerts on Lake Tahoe at Kings Beach

7/3/2016

MEDIA TYPE: News Web Sites

REACH: 44,087

TEXT SNIPPET:

...music performances featuring a variety of genres on the beautiful North Shore of Lake Tahoe. Enjoy Sierra Nevad...

LOCATION: United States of America

PUBLICITY VALUE: \$22.48

SOURCE URL: [Link to Source](#)

MOMMA'S GONE CITY: Summer Without Reservations - Momma's Gone City

7/28/2016

MEDIA TYPE: Blogs

REACH: 185,232

TEXT SNIPPET:

...fortune we spend to live here) by experiencing all that the Bay Area has to offer is near the top of our priority list. Lake Tah...

LOCATION: New York, New York - United States of America

PUBLICITY VALUE: \$90.01

SOURCE URL: [Link to Source](#)

SIERRA SUN: Après-pedal: Where to go at Tahoe-Truckee for a post-ride drink

7/23/2016

MEDIA TYPE: Online Print Version

REACH: 25,918

TEXT SNIPPET:

...: 19 Casinos: 6 Sources: tahoesouth.com, gotahoenorth.com, truckee.com Related Media TAHOE-TRUCKEE - Getting some exercise, seein...

LOCATION: Truckee, California - United States of America

PUBLICITY VALUE: \$22.95

SOURCE URL: [Link to Source](#)

SACRAMENTO ONLINE: Sacramento Magazine - August 2015

7/22/2016

MEDIA TYPE: Online Print Version

REACH: 49,529

TEXT SNIPPET:

...E. Graswich Lake Tahoe Events NORTH SHORE Lake Tahoe Concours d'Elegance The 43rd annual classic...

LOCATION: Sacramento, California - United States of America

PUBLICITY VALUE: \$26.71

SOURCE URL: [Link to Source](#)

JULY NEWS ITEM REPORT



MEDIA GROUP: INTERNET

NORTH LAKE TAHOE

COULD I HAVE THAT?: Lake Tahoe Top Ten

7/20/2016

MEDIA TYPE: Blogs

REACH: 34,251

TEXT SNIPPET:

...here). During our weeklong stay we stuck pretty close to where our house was in Incline Village (North Lake Tahoe). I...

LOCATION: Santa Barbara, California - United States of America

PUBLICITY VALUE: \$32.13

SOURCE URL: [Link to Source](#)

CARSONNOW.ORG: I Love Carson City's Independence Day Weekend Summary: July 2 - 4

7/2/2016

MEDIA TYPE: News Web Sites

REACH: 46,789

TEXT SNIPPET:

...Beach, North Lake Tahoe (4pm-10pm, free; vendors, contests, games, music and more; Fireworks 9:30pm) The Carson Nugge...

LOCATION: United States of America

PUBLICITY VALUE: \$103.81

SOURCE URL: [Link to Source](#)

FOODNUT.COM: San Francisco to Lake Tahoe Road Trip Food Guide

7/2/2016

MEDIA TYPE: Blogs

REACH:

TEXT SNIPPET:

...with moderately priced food - Fifty Fifty - Yelp North Lake Tahoe: Fancy Ritz Carlton restaurant - Manzanita Tavern 63...

LOCATION: United States of America

PUBLICITY VALUE: \$237.05

SOURCE URL: [Link to Source](#)

GRINDTV.COM: 10 great ways to enjoy the Fourth of July before the fireworks begin

7/2/2016

MEDIA TYPE: News Web Sites

REACH: 2,991,722

TEXT SNIPPET:

... Or launch from Sunnyside Marina Beach Area on North Lake Tahoe's northwestern shoreline, ending at Commons Beach for...

LOCATION: Irvine, California - United States of America

PUBLICITY VALUE: \$2,710.56

SOURCE URL: [Link to Source](#)

MOONSHINE INK ONLINE: July 3rd Fireworks & Beach Party

7/2/2016

MEDIA TYPE: Online Print Version

REACH: 26,029

TEXT SNIPPET:

...shore of Lake Tahoe, please donate! It's easy to do...

LOCATION: Truckee, California - United States of America

PUBLICITY VALUE: \$14.00

SOURCE URL: [Link to Source](#)

JULY NEWS ITEM REPORT



MEDIA GROUP: INTERNET

NORTH LAKE TAHOE

TAHOE DAILY TRIBUNE ONLINE: Dog-friendly Tahoe: Vacation just got furrier with pet-friendly amenities around the lake |
TahoeDailyTribune.com

7/2/2016

MEDIA TYPE: Online Print Version

REACH: 180,653

TEXT SNIPPET:

...Camp at Squaw Valley, North Lake Tahoe Bike Path, Five Lakes Trail, Martis Creek/Tompkins Memorial Trail, Fallen Leaf...

LOCATION: South Lake Tahoe, California - United States of America

PUBLICITY VALUE: \$93.90

SOURCE URL: [Link to Source](#)

MOONSHINE INK ONLINE: SUP Pups: Learn to SUP with your dog

7/16/2016

MEDIA TYPE: Online Print Version

REACH: 26,029

TEXT SNIPPET:

...org will be teaching SUP PUPS at Waterman's Landing, North Lake Tahoe at Carnelian Bay. Boards can be rented for trai...

LOCATION: Truckee, California - United States of America

PUBLICITY VALUE: \$14.00

SOURCE URL: [Link to Source](#)

CHICAGO FOOD GIRL: Fun Getaway to North Lake Tahoe, Nevada

7/11/2016

MEDIA TYPE: Blogs

REACH: 9,097

TEXT SNIPPET:

LOCATION: Chicago, Illinois - United States of America

PUBLICITY VALUE: \$252.00

SOURCE URL: [Link to Source](#)

CARSONNOW.ORG: Fireworks and more: Independence Day weekend festivities around Carson City

7/1/2016

MEDIA TYPE: News Web Sites

REACH: 46,789

TEXT SNIPPET:

..., North Lake Tahoe (4pm-10pm, free; vendors, contests, games, music and more; Fireworks 9:30pm) Free Concert: 152nd Ai...

LOCATION: United States of America

PUBLICITY VALUE: \$35.52

SOURCE URL: [Link to Source](#)

CARSONNOW.ORG: Fireworks and more: Independence Day weekend festivities around Carson City

7/1/2016

MEDIA TYPE: News Web Sites

REACH: 46,789

TEXT SNIPPET:

..., North Lake Tahoe (4pm-10pm, free; vendors, contests, games, music and more; Fireworks 9:30pm) Free Concert: 152nd Ai...

LOCATION: United States of America

PUBLICITY VALUE: \$35.52

SOURCE URL: [Link to Source](#)

JULY NEWS ITEM REPORT



MEDIA GROUP: INTERNET

NORTH LAKE TAHOE

MOUNTAIN DEMOCRAT ONLINE: Celebrations bursting across North Lake Tahoe

7/1/2016

MEDIA TYPE: Online Print Version

REACH: 45,813

TEXT SNIPPET:


...With more than two dozen Fourth of July events shining over the beaches, streets and skies of Kings Beach, Tahoe City and Incline Village...

LOCATION: Placerville, California - United States of America

PUBLICITY VALUE: \$423.77

SOURCE URL: [Link to Source](#)

GROUP REPORT from July 1, 2016 - July 31, 2016

 @TahoeNorth

 North Lake Tahoe

GROUP STATS across all Twitter and Facebook accounts

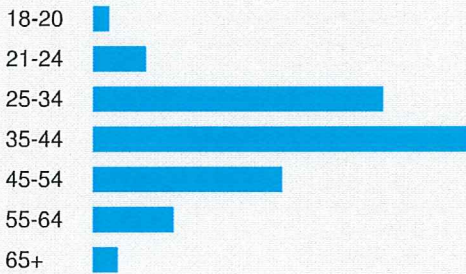
Incoming Messages	8,386	
Sent Messages	128	
New Twitter Followers	333	
New Facebook Fans	471	

8,566 INTERACTIONS
 BY **6,507 UNIQUE USERS**
2,177,364 POTENTIAL REACH

TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

 **59%** MALE FOLLOWERS
 **41%** FEMALE FOLLOWERS

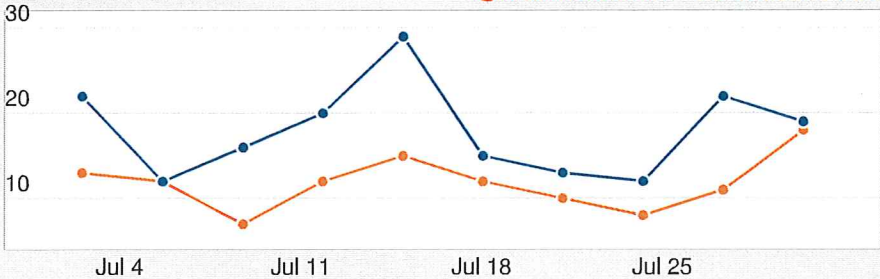


TWITTER STATS

 **333**
 New Twitter Followers in this time period

 **465** Link Clicks
 **117** Mentions
 **180** Retweets

DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

T 2 Plain Text

 **47** Links to Pages

 **37** Photo Links

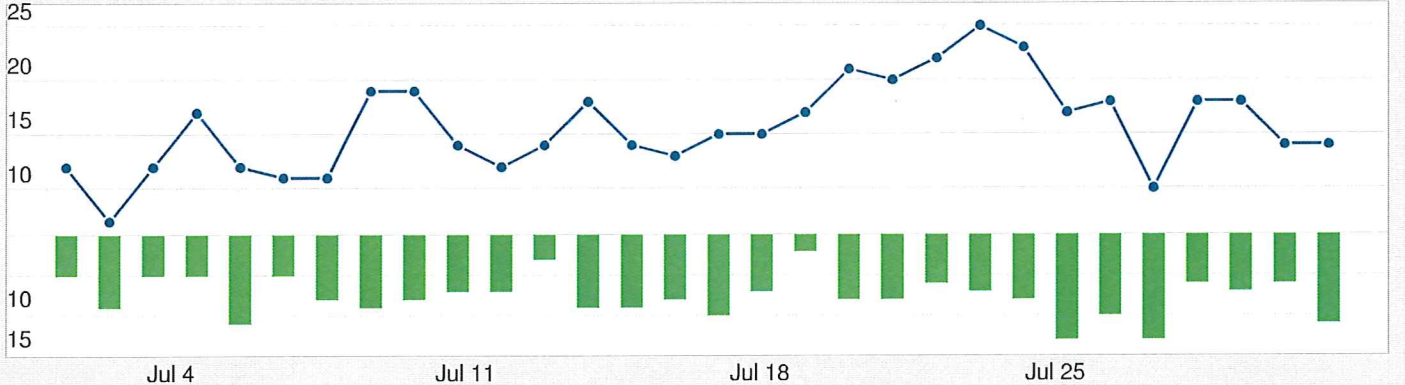
FACEBOOK STATS across all Facebook pages



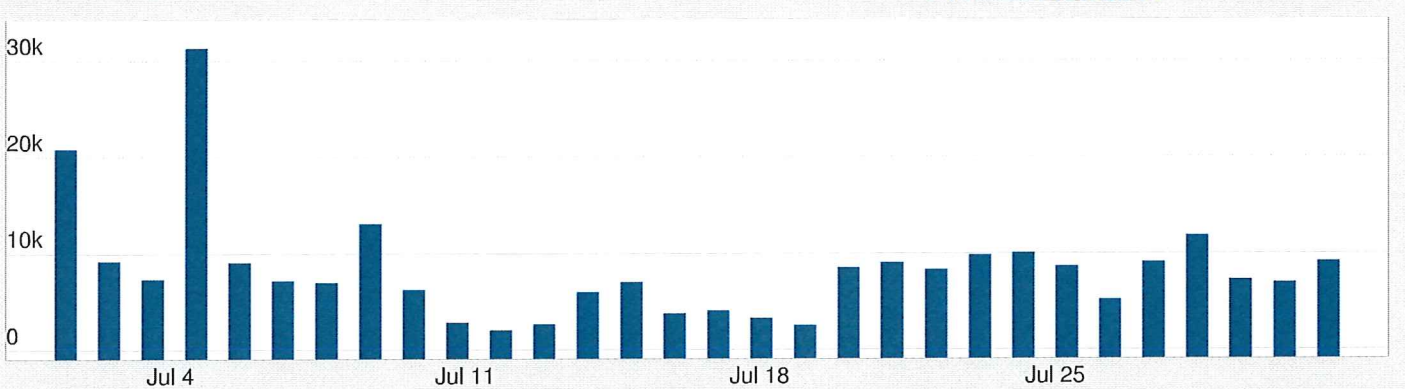
My Facebook Pages

98.43k Total Likes, and 3.4k people talking about this

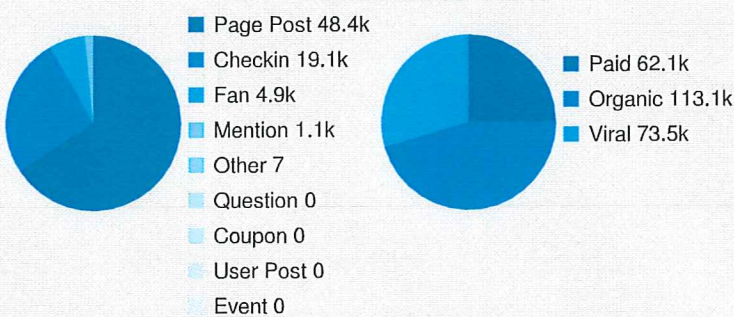
FAN GROWTH



PAGE IMPRESSIONS



IMPRESSIONS



BY DAY OF WEEK

Day	Avg	Total
Sun	6.2k	30.8k
Mon	11.3k	45.2k
Tue	4.6k	18.3k
Wed	8.1k	32.3k
Thu	8.1k	32.3k
Fri	10.9k	54.4k
Sat	7.2k	36.1k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

Age Group	Male	Female
13-17	297	492
18-24	7.0k	9.8k
25-34	18.3k	25.4k
35-44	19.5k	26.7k
45-54	11.9k	18.1k
55+	10.3k	18.3k

TOP COUNTRIES

Country	Impressions
United States	155.3k
Mexico	2.0k
United Kingdom	1.6k
Germany	950
Australia	636

TOP CITIES

City	Impressions
Sacramento, CA	20.5k
Reno, NV	11.9k
Roseville, CA	4.2k
Sparks, NV	4.1k
Truckee, CA	3.4k

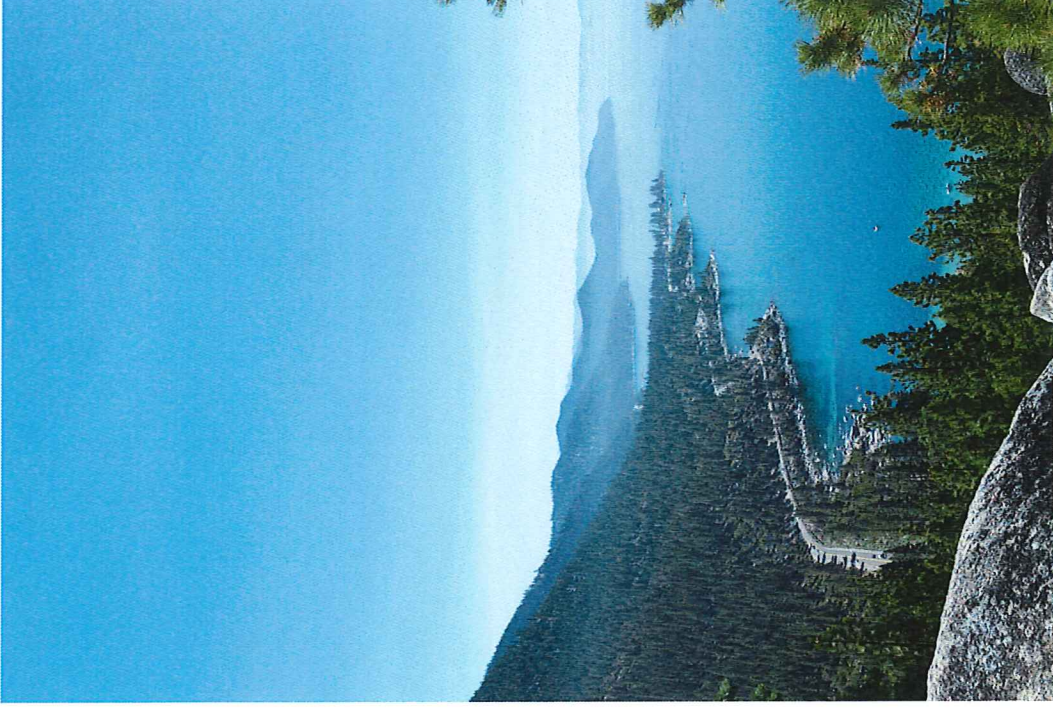


E-27



north lake tahoe

North Lake Tahoe July 2016 Marketing Report





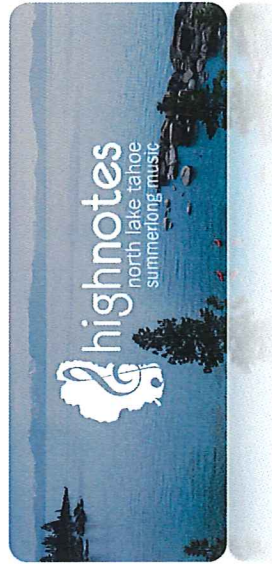
north lake tahoe

July 2016 Marketing Report – Agenda

1. High Notes Display Campaign
2. High Notes Television Campaign
3. NBC Sports Network Spartan Spot
4. GoTahoeNorth.com Website Discovery
5. North Lake Tahoe In-Market Discovery
6. Timeline: Upcoming Activities and Deliverables



north lake tahoe



High Notes Campaign - Display

471,740

IMPRESSIONS

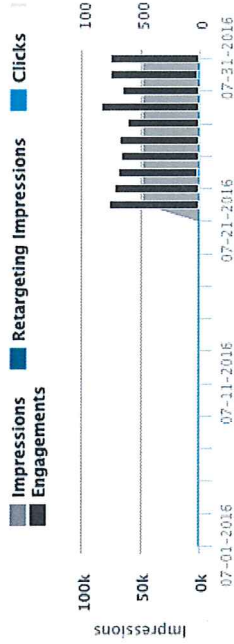
7,187

ENGAGEMENTS

147

SITE VISITS

DIGITAL IMPRESSIONS AND ENGAGEMENTS



TOP CREATIVES



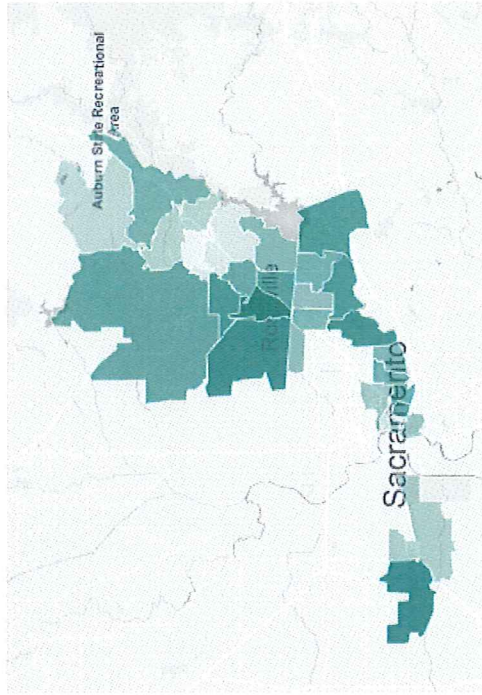
471,157

Impressions

1.45%

Interaction Rate

- Retargeting: 1,172 impressions were served for retargeting.
- Engagement: **Campaign engagement rate is 1.52%, well above the 1.16% benchmark.** (This metric measures clicking and interacting with the ad.)
- CTR- Click through rate is .03%, a bit under the benchmark rate of .05%





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High Notes Campaign - Display



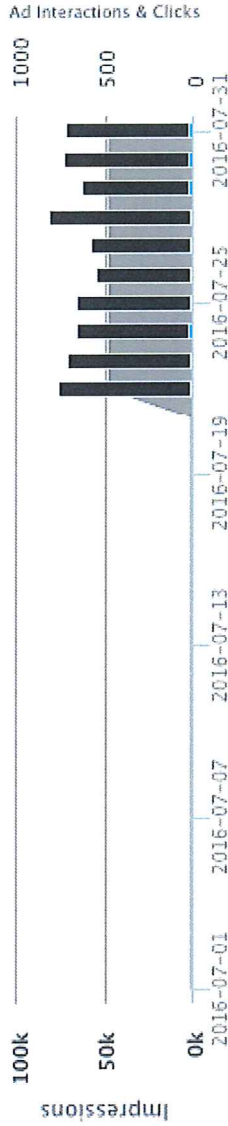
471,157
Impressions

6,843
Ad Interactions

1.45%
Ad Interaction Rate

147
Clicks

0.03%
Click Rate



Domain
sacbee.com
usmagazine.com
weather.com
allrecipes.com
cnn.com
photobucket.com
ew.com
fox40.com
bankrate.com
nbcnews.com

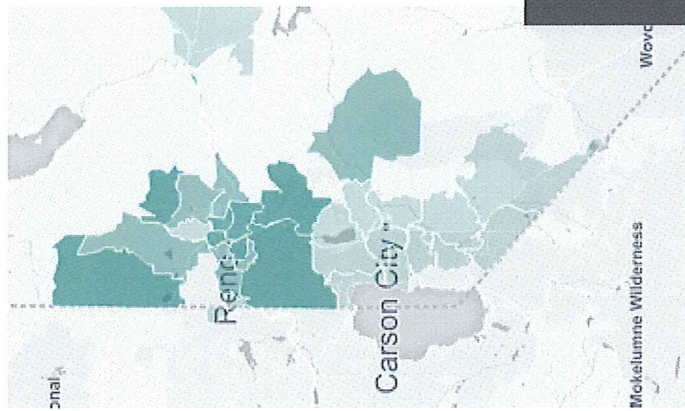
Recommendations:

Creative is very busy and offers too much information for users to engage in a next step (click through to website).



north lake tahoe

High Notes Campaign - Television

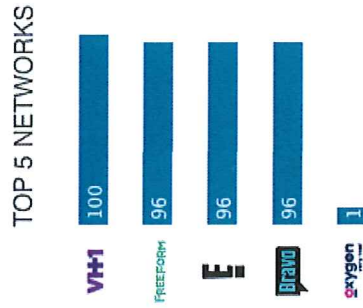
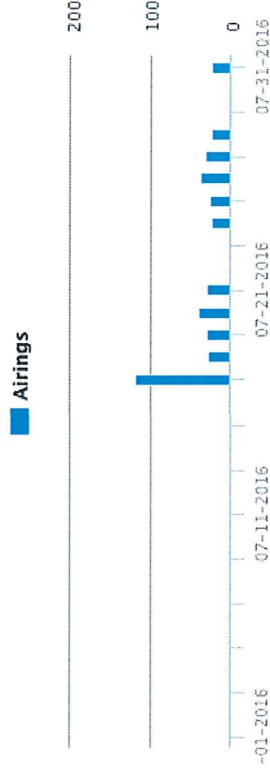


405
AIRINGS

8
NETWORKS

4
ZONES

VERIFIED TELEVISION AIRINGS



Zones:

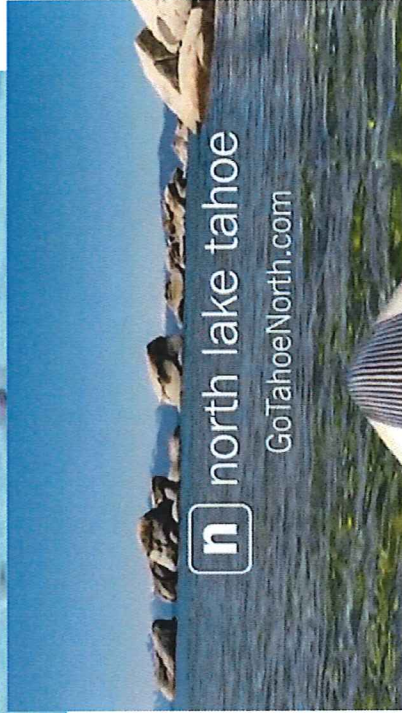
Zone	Airings
CARSON CITY-DAYTON...	102
RENO NORTH, NV	103
RENO SOUTH, NV	103
RENO U-VERSE, CA	97



E32



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For the July 20th 00:15 spot, which aired twice during the nationally-aired Spartan program, the North Lake Tahoe Stand Up Paddle Board commercial received 74,000 impressions. There are more spots airing on August 23, Sept. 27, Oct. 11 and Dec. 25.

- September 27 – Fall Focused Spot
- October 11 and December 25 – Winter Focused




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GoTahoeNorth.com Website Discovery

In an effort to explore ways to make the GoTahoeNorth website more user-friendly, the Augustine digital team worked with Red8 and began a deep website discovery, which included the following:

- Gathered user journey and heat maps – we now are going through them to analyze the results
- Discovery call with James at Red8 and received their list of considerations for website improvements
- SEO task complete: keyword relevancy research / competitive link analysis
- SEO task complete: Identified duplicate content and page crawl issues
- Internal website / mobile audit: consumer & meeting planner

 Home - Go Tahoe North

 north lake tahoe

WHERE TO STAY ▾

THINGS TO DO ▾

DEALS ▾

EVENTS ▾

MENU ▾



E34




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GoTahoeNorth.com Website Discovery

GoTahoeNorth.com Next Steps:

- Prioritize list for Red8 and then determine priority, timelines and any budget/cost requirements to complete
- Summarize user journey/heat maps
- Finalize Design update recommendations to boost engagement
- Complete remote audience testing modules (find out what is important to users, what roadblocks prevent them from website goal)

 Home - Go Tahoe North

 north lake tahoe

CHAT

MEETINGS


WEDDINGS

ABOUT NLT ▶

BLOG

PLANNERS & GUIDES

CONTACT

Search 

EVENTS ▼

DEALS ▼

THINGS TO DO ▼

WHERE TO STAY ▼

WHERE TO TRAVEL ▼

WHERE TO STAY ▼

WHERE TO TRAVEL ▼

MENU 



Augustine/NLT Stakeholder Discovery Meeting

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On Wednesday, July 27th the Augustine team held a meeting with key North Lake Tahoe stakeholders to gain insight about visitors and travel to North Lake Tahoe. At the meeting were hoteliers and other North Lake organization and association members. We asked attendees a number of questions to help us build the Strategic Marketing and Media Plans. Here is a sampling of the questions that were asked:

- How would you describe the ideal North Lake Tahoe experience?
- What would the dream North Lake Tahoe itinerary include?
- What gives North Lake Tahoe a clear advantage over competitive destinations?
- What are the first words that come to mind when describing North Lake Tahoe?
- What are the current misperceptions about North Lake Tahoe? What don't visitors realize until they get here?
- How would you like people to describe North Lake Tahoe in the future?

Looking for additional feedback, after the meeting we developed and sent out a survey to North Lake Tahoe hoteliers. We have been collecting the responses and are using them as we build out our plans.



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Augustine In-Market Discovery

While in North Lake Tahoe for the discovery meeting, the Augustine team stayed an extra couple of days to gather our own personal insights and experiences within the destination. This allowed us the opportunity to find the authentic personality of North Lake Tahoe. The Augustine team was so lucky to have stayed at various hotels, including the Hyatt, Granlibakken, Plumpjack, Village at Squaw and Ritz Carlton. The variety of the lodging, people and activities we experienced was essential to meeting our objectives.



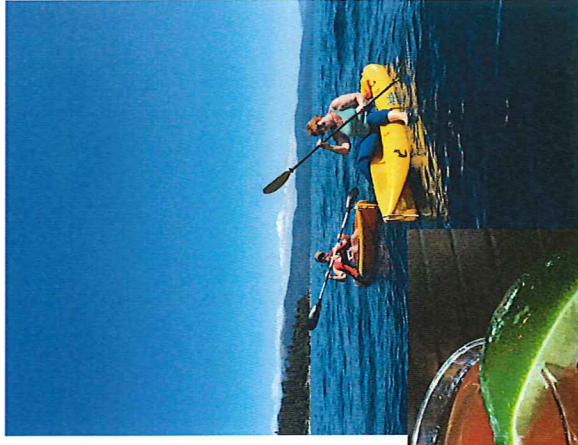


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Augustine In-Market Discovery

Some of Our North Lake Tahoe Activities:

- Hiking the Tunnel Creek Trail and (a small part) of the Tahoe Rim Trail
- Kayaking and Paddle Boarding at Sand Harbor Beach
- Biking the Truckee River Bike Path (Bike rental from Olympic Bike Shop)
- Visited and tasted brews from Alibi Ale Works and Brewery
- Had dinner and Wet Woody's at Gar Woods
- Jet skiing and kayaking at King's Beach
- Walked around Squaw Village
- Met with Alex Mourelatos at the Mourelatos Lakeshore Resort
- Spoke to various business owners and visitors in the area.





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Activities & Deliverables

North Lake Tahoe Timeline																			
Initial Project Timeline (dates are week of)	July			August				September				October							
	Week of:	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31
Account Onboarding																			
In Market Discovery & Website Discovery																			
Brainstorm/Research and Survey Hoteliers																			
Present Meetings/Conferences Plan for Jason																			
Provide Findings from Discovery/Surveys (Including website recommendations)																			
Present Draft Media Plan																			
Present Draft Marketing Plan, Finalize Budget																			
Present Final Marketing and Media Plan																			
Present Final Creative Concepts & Partnership Opportunities																			
Partner with and provide Abbi Agency & Red8 with Newsletter Creative Recommendations																			

Color Key: Completed: In Process: Upcoming:



north lake tahoe

Chamber | CVB | Resort Association

PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Thursday, August 11, 2016– 3 pm

North Lake Tahoe Visitor Center

MINUTES

ATTENDANCE: Stacie Lyans, Lisa Nigon, Amber Burke, Adam Wilson, Erin Casey, Joy Doyle, Mike Young (everyone called-in),

NOT PRESENT: Caroline Ross, Stephen Lamb, Jaclyn Woznicki, Rob Weston, Brad Perry, Blane Johnson, Amy Kylberg

OTHER IN ATTENDANCE: Connie Anderson (Abbi Agency), Nicole Duxbury (Abbi Agency), Carlynne Fejkos (Northstar)

STAFF IN ATTENDANCE: Ginger Karl, JT Thompson, Anna Atwood

STATE OF THE BACC CAMPAIGNS REPORT for Marketing Committee:

- **Peak Your Adventure (Summer 2016):** launched June 14
Campaign-drive Lake visitor in summer to mountain resorts for a day to hike, bike, recreate, shop and/or dine and take in Tahoe views.

Strategy:

Partner with resorts around the lake by providing social followers with a summer itinerary and places to capture the perfect Lake Tahoe view. Collect user-generated content by setting up photo op spots around the properties.

Campaign Objectives:

- Encourage engagement with mountainside communities between the months of June and September
- Encourage digital exploration of the Tahoe Views online via social media and the website.

New Campaign Components include: selfie stations located at mountain resort partners in the villages, Hashtag #TahoeView, #TahoeView Sunglasses: Along with rack cards, branded sunglasses will be handed out at visitors' centers, local businesses and resorts to promote the campaign. Sunglasses to include the campaign hashtag, campaign landing page URL, and North Lake Tahoe "N" logo.

Additional campaign assets to add/gain this season:

-Photography: Professional, high-quality photography will be taken to support printed and digital assets of the #TahoeView campaign. The Abbi Agency to collect project estimates from Chamber photographers. Photography to be purchased via North Lake Tahoe Resort Association.

-High Notes Cross-Promotion: Using previous and new printed materials, the 2016 Peak Your Adventure / #TahoeView campaign will be promoted at High Notes events.

E-40

-#TahoeView Webpage: Similar to the Touch Lake Tahoe winter campaign, a landing page will be created on the GoTahoeNorth website. The landing page will contain campaign details, photo contest eligibility, information on partner resorts and relevant activities, and where to capture your #TahoeView.

-Prizes: Contest prizes and quantities TBD.

8 Tahoe Timber: Tahoe-themed sunglasses

Resort package: Gift card to partner resorts (provided by partners?)

August Completed Components/Update:

-#TahoeView: 700

-Peak Your Adventure packages were delivered to all music venues to include: retractable banner, sunglasses and rack cards

-On-site promotions with blue give-away sunglasses are going well at promotion locations

-Northstar photography completed and being used in social media posts along with Squaw photography

-Tahoe Timber sunglasses are being given away on social media

-Ginger to follow up on Resort Package Prize

- **High Notes (In-Market) (Summer 2016):** Streamlined with Out-Of-Market Campaign and leverage funding for both In-Market and Out-of-Market.

Campaign-Drive visitor traffic around the entire North Lake Tahoe region for free nightly music in the summer. Drive up visitor and local traffic numbers to concert series. Engage visitors and locals with music series with new campaign concepts to encourage visitors to return for free music each year.

Strategy:

Encourage visitors to seek the perfect Tahoe view by visiting each summer concert series location in the region.

Campaign Objectives:

- Encourage engagement with visitors and increase awareness of High Notes concept and campaign between the months of June and September
- Encourage voting for favorite band performances.

New Campaign Components include:

-Partnering with 101.5FM to produce Online Voting for the Truckee Tahoe Music Awards, Presented by High Notes

-Create a campaign with #TahoeView concepts to show the visitor the different views of each concert venue in the region.

-Create a piece of collateral such as a collectible music poster from a renowned music artist that can be sold at Visitor Centers and Concert Venues, signed and numbered by the artist and limited edition. Partners can profit for their concerts from the posters for an investment.

-Work with School of Thought/The Abbi Agency to come up with campaign marketing concepts to round out the promotion of the series. Back Page of Visitor Guide purchased.

-Incorporate Peak Your Adventure campaign promotion into High Notes venue locations through retractable banners produced last year through the campaign.

-Produce an end of the season event such as battle of the local bands with 101.5FM during the strike zone period to eventually drive TOT and become an annual event.

August Completed Components/Update:

-Posters price was changed and are being sold at the free concerts and at the Visitor Centers for \$20 retail.

-Committee identified a need to re-think the posters next season and also incorporate the music venues into promoting the brand of "High Notes".

-Northstar questioned why the resort was not featured in the "High Notes" commercials

and videos.

-101.5FM voting website is live and a High Notes poster is being given away each week for 12 weeks.

198 total votes

126 unique emails captured for GoTahoeNorth email list

101.5FM says social engagement has been in the thousands on each post on the contest. The radio station will provide an in depth report on social media to the BACC Committee.

Winners for Bands:

Week 1: Blues Monsters @ Music on the Beach (KB), Bluesdays at Squaw, & Northstar

Week 2: The Wrinkle @ Music on the Beach (KB)

Week 3: Carolyn Wonderland @ Bluesdays at Squaw

Week 4: Coburn Station @ Music on the Beach (KB)

Week 5: Sneaky Creatures @ Music on the Beach (KB)

Week 6: Drop Theory @ Music in the Park (Truckee)

Week 7: Blues Monsters @ Music in the Park (Truckee)

Week 8: Paul David and the Drivers @ Music on the Beach (KB)

Week 9: Coburn Station @ Music in the Park (Truckee)

Additional campaign assets to add/gain this season:

-High Notes Poster for 2016

-Peak Your Adventure Cross-Promotion

-Partnership with local radio station 101.5FM

-Photography for social media posts and GTN gained last year of each venue, 3 executed and produced videos from Tuesdays Bluesdays, Music on the Beach and Concerts at Commons Beach are also available for use

- **Touch Lake Tahoe (Winter 2016):** *Campaign has ended April 2016*

Campaign-drive mountain visitor in winter to lakeside communities for a day to take in views, recreate, shop and/or dine.

Strategy:

- Use a visual and interactive map with "Locals Secrets" to encourage exploration and visitation to the lakeside communities.
- Paid social media outreach through Instagram ads, Facebook boosted posts and Facebook link campaigns to target users by locations.
- Re-posting images shared by users.

Campaign Objectives:

-Reach visitors in the North Lake Tahoe region through social media channels and resort locations

-Collect User-Generated Photos

-Encourage fans to go beyond the resorts in the winter and visit (and engage with) the lake communities of North Lake Tahoe

Tools:

- Graphics for social posting and sharing
- Graphics for print ads
- Rack Cards designed, printed, and distributed to participating resorts and partners
- Offerpop application to run the contest on Facebook, generate analytics and collect photo submissions

E-42

- Social measurement tools to track hashtags and other sharing data including SproutSocial, Facebook, Insights, Topsy and Iconosquare

New Campaign Components include:

- Scavenger Hunt Contests on social media promoting business in North Lake Tahoe
- Interactive map on GTN featuring lakeside businesses, views and activities
- #TouchLakeTahoe
- New Touch Lake Tahoe Logo
- Rack Card
- Stickers

Additional campaign assets to add/gain this season:

- Landing Page on GTN for Touch Lake Tahoe
- Interactive Map that can be launched each campaign with different views, business locations, activities, etc.
- Logo

Highlighted Results below:

Total Campaign Impressions: 904,859
 Scavenger Hunt Impressions: 26,300
 Scavenger Hunt Likes: 4,452
 Interactive Map Views: 6,270
 Interactive Map Click Rate: 11.21%

Overall The Abbi Agency felt that the 2015-16 campaign had much more name recognition across social media and was more engaged with than previous campaigns, especially due to the interactive content available.

The scavenger hunts overall were successful in increasing engagement on posts on non-peak days, especially the photos that were more scenic in nature. The scavenger hunt concept needs to be evolved a little more, but as we changed our approach the time to find the prize lengthened and there was greater variety in who won the post.

- **Shopping Campaign (Year-Round):** New Campaign to launch in Fall Shoulder season Campaign-portray North Lake Tahoe as a "Shopping" destination and direct visitors to shopping locations.

Strategy:

- Build out the "Shopping" Page as a Landing Page on GTN with seasonal photos and a destination video
- Revamp the Shop Local website with updated content, SEO and Social Media boosts

Campaign Objectives:

- Reach out-of-market visitors to create an awareness of North Lake Tahoe as a Shopping destination
- Reach in-market visitors and locals to create an awareness of shopping local and its importance to the local economy
- Create a "Shopping" campaign around all assets to be included in RFQ for agency

New Campaign Components include:

- Shopping Landing page on GTN
- Destination Shopping Campaign

Additional campaign assets to add/gain this season:

- Seasonal Shopping Photography for GTN
- Destination Video for GTN
- Shop Local Video

August completed components:

-Destination photography is scheduled to be taken for Spring/Summer shots to be placed onto GoTahoeNorth.com.

-Shop Local Video delivered-will be played at the Marketing Committee Meeting and then sent onto the Board of Directors-if approved will be placed on the ShopNorthTahoeTruckee.com. Components of this video will be used for the Destination Video as well as footage from the Made in Tahoe video.

Music Award Posts				
Date	People Reached	Reactions, Comments, &		
		Shares	Post Clicks	
6/12/2016	4,142	78	70	
6/14/2016	70	2	1	
6/16/2016	1,221	5	6	
6/17/2016	166	9	4	
6/18/2016	16	3	0	
6/19/2016	20	3	0	
6/21/2016	28	1	2	
6/22/2016	26	1	0	
6/23/2016	17	1	0	
6/24/2016	665	61	142	
6/24/2016	26	1	0	
6/25/2016	25	1	0	
6/27/2016	54	0	1	
6/29/2016	99	10	7	
6/30/2016	2,880	8	56	
7/5/2016	2,196	2	9	
7/8/2016	61	2	2	
7/12/2016	2,190	132	176	
7/14/2016	106	1	1	
7/18/2016	128	4	2	
7/19/2016	1,489	29	28	
7/21/2016	298	7	32	
7/21/2016	93	0	2	
7/22/2016	1,830	7	26	
7/23/2016	77	0	3	
7/24/2016	67	1	0	
7/25/2016	140	1	6	
7/25/2016	82	1	3	
7/26/2016	1,424	27	33	
7/26/2016	293	6	8	
7/27/2016	96	2	4	
7/27/2016	1,584	9	15	
7/29/2016	1,541	1	5	
8/1/2016	253	2	8	
8/2/2016	2,434	7	13	
8/7/2016	126	1	0	
8/8/2016	82	1	1	
8/8/2016	1,885	0	5	
8/9/2016	1,578	59	70	
8/9/2016	2,294	1	19	
8/16/2016	2,216	48	75	
Totals	34,018	535	835	

Venue Focused Posts					
Date	People Reached	Reactions, Comments, &			Notes
		Shares	Post Clicks		
6/26/2016	1,124	0	6 Northstar Post		
6/28/2016	1,753	4	8 Bluesdays Post		
7/1/2016	20,841	503	3591 Truckee Thursdays Post		
7/6/2016	475	12	46 Music in the Park Post		
7/7/2016	589	12	39 Truckee Thursdays Post		
7/10/2016	1,495	1	3 Concerts at Commons Beach Post		
7/16/2016	1,842	4	245 Music on the Beach Post		
8/2/2016	1,744	7	23 Bluesdays Post		
8/16/2016	1,526	0	5 Bluesdays Post		
Totals	28,512	539	3952		

E-45



101.5 FM KTKE www.truckeetahoeradio.com

Published by Jd Hoss [?] · June 12 ·

The 101.5 Music Awards presented by High Notes celebrates summer and free outdoor music by giving you a chance to vote for your favorite bands all season! Visit <http://www.truckeetahoeradio.com/music-awards/> and place your vote every week for the best show at your favorite venue. #1015MusicAwards #TahoeHighNotes #LivingtheTahoeLife



4,142 People Reached

78 Reactions, Comments & Shares

62 Like 55 On Post 7 On Shares

3 Love 3 On Post 0 On Shares

1 Wow 1 On Post 0 On Shares

4 Comments 4 On Post 0 On Shares

8 Shares 4 On Post 4 On Shares

70 Post Clicks

31 Photo Views 20 Link Clicks 19 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts 0 Report as Spam 0 Unlike Page



101.5 FM KTKE www.truckeetahoeradio.com

Published by Jd Hoss [?] · June 16 ·

The 101.5 Music Awards presented by High Notes celebrates summer and free outdoor music by giving you a chance to vote for your favorite bands all season! Make sure you vote for Sweetwater playing tonight at Truckee Thursdays Visit <http://www.truckeetahoeradio.com/music-awards/> to VOTE NOW! Downtown Truckee Thursdays Downtown Truckee



1,221 People Reached

5 Likes, Comments & Shares

2 Likes 1 On Post 1 On Shares

1 Comments 0 On Post 1 On Shares

2 Shares 2 On Post 0 On Shares

6 Post Clicks

3 Photo Views 1 Link Clicks 2 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts 0 Report as Spam 0 Unlike Page



101.5 FM KTKE www.truckeetahoeradio.com

Published by Lindsay Romack [?] · June 24 ·

Local band The Wrinkle are playing Music on the Beach (Kings Beach) tonight! They stopped by The Morning Show on 101.5 FM hosted by Lindsay "with an A" earlier and gave us a little taste of what's to come. Listen now if you missed it! (And if you like them- be sure to vote for them in the #1015MusicAwards: <http://www.truckeetahoeradio.com/music-awards/>)



The Wrinkle

665 People Reached

61 Reactions, Comments & Shares

36 Like 10 On Post 26 On Shares

4 Love 2 On Post 2 On Shares

15 Comments 3 On Post 12 On Shares

6 Shares 1 On Post 5 On Shares

142 Post Clicks

0 Photo Views 48 Link Clicks 94 Other Clicks

NEGATIVE FEEDBACK

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101.5 FM KTKE www.truckeetahoeradio.com

Published by Jd Hoss [?] · June 30 ·

Truckee Thursdays in Historic Downtown Truckee was a crowd pleaser this week with Andy Frasco crowd surfing for beer bong and playing originals like "Blame It On The #@\$%!" Downtown Truckee Thursdays will never be the same. Vote for your favorite bands NOW!
<http://www.truckeetahoeradio.com/music-awards/>



Get More Likes, Comments and Shares

2,880 People Reached

180 Video Views

8 Likes, Comments & Shares

6 Likes	5 On Post	1 On Shares
1 Comments	0 On Post	1 On Shares
1 Shares	0 On Post	1 On Shares

56 Post Clicks

16 Clicks to Play	0 Link Clicks	40 Other Clicks
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NEGATIVE FEEDBACK

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101.5 FM KTKE www.truckeetahoeradio.com

Published by Lindsay Romack [?] · July 5 ·

CONGRATS to Carolyn Wonderland- our week three winner in the 101.5 Music Awards presented by HighNotes! She'll be facing off against all the other weekly winners this summer for the BIG prize of BEST FREE OUTDOOR SUMMER PERFORMANCE. Voting is open now for Week 4, so be sure to pick your favs this week:
<http://www.truckeetahoeradio.com/music-awards/>



2,196 People Reached

2 Likes, Comments & Shares

2 Likes	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

9 Post Clicks

7 Photo Views	0 Link Clicks	2 Other Clicks
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NEGATIVE FEEDBACK

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101.5 FM KTKE www.truckeetahoeradio.com

Published by Lindsay Romack [?] · July 12 ·

A BIG CONGRATS to Coburn Station- the Week 4 winners in the 101.5 Music Awards presented by HighNotes! They'll be up for the overall title at the end of the summer. Make sure you vote every week for your favorite FREE outdoor summer music performance:
<http://www.truckeetahoeradio.com/music-awards/>



2,190 People Reached

132 Reactions, Comments & Shares

104 Like	47 On Post	57 On Shares
7 Love	2 On Post	5 On Shares
1 Wow	1 On Post	0 On Shares
10 Comments	6 On Post	4 On Shares
10 Shares	3 On Post	7 On Shares

176 Post Clicks

39 Photo Views	8 Link Clicks	129 Other Clicks
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NEGATIVE FEEDBACK

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101.5 FM KTKE www.truckeeahoeradio.com

Published by Lindsay Romack [?] · July 19 at 9:05am · 🌐

CONGRATULATIONS to the Week 5 Winner in the 101.5 Music Awards presented by HighNotes: Sneaky Creatures!!!!!! They were voted by YOU as the best performance this past week. Sneaky Creatures will face off against all the other weekly winners at the end of summer for the title of BAND OF THE YEAR!!!



1,489 People Reached

29 Reactions, Comments & Shares

18 Likes 7 On Post 11 On Shares

4 Love 2 On Post 2 On Shares

5 Comments 3 On Post 2 On Shares

2 Shares 2 On Post 0 On Shares

28 Post Clicks

16 Photo Views 0 Link Clicks 12 Other Clicks ↗

NEGATIVE FEEDBACK

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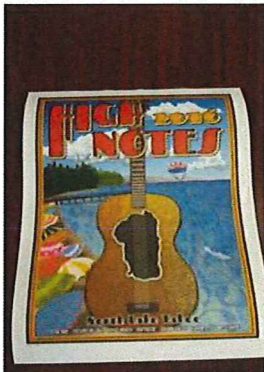
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101.5 FM KTKE www.truckeeahoeradio.com

Published by Lindsay Romack [?] · July 22 at 9:11am · 🌐

First person to vote right now in the 101.5 Music Awards wins this commemorative poster! Here's the link to vote: <http://www.truckeeahoeradio.com/music-awards/>



1,830 People Reached

7 Likes, Comments & Shares

3 Likes 3 On Post 0 On Shares

4 Comments 4 On Post 0 On Shares

0 Shares 0 On Post 0 On Shares

26 Post Clicks

14 Photo Views 4 Link Clicks 8 Other Clicks ↗

NEGATIVE FEEDBACK

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101.5 FM KTKE www.truckeeahoeradio.com

Published by Lindsay Romack [?] · July 26 at 9:58am · 🌐

The Week 6 Winner in the 101.5 Music Awards is..... DROP THEORY! Congrats to Drop Theory for getting the most votes this week!!! They will be facing off at the end of summer against all the other weekly winners for the title of BAND OF THE YEAR! Be sure to vote this week for your Week 7 favorite! <http://www.truckeeahoeradio.com/music-awards/>



1,424 People Reached

27 Likes, Comments & Shares

21 Likes 5 On Post 16 On Shares

5 Comments 0 On Post 5 On Shares

1 Shares 1 On Post 0 On Shares

33 Post Clicks

10 Photo Views 3 Link Clicks 20 Other Clicks ↗

NEGATIVE FEEDBACK

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101.5 FM KTKE www.truckeeetahoeradio.com

Published by Merri Donovan Broglio [?] · July 27 at 7:31pm

101.5's own Chuckie Dunn firing up our Wednesday night!
#1015tMusicAwards



1,584 People Reached

9 Reactions, Comments & Shares

8 Like On Post 0 On Shares

1 Wow On Post 0 On Shares

0 Comments On Post 0 On Shares

0 Shares On Post 0 On Shares

15 Post Clicks

13 Photo Views 0 Link Clicks 2 Other Clicks

NEGATIVE FEEDBACK

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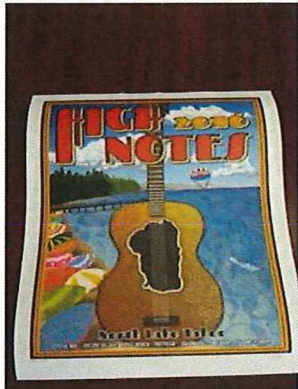
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101.5 FM KTKE www.truckeeetahoeradio.com

Published by Lindsay Romack [?] · July 29 at 8:36am

WIN THIS POSTER! Vote this week in the 101.5 Music Awards, presented by HighNotes and you'll be entered into the drawing to win! Vote now: www.truckeeetahoeradio.com/music-awards/



1,541 People Reached

1 Likes, Comments & Shares

1 Likes On Post 0 On Shares

0 Comments On Post 0 On Shares

0 Shares On Post 0 On Shares

5 Post Clicks

4 Photo Views 1 Link Clicks 0 Other Clicks

NEGATIVE FEEDBACK

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101.5 FM KTKE www.truckeeetahoeradio.com

Published by Lindsay Romack [?] · August 2 at 12:18pm

CONGRATS to The Blues Monsters- Week 7 winners in the 101.5 Music Awards, presented by HighNotes! They will be up for BAND OF THE YEAR later this summer. Be sure to vote for your Week 8 favorites- voting is open NOW! <http://www.truckeeetahoeradio.com/music-awards/>
And thanks to Scott Shots Photography for the sweet picture!



2,434 People Reached

7 Likes, Comments & Shares

7 Likes On Post 0 On Shares

0 Comments On Post 0 On Shares

0 Shares On Post 0 On Shares

13 Post Clicks

11 Photo Views 0 Link Clicks 2 Other Clicks

NEGATIVE FEEDBACK

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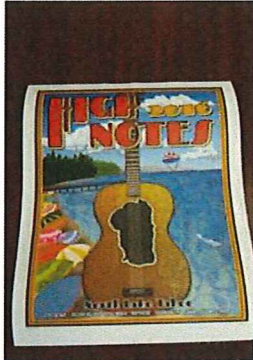
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101.5 FM KTKE www.truckeeahoeradio.com

Published by Lindsay Romack [?] · August 8 at 5:35pm · 🌐

One person who has voted this week in the 101.5 Music Awards, presented by HighNotes, is winning this poster! If you haven't voted yet, do it now as voting for this week closes at 11:59pm!



1,885 People Reached

0 Likes, Comments & Shares

0 Likes 0 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

0 Shares 0 On Post 0 On Shares

5 Post Clicks

2 Photo Views 2 Link Clicks 1 Other Clicks ↗

NEGATIVE FEEDBACK

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101.5 FM KTKE www.truckeeahoeradio.com

Published by Lindsay Romack [?] · August 9 at 8:11am · 🌐

Our latest weekly winner in the 101.5 Music Awards is: Paul David & The Drivers!!!! Congrats to the local band for getting the most votes this week after their appearance at Music on the Beach (Kings Beach)! They will face off against all the other weekly winners in for title of BAND OF THE YEAR at the end of summer. Be sure you vote every week for your favorites! www.truckeeahoeradio.com



1,578 People Reached

59 Reactions, Comments & Shares

39 Like 10 On Post 29 On Shares

3 Love 0 On Post 3 On Shares

14 Comments 6 On Post 8 On Shares

3 Shares 3 On Post 0 On Shares

70 Post Clicks

23 Photo Views 2 Link Clicks 45 Other Clicks ↗

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101.5 FM KTKE www.truckeeahoeradio.com

Published by Keith Thomas [?] · August 9 at 8:55pm · 🌐

Vote for Your Favorite Band Each Week, Presented by #HighNotes. Tuesday Blues Days at The Village at Squaw Valley, Featuring Lloyd Jones. #BandoftheYear



2,294 People Reached

138 Video Views

1 Likes, Comments & Shares

1 Likes 1 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

0 Shares 0 On Post 0 On Shares

19 Post Clicks

7 Clicks to Play ↗ 0 Link Clicks 12 Other Clicks ↗

NEGATIVE FEEDBACK

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E-50



101.5 FM KTKE www.truckeetahoeradio.com

Published by Lindsay Romack [?] · August 16 at 8:49am ·

The results are in and Coburn Station is AGAIN a weekly winner in the 101.5 Music Awards, presented by HighNotes!!! Congrats to them for another win! They will be facing off against the other weekly winners at the end of the season for a chance to be crowned BAND OF THE YEAR! Be sure to keep voting for your favorites each week: <http://www.truckeetahoeradio.com/music-awards/>



2,216 People Reached

48 Likes, Comments & Shares

37

Likes

15

On Post

22

On Shares

5

Comments

2

On Post

3

On Shares

6

Shares

1

On Post

5

On Shares

75 Post Clicks

29

Photo Views

3

Link Clicks

43

Other Clicks

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E-51