



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, May 12th, 2016 – 3:00pm
Tahoe City Visitor Information Center

Mission of the North Lake Tahoe Chamber of Commerce

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

Meeting Ground Rules inclusive of the 9 Rules of Civility

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments

Business Association and Chamber Collaborative Members

NLTRA Board:
Adam Wilson

Committee Members:

Caroline Ross, Chair
Squaw Valley Business Assoc.

Stephen Lamb
PlumpJack Inn

Stacie Lyans
Tahoe City Downtown Assoc

Jaclyn Woznicki
Trunk Show

Rob Weston
West Shore Assoc.

Lisa Nigon
West Shore Café

Brad Perry
Incline Community Business Assoc.

Blane Johnson
Sun Bear Realty

Amber Burke
Northstar California

Cody Hanson
Northstar California

Joy Doyle
North Tahoe Business Assoc.

Ginger Karl
NLTRA

County Representative
Christopher Perry

Quorum
Majority including 1 NLTRA Board Director

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Business Association and Chamber Collaborative on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Committee on items addressed under Public Forum. (3 minutes)
- C. Agenda Amendments and Approval-**MOTION**
- D. Approval of the Meeting Minutes-**MOTION**
 - Thursday April 14th, 2016 (pg. 1)
- E. BACC Discussion-North Lake Tahoe Chamber and Community Function (30 Minutes)
 - 5 Core Competencies (pg. 5)
 - NLT Regional Benefits vs. Specific Neighborhoods/Utilizing Resources (pg. 6)
 - Chamber Buy-In from Larger Community Partners
 - Alternative Revenue Sources
- F. RFP Timeline for BACC Programs Discussion (5 Mins)
- G. Touch the Lake Final Re-Cap (5 Mins) (pg. 12)
- H. Peak Your Adventure Finalize (20 Mins) (pg. 23)
- I. High Notes Finalize (15 Mins) (pg. 32)
 - Marquee Event Posters signed by bands for Auction Items
 - Each Venue has all bands sign a seasonal poster for Auction Item
- J. Shopping Campaign Update-May 20th Video to Review for Shop Local (5 Mins)
- K. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- L. Adjournment



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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, April 14th, 2016 – 3:00pm
North Lake Tahoe Visitor Center

PRELIMINARY MINUTES

ATTENDANCE: Adam Wilson, Caroline Ross, Joy Doyle, Chris Perry, Cody Hanson, Lisa Nigon, Rob Weston, Amber Burke, and Ginger Karl

NOT PRESENT: Jaclyn Woznicki, Brad Perry, Stephen Lamb, Stacie Lyans and Blane Johnson

STAFF IN ATTENDANCE: Valerie Lomeli, JT Thompson, and Sandy Evans-Hall

OTHERS IN ATTENDANCE: Ambera Dodson-silent A photography

A. Call to Order - Establish Quorum

B. Public Forum: Any person wishing to address the Business Association and Chamber Collaborative on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Committee on items addressed under Public Forum.

C. Agenda Amendments and Approval - MOTION

M/S/C (Amber Burke/Lisa Nigon) (8/0/0) motion to approve agenda amendments

D. Approval of the Meeting Minutes-MOTION

i. March 10th, 2016

M/S/C (Rob Weston/Amber Burke) (8/0/0) motion to approve Business Association and Chamber Collaborative Committee meeting minutes from March 10th, 2016.

E. 2016/2017 BACC Programs Grant Request Funding Discussion (5 Mins)

- Ginger informed the Committee of the 2016-2017 BACC Grant Request being approved by Marketing Committee of \$80K. The approval will then go to the Board of Directors-May meeting for approval.
- An RFP Sub-Committee will need to be created once the funding is approved by the Board of Directors for all 4 BACC programs of the \$80K.

- High Notes is moving forward this summer – and there is \$6K left over from 2015-2016 to spend.

*Joy Doyle arrived

F. Touch the Lake Update & Final Numbers to Committee Next Month

- All scavenger hunts are over. The hashtag prize will be announced on Friday, April 15th.
- Final numbers will be provided at the May meeting along with a press release.
- The May meeting discussion will review the positive and negative campaign components and recorded for next year's campaign development.

G. Peak Your Adventure Discussion

- Selfie stations will be set up at ski partner resorts to provide photo opportunities for visitors and photo contest. Stations will include all relevant campaign hashtags, partner brand names (i.e. Tahoe Timber glasses) and all brand social handles to encourage user generated content. The Abbi Agency will design and build the selfie stations. Location and logistics of delivery TBD.
- #MyTahoeView Sunglasses along with rack cards, branded sunglasses will be handed out at visitor's centers, local businesses, High Notes concerts and resorts to promote the campaign. Sunglasses and all brand social handles to encourage user-generated content.
- Committee discussed in length the Peak Your Adventure campaign details.
- Committee discussed how the messaging of Peak Your Adventure could cross-promote with the High Notes campaign. Messaging could be universal for both campaigns.
- Committee would like to see Peak your Adventures on the GTN.com website (landing page, etc).

Action for Ginger: to look into covering up the hashtag on the peak your adventure banners.

Action for Ginger: to provide a visual/sketch, size and weight of the cylinder box that would hold the self-stick and to bring back to Committee at the May meeting.

H. High Notes Discussion

- Committee discussed in length High Notes and potential new art. Few items included:
 - \$6K needs to be spent by June 30th.
 - Committee members liked the view of the venue and the “view of Tahoe” concept to coincide with Peak Your Adventure messaging.
 - Committee discussed possibly using a different artist each year.
 - Committee members liked what the artist did with one generic message so far.
 - High Notes In-Market campaign components include partnering with 101.5FM to produce Online Voting for the Truckee Tahoe Music awards, presented by High Notes.
 - Partnership with Truckee is in discussion to produce campaign with a buy-in to participate.

- Create a campaign with My Tahoe View concepts to show the visitor the different views of each concert venue in the region through posters and t-shirts.
- 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.
- JT suggested marketing in Sacramento, since they're the ones visiting Tahoe.
- Discussion on using the tag line because everyone can go. Potential tag line: there's music every day of the week-visit High Notes.
- Caroline suggested using the tag line for all venues to help cross-promote the High Notes concept and campaign.
- Committee agreed to use the tag line that is developed and finalized.
- Goal for campaign: to engage more visitor interaction.
- Goals for campaign: educate locals as to what the High Notes campaign concept and tag line are and what it means.

Action for Ginger: to reach out to a few more artists for additional "High Notes" design.

I. Shopping Campaign

- The video will be brought back to the Committee in May.

J. Marketing Grant Presentation-West Shore Association

- Rob Weston with West Shore Association gave a short presentation, few items included:
 - o West Shore Association will use the grant money for "Opening Day at the Lake".
 - o WSA will be mailing over 4,000 "event post cards" to all West Shore homeowners which will list West Shore and Tahoe City events.
- Committee members asked Rob to remove the fee for insurance and liability from his grant request.
- Joy Doyle wanted to know why there is a hard stop in Tahoe City and not extended further (Kings Beach).
 - o Rob and Joy will discuss off online.

M/S/C (Amber Burke/Joy Doyle) (9/0/0) motion to approve West Shore Association \$10,000 marketing grant request.

K. Committee Member Reports/Updates from Community Partners

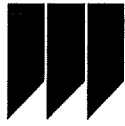
- Amber Burke informed the Committee that Northstar will close for the ski season on Sunday.
- Caroline Ross informed the Committee of The Village at Squaw Valley - Tahoe Truckee Earth Day festival.
- Chris Perry informed the Committee of the Board of Supervisors reception and meeting on Monday, April 18th & 19th in North Lake Tahoe
- Sandy Evans-Hall informed the Committee that the NLTRA will be holding a reception for the BOS on Monday, April 18th and to please RSVP

- Lisa Nigon informed the Committee that Homewood Mountain is now closed and West Shore Café will open for Mother's Day
- JT informed the committee to make sure that all their events are on the GTN.com event page. Summer marketing starts Friday, April 15th.
- Ginger informed the committee of the upcoming Community Awards Dinner held on April 20th, 2016 at the Resort at Squaw Creek with 350 in attendance.

L. Adjournment

- Meeting was adjourned at 4:27pm

Submitted By:
Valerie Lomeli
Executive Assistant
NLT Chamber/CVB/Resort Association



WESTERN ASSOCIATION
OF CHAMBER EXECUTIVES

Outstanding Core Competency Awards

W.A.C.E. is now recognizing programs in each of the core competency areas. Programs nominated for this award should have met or exceeded the chamber's goals and **MUST** be able to be replicated by other chambers.

Programs must be nominated in one or more of the following categories:

- Creating a Strong Local Economy
- Promoting the Community
- Political Action
- Representing Interest of Business with Government
- Networking and Building Business Relationships

Answer the following (attach on separate sheets). Keep responses to each question at 100 words or less. **If exhibits are sent with this nomination form, please send four original copies. NOTE:** these exhibits will not be returned.

1. Address how the program was conceived and reasons for developing the program.
2. If this is a revenue generating idea, how much did the chamber net on the project? What was the total income and expenses (include an estimate or actual cost of staff time)?
3. What were your expected results? Were these achieved? Describe.
4. In your opinion could/should this program be conducted at other chambers?

Person filling out entry _____ Chamber _____

Email Address _____ Program Name _____

This form and your entry fee of \$35 must be received by **November 12, 2015**.

Return form to: **W.A.C.E.**
Core Competency Programs
P.O. Box 1736
Sacramento, CA 95812-1736

or email to: jennifer.johnson@calchamber.com



North Lake Tahoe Chamber of Commerce Regional Marketing

- Access to reach conference groups
- Business listings on GoTahoeNorth.com
- Promotion through weekly Chamber communications – Member to Member (Member Marketplace), Biz Bytes
- Brochures and referrals through the Visitor Centers
- Listings in the North Lake Tahoe Visitor Guide
- Advertising and added promotion in the Visitor Centers
- Email blasts to a much larger database of members and contacts
- 504 Members in the Membership Database
- Regional Community Awards-350 Attendance
- Tech Summit w Yelp! And Tourism Summit w Visit California
- Shop Local, Peak Your Adventure, Touch the Lake and High Notes-In and Out of Market
- North Lake Tahoe Bridal Faire (Wedding)
- Special Event Grant Funding
- Seasonal Recreation Luncheons
- Annual Membership Luncheon w Regional Updates



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MEMBERSHIP LEVELS

MEMBER BENEFITS

For all members

MARKETING ADVANTAGE-

Connect with Your Customers!

\$140 (Non-Profit Organizations)

\$245 (Business 1-5 Employees)

\$270 (Business 6-10 Employees)

\$380 (Business over 10
Employees)

Large Corporations Negotiable
with Sponsorship Opportunities

*Plus a \$75 one-time marketing
set-up fee

- Visibility on GoTahoeNorth.com website with 60,000 unique visitors per month
- Business listing on the Business Directory of GoTahoeNorth.com
- A free listing in the "Official North Lake Tahoe Visitor's Guide" and discounted Chamber rates for advertising (70,000 Copies Printed each run-Summer & Winter and distributed throughout North Lake Tahoe)
- Receive the weekly Biz Bytes Newsletter & New Member Write Up
- Receive the weekly Lodging Barometer
- Receive the weekly Member to Member Newsletter
- Complimentary sponsorship in Member to Member (\$50 Value) for featured event
- MVP Business of the Month Program
- Spotlight on Non-Profit Program & Press Releases
- "Develop Your Business" Monthly Article & Tips
- Social Media exposure on Facebook, Twitter, LinkedIn and Yelp!
- Seasonal Luncheons, Annual Community Awards Dinner, Networking Events, Business Chamber Education, Breakfast Club, Bridal Faire, Tourism Summit
- Chamber Ambassador Program
- Bulk Mailing Permit Usage
- Ribbon Cuttings/Photos sent to Sierra Sun & Bonanza Papers with a press release (for new businesses and locations)
- Business Referrals from our Visitor Information Centers
- Brochure Distribution at 2 Visitor Center locations (Tahoe City & Kings Beach-Summer Only) as well as at Chamber events
- Participation in Year-Round Shop Local Program
- Job Listings placed on GoTahoeNorth.com and all Social Media Outlets (Facebook and Twitter) and Member 2 Member
- Email Blasts (1 complimentary with new membership), (\$75/each)
- Free conference room use in Tahoe City-2 Conference Rooms (by appointment/business hours)
- Consultation with our Membership Director to create a promotional strategy for your business-Membership 101
- Host a monthly Business Mixer or Networking Event (must sign up in advance on Chamber calendar with Membership Director)
- Access to purchase Membership database (\$100)
- Promote your business with 1 complimentary interview with Lake Tahoe Television on the High Sierra Report
- Moonshine Ink "Business Brief" write up & discounts for advertising
- The Tahoe Weekly exclusive discounts for advertising
- 101.5FM exclusive discount on advertising (1st 90 Days)
- And more...meet with the Membership Director for further details!

MEMBERSHIP LEVELS

BUSINESS BUILDER-Extend Your Reach!
\$100 Additional to each Marketing Advantage Membership Level

- Includes Member Benefits listed above
 - 2 complimentary sponsorships in Member to Member (\$100 Value) for a featured event and event is listed in TOP 5 THINGS TO DO
 - "Featured Business" in Biz Bytes with your business news (\$50 Value)
 - Periodic Social Media Posting on Facebook and Twitter sites
 - Enhanced business directory listing information *including long business description, outlined header and embedded map*
 - Includes up to two total business category listings in our online directory and in the Visitor Guide
 - 2 e-Blasts to Chamber Members (\$150 Value)
- Total Value +\$350.00 for only an additional \$100**

PREMIER-Recognition & Impact!
\$200 Additional to each Business Builder Membership Level

- Includes Member Benefits listed above
 - Enhanced business directory listing information including long business description, outlined header and embedded map, *business logo and photo*
 - Includes up to three total business category listings in our online directory *with guaranteed top placement in all categories* & Visitor Guide
 - Recognition and two complimentary tickets to Annual Membership Luncheon (\$80 value)
 - Annual sponsorship in Biz Bytes & Member to Member Sponsorships (Priceless)
 - Membership Database (\$100)
 - Printed mailing labels of all partners (1 per year)
 - 3 e-Blasts to Chamber Members (\$225 Value)
- Total Value +\$800.00 for only an additional \$200**

SIGNATURE CIRCLE-Visionary Leadership!
\$1,000 Additional to each Premier Membership Level

- Includes Member Benefits listed above
 - Enhanced business directory listing information including long business description, outlined header and embedded map, *business logo and photo and embedded video*
 - Includes up to four total business category listings in our online directory *with guaranteed top placement in all four categories* and four Listings in the Visitor Guide
 - Recognition and four complimentary tickets to Annual Membership Luncheon (\$160 Value)
 - Two tickets to Annual Community Awards Dinner (\$160 value)
 - Annual sponsorship in Biz Bytes & Member 2 Member (\$2500 value)
 - Printed mailing labels of all partners (4 per year)
 - 4 e-Blasts to Chamber Members (\$300 Value)
 - \$250 in Event Sponsorship & Recognition in all event programs to be used in your choice of one of the following events:
 - Membership Luncheon
 - Recreation Luncheon
 - Community Awards
 - Bridal Faire
- Total Value +\$3,500.00 for only an additional \$1,000**



Business Membership Levels and Benefits

Basic Level - \$125/annual dues

14 Benefits - Estimated Value \$870

Basic Members receive the following benefits:

NTBA Online Business Directory listing(s) including 30-word description and category listing(s) (\$200 value)

Opportunity to include up to two events and/or offers on NTBA online calendar of events (\$150 value)

Opportunity to contribute unlimited blog posts on NTBA homepage (\$25 value)

Opportunity to host an NTBA mixer with NTBA assistance in marketing the event (\$50 value)

Business mentioned on NTBA Facebook page, upon joining and additionally as time/space allows (\$50 value)

Opportunity to participate in collaborative programs such as Shop Local, Holiday Promotions, Co-Op Marketing Initiatives, Local Forge packaging for tourism-related businesses), and more. (\$100 value)

NTBA General Enewsletter listing (\$50 value)

NTBA Member-Only Enewsletter listing (\$25 value)

One member news article in NTBA tri-weekly General Enewsletter, upon joining (\$75 value)

Ability to Utilize Exclusive NTBA Marketing Channels for a fee

Ability to Participate in NTBA Networking & Referral Group and other Networking Opportunities

Discounts on Local Advertising (\$125 value)

Access to Business Resources and information on local and regional issues and opportunities (\$20 value)

Recognition as community involved and supportive

Premier Level - \$250/annual dues

22 Benefits - Estimated Value \$2,085

Premier Members receive all Basic benefits plus the following Premier benefits:

NTBA Online Business Directory listing including logo and 60-word description and category listing(s)* (\$100 value)

Your business included as "Featured Business" on all NTBA website pages for up to one week (\$400 value)

Up to two additional member news articles in NTBA tri-weekly General Enewsletter* (\$225 value)

Recognized as renewing member with business logo and link in NTBA tri-weekly General Enewsletter (\$75 value)

One complimentary Passport to Dining event ticket (\$40 value)

Presence at one NTBA event: Clean Up Day, Music on the Beach, July 3rd Fireworks & Beach Party; upon approval (\$250 value)

One complimentary marketing session or website analysis (\$300 value)

Collateral Distribution at NTBA Information Counter (\$150 value)

Elite Level - \$1,500/annual dues

31 Benefits - Estimated Value \$4,790

Elite Members receive all Basic and Premier benefits, plus the following Elite benefits:

NTBA Online Business Directory listing including logo or photo and 100-word description and category listing(s)* (\$100 value)

Logo and link on NTBA website homepage, rotating with other Elite members (\$700 value)

Logo and link on multiple NTBA webpage footers, rotating with other Elite members (\$300 value)

Logo on all NTBA General ENewsletters distributed tri-weekly (\$500 value)

Unlimited member news articles in NTBA tri-weekly General Enewsletter* (\$225 value)

Logo on all NTBA Member-Only Enewsletters (\$50 value)

Article about your business including logo in NTBA General Enewsletter (\$175 value)

Verbal recognition at all NTBA-produced events (\$500 value)

Three additional Passport to Dining event tickets, four total* (\$160 value)

* indicates enhanced from previous level

Requires member action to activate

**** Please sign up or renew online and select auto renewal option so the greatest percentage of your membership dues go to NTBA programs and events.**

North Tahoe Business Association 530.546.9000 www.NorthTahoeBusiness.org



Non-Profit & Individual Membership Benefits

Non-Profit Membership - \$75/annual dues

12 Benefits - Estimated Value \$720

Non-Profit Members receive the following 14 benefits:

NTBA Online Business Directory listing(s) including 30-word description and category listing(s) (\$200 value)

Opportunity to include up to two events and/or offers on NTBA online calendar of events (\$150 value)

Opportunity to contribute unlimited blog posts on NTBA homepage (\$25 value)

Organization, events/activities mentioned on NTBA Facebook page, upon joining and additionally as time/space allows (\$50 value)

NTBA General Enewsletter listing (\$50 value)

NTBA Member-Only Enewsletter listing (\$25 value)

One member news article in NTBA tri-weekly General Enewsletter (\$75 value)

Ability to Utilize Exclusive NTBA Marketing Channels

Discounts on Local Advertising (\$125 value)

Ability to Participate in NTBA Networking & Referral Group and other Networking Opportunities

Access to Business Resources and information on local and regional issues and opportunities (\$20 value)

Recognition as community involved and supportive

Individual Membership - \$50/annual dues

Individual Members receive the following benefits:

NTBA General Enewsletter listing (\$50 value)

NTBA Member-Only Enewsletter listing (\$25 value)

Access to Business Resources and information on local and regional issues and opportunities (\$20 value)

Recognition as community involved and supportive

Requires member action to activate



Membership with the Tahoe City Downtown Association

Formed under the guiding principles of the Main Street Four-Point Approach (Organization, Promotion, Design & Economic Restructuring), TCDA works tirelessly to create vitality in our Tahoe City community, all year long. A few of 2015 TCDA highlights include:

- **Produced 20+ Tahoe City events** (July 4th fireworks, Concerts at Commons Beach, etc.)
- **Produced 2 FREE Small Business Seminars**
- **Provided winter holiday lighting to 100+ trees**
- **Provided 60+ hanging flower baskets in Tahoe City**
- **Cultivated \$50K in grants for Tahoe City** (plus \$300K joint grant for Tahoe City Ice Rink)
- **Invested \$15K+ in marketing of Tahoe City, locally & regionally** (large social media following too!)
- **Contributed 2,000+ volunteer hours to Tahoe City** by 100+ volunteers
- **Served as ONE voice for the Tahoe City business community!**

Join over 200 business members by supporting the success of Tahoe City. Some membership benefits include:

Economy Membership (15+ benefits for \$150 – valued at \$1,000) Business website listing, monthly e-news, biz seminars & networking opportunities (2+ annually), free blog posts, right to vote for board, member party invitation & decal, support of 20+ TCDA events, beautification/design & promotional efforts, special marketing discounts with local media partners & representation/advocacy/leadership & support for Tahoe City!

Value Membership (25+ benefits for \$250 – valued at \$2,500) All of the Economy Membership benefits plus: Larger event listing on TCDA website, opportunity for member of month highlight in e-news & homepage, opportunity for inclusion in TCDA e-news article, special TCDA social media posts promoting business/events, business of the week opportunity at the Tahoe City Farmers Market, business consulting session (\$150 value), DEEPER local media discounts!

Premier Membership (35+ benefits for \$1,000 – valued at \$5,000) All of the Value Membership benefits plus: Logo & business website link on the HOMEPAGE of VisitTahoeCity.org, logo & business website link on TCDA monthly e-news, verbal recognition at all TCDA signature events, 1 FREE member e-blast annually, larger event listing on TCDA website, TCDA water bottle/coffee mug, the DEEPEST local media discounts!!!

The Tahoe City Downtown Association a non-profit, 501 C6 corporation, founded in 2004. We are comprised of local merchants, property owners, community associations, residents & others who are committed to working together to formulate, direct and forge a sound and prosperous future for Tahoe City & beyond. TCDA is the only business organization 100% focused on Tahoe City. Join our vision is to make Tahoe City America's Best Mountain Town!

MEMBERSHIP MEDIA BENEFITS – DEEP discounts!

Tahoe Weekly: Discounted rates (print & online)

Contact: publisher@tahoethisweek.com

Moonshine Ink: 3 exclusive advertising specials.

Contact: mavumi@moonshineink.com

Lake Tahoe Visitor Network/Tahoe TV: Free enhanced business directory listing, rate discounts.

Contact: Eric@destinationmedia.tv

Tahoe.com: Limited time 50% discount on 1-year enhanced listing. Contact: snilsen@tahoe.com

101.5 FM Truckee Tahoe Radio: Live Read Package #1 at half price.

Contact: maria@truckee Tahoe radio.com

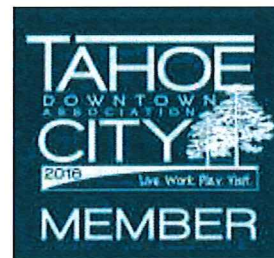
VOLUNTEER FOR TCDA!!!

Join a TCDA Committee or Board of Directors!
TCDA Committees include: Promotions, Event Teams, Design/Historical, Economic Vitality & Innovation & Executive

Volunteer for a Tahoe City event!

Give Back to YOUR community!

Contact: TCDA@VisitTahoeCity.com





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TOUCH LAKE TAHOE WINTER 2016 CAMPAIGN RECAP

Digital Engagement



TOUCH LAKE TAHOE CAMPAIGN OVERVIEW

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Campaign Goals:

- 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
- Offerpop application to run the contest on Facebook, generate analytics and collect photo submissions
- Social measurement tools to track hashtags and other sharing data including SproutSocial, Facebook Insights, Topsy and Iconosquare

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 location
- Re-posting images shared by users



RESULTS BY THE NUMBERS

- 593 Photo Entries
- 667 Hashtag Uses
- 3,912 Campaign Engagements
 - 9,418 Webpage Views
- 6,190 Interactive Map Impressions (via social)
 - 6,270 Interactive Map Views
 - 1,000 Rack Cards Distributed
- 828,000 Getaway Reno-Tahoe Ad Impressions
 - 904,859 Campaign Impressions



RESULTS BY CHANNEL

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Facebook Data

- Paid Campaign Impressions: 86,775
- Total Number of Likes: 94,000
- Gained During Campaign: 1,929
- Gender Demographic : 51% female; 49% male
- Total Campaign Impressions: 120,340
- Total Shares and Likes: 4,867

Twitter Data

- Campaign Impressions: 44,708
- Campaign Engagements: 787
- New Followers: 1,101
- Link Clicks: 9,972
- Gender Demographic: 41% female, 59% male
- Total Mentions: 298

Instagram Data

- Total Campaign Likes: 50,553
- Total Photos with tag: 667
- Total Followers: 29,777
- New Followers: 6,600

Web Analytics

- Web Page Views: 9,171
- Average Time On Page: 1:00min
- Blog Post Views: 2,979



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DESIGN: INTERACTIVE MAP



Interactive Map Results

Image Views: 6,270

Image Clicks: 698

Image Hovers: 24,335

Hover Rate: 388.12%

Click Rate: 11.21%

Time on Image: 19.9s

Dwell Rate: 40.9%

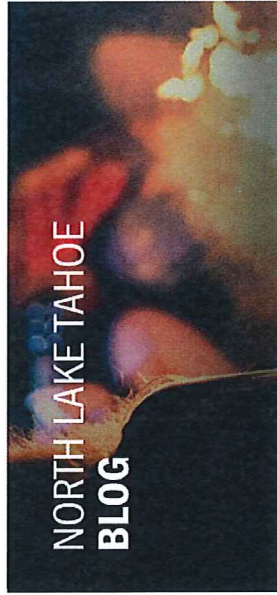
Web address:

www.gotahoenorth.com/touchlaketahoe/



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CONTENT: BLOG POSTS



NORTH LAKE TAHOE BLOG

CRYSTAL BAY | KINGS BEACH

A TWO STATE TREAT IN KINGS BEACH AND CRYSTAL BAY

Kings Beach earned its name like by having one of the most popular stretches of beaches in Lake Tahoe. Centered on the northern tip of the lake, the beach provides gorgeous shore side views from sunrise to sunset. When not on the beach, the arts and local culture will keep you occupied for hours on end.



FOOD, FITNESS AND FREAKING AWESOME SIGHTS IN TAHOE VISTA AND CARMELIAN BAY



An outdoor lover's dream, gorgeous Tahoe Vista is the perfect place to begin exploring beautiful North Lake Tahoe. After a day of exercise, there are many ways to rest and relax to get you back into the groove. You can also explore Carmelian Bay, where many local businesses are right on the shoreline. Be sure to take advantage of the town's many lake front restaurants for sunrise to sundown vistas of the stunning lake. Here is a handy-dandy guide to explore Tahoe Vista and Carmelian Bay in one day.

Start the day by heading over to the Tahoe Vista Recreation Area's 800-foot beach and catching the sunrise. The northern location of the beach offers stunning views of all Lake Tahoe throughout the entire day.

URBAN LIVING IN TAHOE CITY AND SMALL TOWN COMFORTS OF HOMEWOOD



If every city in Lake Tahoe was a cheese, Tahoe City would be Swiss Cheese because of all the hidden-in-the-wild outliers to explore. With niche shops, great dining, historic museums, and more, it's no wonder why Tahoe City is a local favorite hotspot.

Strategy:

Write three blog posts visually highlighting the locals secrets used on the map. Blogs were strategically posted before a scavenger hunt in that community.

1385 HASKELL STREET RENO, NV 89509 | 775.323.2977 | THEABBIAGENCY.COM



SCAVENGER HUNT RESULTS



Strategy:

Highlight each lakeside community through a scheduled Instagram scavenger hunt with a series of clues leading followers to a business to claim a grand prize.

Total Number of Posts: 7

Likes: 4,452

Comments: 115

Impressions: 26,300



SOCIAL MEDIA HIGHLIGHTS

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Instagram Post, February 21

- Likes: 2,251
- Comments: 47
- Reach: 27,550



Facebook Post, Mar. 18
Lodging Feature

- Reactions: 795
- Shares: 48
- Comments: 26
- Reach: 15,153

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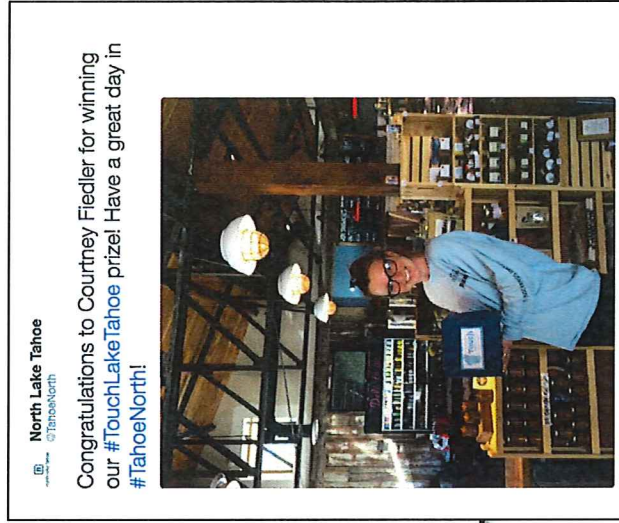
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SOCIAL MEDIA HIGHLIGHTS



Facebook Post, March 12
Interactive Map

- Reactions: 372
- Shares: 35
- Comments: 4
- Reach: 15,931



Twitter Post, Mar. 25
Winner Announcement

- Likes: 5
- Retweets: 1
- Link clicks: 3
- Reach: 1,605

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THANK YOU



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Peak Your Adventure 2016 Update May 9, 2016

Goal

Drive visitor traffic up to the mountain resorts this summer via the concept #TahoeView through the 2016 Peak Your Adventure campaign.

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:

1. Encourage engagement with mountainside communities between the months of June and September
 2. Encourage digital exploration of the Tahoe Views online via social media and the website.
- **Social Media Outreach and Graphics**
 - The Abbi Agency aims to launch the first post Thursday, June 9.
 - **Photo Contest**
 - The Abbi Agency will launch the Offerpop tab for the photo contest June 9. In addition to providing bi-monthly giveaways of Tahoe Timbers, a pair of sunglasses will be given away during the first post to promote engagement. The Abbi Agency is coordinating the cost for the glasses.
 - **On-Site Promotion**
 - **Rack Cards:** Creative design ideas have been brainstormed.
 - **#TahoeView Sunglasses:** The Abbi Agency has requested quotes from multiple vendors.
 - **Selfie Stations:** Selfie station design has been proposed and is in editing stages. Selfie Station production will begin in May.
 - **Photography**
 - The agency procured four quotes and is decided between final two quotes.
 - **High Notes Promotion**
 - Due to the changing hashtag, team is determining how to edit banners previously printed to be used in this campaign.
 - **#TahoeView Webpage**
 - Webpage ideas have been brainstormed.
 - **Advertising**



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- Met with Todd of Getaway Reno-Tahoe and Jody of Tahoe.com to talk about the campaign and budget. Both outlets will provide with formal proposals before any media is placed.

Looking forward... Campaign Timeline: April – September

April 1-30

- Finalize campaign components
- Distribute Photography Request for Proposals, provide to BACC
- Design and receive quote for selfie stations

May 1-31

- Pick campaign photographer, schedule photographer for month of May
- Finalize selfie station design and begin building
- Design phase begins, to include:
 - Rack Card development
 - Map of #TahoeView Selfie Station map for website
 - Wraps and branding for #TahoeView Selfie Stations
 - #TahoeView social media graphics (branding to mirror 2015 Peak Your Adventure creative)
- Begin looking at advertising options and finalizing advertising choices
- Order #TahoeView sunglasses
- Write copy for #TahoeView webpage

June 1-30

- Deliver selfie stations, rack cards to resorts at beginning of the month
- June 9: Campaign goes live on website and social media
- Give out first pair of Tahoe Timbers with campaign launch to encourage initial engagement in campaign
- Give out two pairs later in the month
- Begin ongoing social media promotions and interactions
- Launch digital advertising at end of month

July 1-30

- Give out two pairs of Tahoe Timbers
- Continue ongoing social media promotion and interaction
- Continue digital advertising
- First blog post to go live

August 1-31

- Give out two pairs of Tahoe Timbers
- Continue ongoing social media promotion and interaction
- Continue digital advertising
- Second blog post to go live

September 1-30



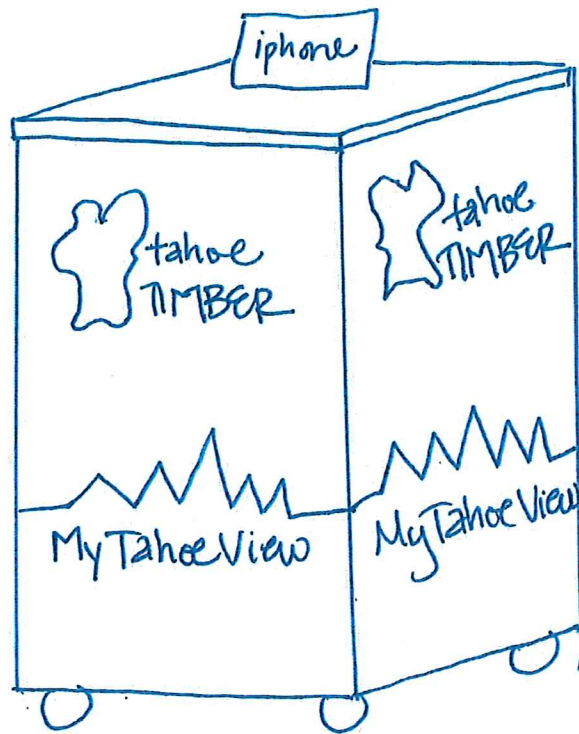
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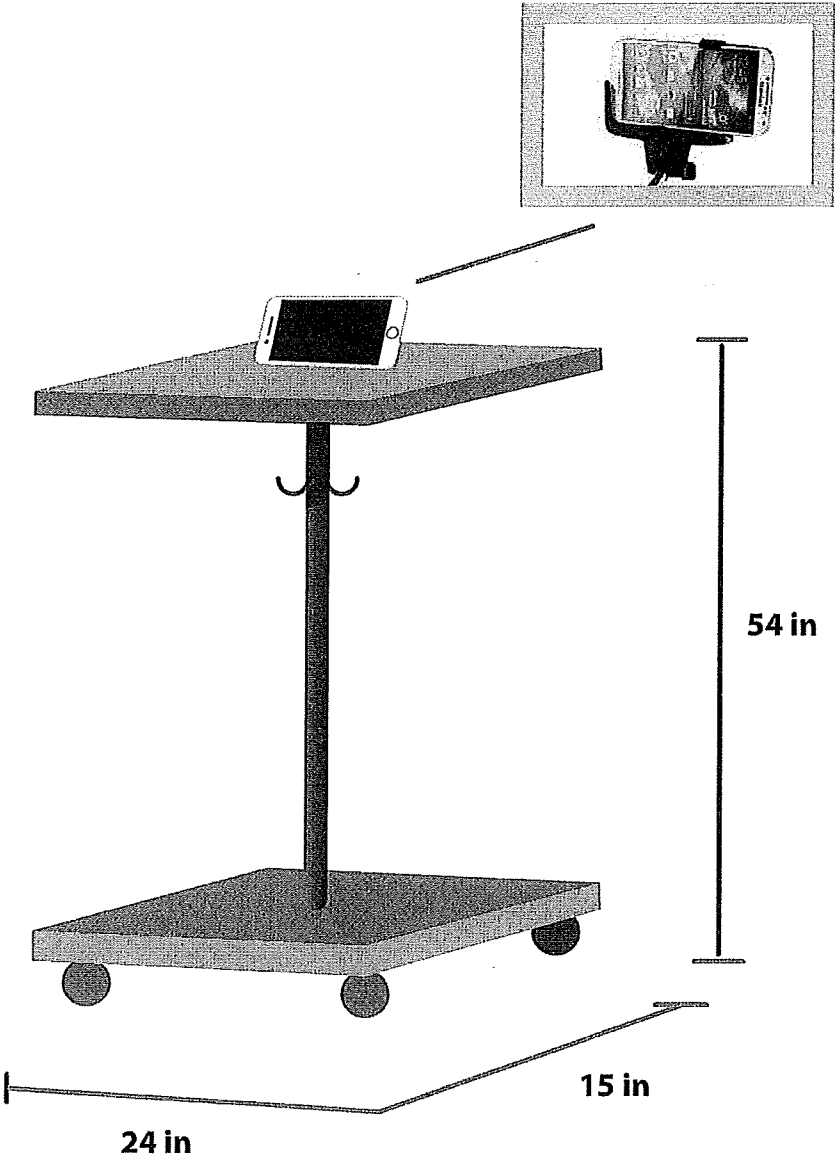
- Give out final pair of Tahoe Timbers
- Continue ongoing social media promotion and interaction
- Campaign end date: September 9, 2016



PEAK
 this summer
 Whether you like to
 post it with the
 To learn more

Selfie Station Specs

- Features:**
Locking wheels at base
Hooks for purses or jackets
Instructions on how to use





north lake tahoe



PEAK YOUR ADVENTURE...

this summer in the mountain resorts of North Lake Tahoe. Whether you bike, hike or just take in the view, snap a picture and post it with the tag **#MyTahoeAdventure** for the chance to win.

To learn more and enter, visit facebook.com/LakeTahoeNorth

GoTahoeNorth.com

Ginger Karl

To: Connie Anderson
Subject: NLTRA- June issue artwork Business Associates Chamber

From: Connie Anderson [<mailto:connie@theabbiagency.com>]
Sent: Tuesday, May 10, 2016 7:31 AM
To: Ginger Karl
Subject: Re: FW: NLTRA- June issue artwork Business Associates Chamber

Hi Ginger,

How much is this ad? I copy and pasted our budget below. We only have \$1,500 for advertising (outside of social media), so I want to make sure we are using it effectively. I met with both Getaway Reno/Tahoe and Tahoe.com

The Getaway ad is \$1,500 so likely not a fit as that is the entire budget.
Tahoe.com ads run from \$100-\$750 per month.

Do you have time for a call Wednesday or Thursday, so we can update you before the meeting?

| | |
|--|---------|
| Abbi Agency Project Cost (April – September) Project fees include project management, client communications, social media posting, social media interaction, researching and gathering quotes from vendors, coordination and execution with vendors for print ad buys, selfie station creation, outlining shot lists for selected photographer, execution of digital ad buys, content creation for landing page, and two blog posts. In addition, The Abbi Agency will provide monthly reporting and a final campaign recap. | \$9,000 |
| Design: The Abbi Agency will design new materials for the campaign including, print advertisements, digital advertisements, rack cards, wraps for selfie stations, sunglasses, social graphics, map for website. | \$3,500 |
| Selfie Stations (3) Selfie Stations must be custom-made and fabricated by welder. Stations will be transportable, weather-proof and branded. | \$2,100 |
| Sunglasses (approx. \$0.80 each for 1,000 sunglasses) | \$800 |

| | |
|--|---------|
| Rack Card printing | \$400 |
| Photography: Photographer to produce 10-15 photos of each resort | \$1700 |
| Social Media Advertising | \$1,000 |

Remaining budget: \$1,500

Thanks,
Connie



CONNIE ANDERSON

public relations manager

Work: 775 323 2977
Cell: 775 224 0006
@connieapr

The Abbi Agency
1385 Haskell Street
Reno, NV 89509

On Tue, May 10, 2016 at 6:35 AM, Ginger Karl <ginger@gotahoenorth.com> wrote:

Deadline for Peak Your Adventure for the Visitor Guide is the 12th for the ad.

Ginger Karl

Membership Director



north lake tahoe

Chamber | CVB | Resort Association

Phone: [530-581-8764](tel:530-581-8764)

Cell: [970-331-6553](tel:970-331-6553)

ginger@GoTahoeNorth.com

www.GoTahoeNorth.com

Lake Tahoe awarded "Best Lake" in the 2014 Outside Magazine Travel Award; "America's Best Lake" by the readers of USA Today; #1 "Ski Destination" with Rand McNally and Orbitz; #1 "Travel Destination" with TripAdvisor, and a top finisher in USA Today's reader's poll for "Best Ski Destination"

Like us on Facebook

Not a Chamber Member? Subscribe **HERE** to receive information on upcoming events!

From: Prince, Deanna [mailto:deanna.prince@wheremagazine.com]
Sent: Monday, May 09, 2016 2:15 PM
To: ginger@gotahoenorth.com
Subject: NLTRA- June issue artwork Business Associates Chamber

Hi Ginger,

Welcome to the North Lake Tahoe Visitor's Guide! You are scheduled to run two full pages for the June issue.

When providing new material , I have attached the media kit with specs for your use in submitting the ad. Please send your material on or before Thursday May 12th to my attention.

Warm regards,

Deanna Prince
Production Manager
Where® (Las Vegas, Reno/Tahoe, Houston, San Antonio)
376 E Warm Springs #110, Las Vegas, NV 89119
P: [702-731-4748](tel:702-731-4748) Ext. 210 | F: [702-731-4718](tel:702-731-4718)
E: deanna.prince@morris.com | W: <http://wheretraveler.com>



HIGH NOTES

NORTH LAKE TAHOE SUMMERLONG MUSIC

MUSIC FESTIVALS

TOCCATA

Tahoe Symphony Orchestra & Chorus

Go 4 Baroque • June 12 – June 23

Toccata Bops • July 1 – July 10

Wanderlust

Squaw Valley • July 14 – July 17

Lake Tahoe Music Festival

August 16 – August 21

Beerfest and Bluegrass Festival

Northstar California • July 2

Classical Tahoe

Sierra Nevada College • July 26 – August 13

Art, Wine and Music Fest

The Village at Squaw Valley • July 9 – July 10

Brews, Jazz and Funk Fest


The Village at Squaw Valley • August 13 – August 14

SUMMERLONG MUSIC

Tuesdays • Retro Skate Nights, Northstar Resort • **Bluesdays**, The Village at Squaw Valley | **Wednesdays**
• Music in the Park, Truckee River Regional Park | **Thursdays** • Truckee Thursdays, Downtown Truckee
| **Fridays** • Music on the Beach, Kings Beach | **Saturdays** • Live Music, Northstar California | **Sundays** •
Concerts at Commons Beach, Tahoe City • Live Music, Northstar California
• **Sunday Funday**, Moe's Original BBQ



TahoeHighNotes.com | #TahoeHighNotes

 north lake tahoe

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MUSIC FESTIVALS

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Squaw Valley • July 14 – July 17

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The Village at Squaw Valley • August 13 – August 14

SUMMERLONG MUSIC

Tuesdays • Retro Skate Nights, Northstar Resort • **Bluesdays**, The Village at Squaw Valley | **Wednesdays**
• Music in the Park, Truckee River Regional Park | **Thursdays** • Truckee Thursdays, Downtown Truckee
| **Fridays** • Music on the Beach, Kings Beach | **Saturdays** • Live Music, Northstar California | **Sundays** •
Concerts at Commons Beach, Tahoe City • Live Music, Northstar California
• Sunday Funday, Moe's Original BBQ



TahoeHighNotes.com | #TahoeHighNotes

 north lake tahoe



MUSIC FESTIVALS

TOCCATA-Tahoe Symphony & Chorus

Summer Solstice Serenade, June 17-23
 10th Anniversary Celebration, July 14-21

Beerfest & Bluegrass Festival

Northstar California, July 3

Art, Wine & Music Fest

The Village at Squaw Valley, July 11 & 12

Wanderlust

Squaw Valley, July 16-19

Lake Tahoe Music Festival

August 18-22

Lake Tahoe

SummerFest Season Four

Sierra Nevada College, July 31-August 16

Brews, Jazz and Funk Fest

The Village at Squaw Valley, August 8 & 9

SUMMERLONG MUSIC

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--------|---|---|--|--|---|--|
| | BLUESDAYS The Village at Squaw Valley | WEDNESDAY MUSIC IN THE PARK Truckee River Regional Park | TRUCKEE THURSDAYS Downtown Truckee | MUSIC ON THE BEACH Kings Beach | LIVE MUSIC Northstar California | LIVE MUSIC Northstar California |
| | RETRO SKATE NIGHTS Northstar California | | | | | CONCERTS AT COMMONS BEACH Tahoe City |
| | | | | | | SUNDAY FUNDAY Moe's Original BBQ |



Ginger Karl

From: Meri S
Sent: Thursday, April 14, 2016 3:09 PM
To: Ginger Karl
Subject: Re: Posters for High Notes
Attachments: go tahoe north proposal-01.jpg

Hi Ginger,

Here is a mock-up of the style of poster I believe you are looking for, and my artistic concepts as such. I first wanted to do a general theme for High Notes, and created a broad symbol that can be used as a re-occurring image in the series to come. My idea is for a symbol representing the "Sound of Tahoe" - a guitar with the lake present at its core - is a uniting tie-in for each location.

My concept for the individual posters would be to layer iconic symbols of landmarks intrinsic to each town that every concert is hosted by, which would be drawn in the same style as the "Tahoe Guitar" I included in this poster. Very simple color schemes, lithograph style details, and custom lettering. The background of each poster would be of a shoreline or geographic feature that is unique to each town. For example, Tahoe city might be a layering of the historical cabins and piers near the shore, the totem pole, and the beach.

My price for the artwork for each poster would be \$200. As I normally charge \$50 per hour for design work, I believe this number to be fair, since with included options for editing and re-do's, I would be working more than 4 hours on each poster. I have also come up with the idea to do an original piece, in the same style as each poster, that could be sold at each event to raise additional funds. I can go over this concept further with you if all of the above sounds reasonable.

Please let me know if you have any questions, or would like to discuss the price of the artwork.

Thank you again for the opportunity, and I really hope I can get the chance to fully present my vision for your idea, as I think it is a wonderful concept that will help promote the communities we so love. Again, this is just a mock-up on short notice, but I hope you can see my thoughts present here.

All the best,

Meredith

On Wed, Apr 13, 2016 at 6:42 PM, Meri S <meredithsolin@gmail.com> wrote:
Hi Ginger,

It was a pleasure speaking to you today too, and I'm very excited about this as well. I will be sure to have a proposal and samples to you before your meeting at 3pm tomorrow. Thank you again for the source materials and input today, and the opportunity to work with you on this great project!

All the best,

Meredith

On Wednesday, April 13, 2016, Ginger Karl <ginger@gotahoenorth.com> wrote:

High Notes 2016

concert series

KINGS BEACH

TAHOE CITY

MOE'S ORIGINAL BBQ

NORTHSTAR CALIFORNIA

THE VILLAGE AT
SQUAW VALLEY

6/17 - 9/2 2016

MUSIC on the BEACH



Friday Evenings at the
Kings Beach State
Recreation Area



highnotes
north lake tahoe

Part of the High Notes Concert Series

Kings Beach
The Village at Squaw Valley

Tahoe City
Northstar California

Moe's Original BBQ **37**



High Notes Budget Plan Draft

Total budget: \$58,824

In Market

BACC Contribution - \$20,000

| | |
|-------------------------------------|----------------|
| 101.5FM - Partnership / Sponsorship | \$3,600 |
| Visitor Guide Ad | \$1,800 |
| Tahoe Weekly (8 week run) | \$3,600 |
| End of Season Event | \$3,500 |
| Rack card production & Distribution | \$1,000 |
| Tahoe.com | \$2,000 |
| T-Shirts | <u>\$3,000</u> |

Total BACC Contribution \$18,500

Out of Market

Coop - \$18,824

| | |
|---|----------|
| Entercom in Sacramento – Radio in Reno | \$18,824 |
| • 8 week flight with :15 & :30 spots and other bonus ad-ons | |

NLTRA - \$20,000

| | |
|---------------------------------|----------------|
| Creative design / Poster Design | \$2,500 |
| Poster production | \$3,000 |
| Social media ad buy | \$4,000 |
| (\$1,000 per month / June-Sept) | |
| Giveaway's 6,000 at \$.50 each | \$3,000 |
| Other marketing and PR† | <u>\$7,500</u> |

Total Out of Market \$38,824

†Other marketing to include agency retainers, possible TV spots, surveys and tahoe.com promotions