



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Thursday, November 9, 2017, 3:00pm
Tahoe City Visitor 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:
Eric Pilcher

Committee Members:
Caroline Ross, Chair
Squaw Valley Business Assoc.

Stephen Lamb
PlumpJack Inn

JT Chevallier
Tahoe City Downtown Assoc.

Lisa Nigon
West Shore Café

Amy Kylberg
Northstar California

Jessi Whalen
Northstar

Joy Doyle
North Tahoe Business Assoc.

Jody Poe
North Tahoe Business Assoc.

Mike Young
Incline Community Business Association

Misty Moga
Incline Community Business Assoc.

County Representative
Erin Casey

Quorum
Majority including 1 NLTRA Board Director

To Call in: Dial (712) 770-4010
Enter Participant code: 775665#
Host Pin: 5463#

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**
 1. Thursday, October 12, 2017
- E. BACC Budget & Calendar Overview – Natalie, Amber (5 Mins)

Action Items:

- F. Shopping Discussion & Possible Approval - Allegra, Amber (30 Mins)

Discussion & Strategy:

- A. Shop Local Holiday Contest Campaign Launch & Update - Natalie (20 Mins)
- B. Touch Lake Tahoe Campaign Launch & Update – Allegra, Amber (20 Mins)

Other Items:

- C. Committee Member Reports/Updates from Community Partners (1 Minutes-2 minutes each)
- D. Adjournment



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**AGENDA AND MEETING MINUTES
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE
Thursday, October 12, 2017, 3:00pm
Tahoe City Visitor Center**

- A. Call to Order at 3:02 - Established Quorum: Eric Pilcher, Andy Chapman, Misty Moga, Caroline Ross, Jessi Whalen, Mike Young, Jody Poe, Cindy Gustafson, Natalie Parrish, Dawn Teran, Joy Doyle arrived at 3:05 Allegra Demerjian (Abbi Agency) arrived at 3:30.
- 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 Jessi/Misty 9/0/0
- D. Approval of the Meeting Minutes-**MOTION**
1. Thursday, September 10, 2017
M/S/C Jessi/Jody 9/0/0

BACC Budget & Calendar Overview – Natalie presented. –

- Want to review monthly from now on. Campaign budgets will be reviewed later in the meeting
- Timeline for partnership funding for Event Grants – Natalie reported that the call to action review is delayed. Cindy stated there is a meeting with the county coming up to review policies on this.

Action Items:

- E. Shop Local Holiday Contest Plan Discussion & Possible Approval Nat
- Natalie is waiting for a few proposals from Lauren Schearer. She will send distribution lists out to everyone.
 - She will utilize the information from the winner of last year's shop local (direct quotes, etc.)
 - Natalie will forward Excel spreadsheet of last year's Shop Local participants to Dawn to enter into Constant Contact.
 - Discussion regarding quotes for Card. Last year 12,500 ordered, then an additional 2,500. Joy suggested looking at number of cards received over the last 3 years. Ask John from Print Art. He is requiring a 10% increase from last year.
 - Natalie suggested printing more initially instead of adding on later to save costs.
 - Timeline of campaign Nov 24-Dec 24 deadline for sign up is one week after, prize drawing in Jan BACC meeting.
 - Natalie suggested to do more advertising at the start of the campaign. Joy suggested putting more advertising in December. Discussion about when to do published advertising, and whether to increase the size of ad, and possibly producing banners.

- Discussion about the \$100 for Facebook expense, and who would have access.
- Caroline summarized discussion by suggesting the campaign strategy include a Holiday shopping ad, presence at start of campaign (Thanksgiving) compose and distribute press release about the campaign, and focus on the digital campaign.
- Discussion about radio ads and whether it would be effective for locals.
- Caroline suggested a radio interview. Although, there is a large fee for the radio interviews.
- Joy suggested printed poster, 11" x 17" "Participating Retailer" for businesses to put in their windows.
- Group agreed to move away from radio and using that money for printed posters.
- Natalie stressed the importance of letting the businesses take ownership of the program and use their own ideas to encourage people to shop and use the card (example: extra dot incentives)
- Discussion about the prize wording on the front of the card. (To clarify that there are two separate drawings.)
- Andy suggested a trade between another Chamber and ours to obtain an out of town prize. Discussion about feedback from past years and prize being local or in another area.
- Instead of "Staycation", change to "North Lake Tahoe Vacation valued over \$1,500.00."
- Lauren Schearer will design the card.
- Granlibakken (tentative location) for Nov 30th Shop Local kickoff party.
- Discussion regarding kickoff party: Shop Local Kickoff brought to you by the North Lake Tahoe of Commerce, show your love. Card to use as a passport. Easy drop box, pick one winner from those who completed and visited every business at the event. Code, color, one dot for event.
- Some type of fundraiser was suggested, suggested food and cash bar. Check with Granlibakken or venue where it will be held on policies.
- Music in background suggested.
- Natalie said this year's data entry will be quicker. Suggestion and in agreement to distribute the cards for data entry among all BACC.

MOTION to approve the Shop Local Budget with edits to card and marketing changes as discussed.

M/S/C Joy/Caroline 9/0/0

F. Touch Lake Tahoe Plan Discussion & Possible Approval - Allegra, Natalie

- Allegra reviewed the slides handed out in the meeting.
- Natalie requested all BACC to review the map and let her know your comments by end of October.
- Joy requested review of the revised site. Allegra will send an email to let everyone know when it has been updated.
- Regarding online presence, do we have photo assets? Natalie said winter photo shoot is in the works. It will be at least 6 week until that happens.
- Allegra will send requests to photo contest winners to get rights to use their photos.
- Allegra pointed out that the social media will drive to the map, itinerary and photo contest. Joy expressed that my may be spreading it out too much, she suggested driving it to one area. Allegra said she could send out an A / B test to see which is most effective, including a few different types of itineraries.
- Discussion about how influencers would be selected in addition to recommendations from BACC.
- Joy suggested setting target numbers set by the Abbi Agency based on previous year's results of how many reached as a measurement of success. Allegra will get those numbers by tomorrow.

- Discussion about photo alternatives if lack of snow, and access to the Lake if too much snow like last year.
- Joy asked about the subject of discussion at Marketing Committee meeting and Andy said there will be Marketing of the overall strategic planning in January, (and how it plays in with how it plays into the overall NLTRA strategy.)
- Joy motioned approves the recommended with changes as noted...AB testing, setting specific number for goal measurement / Jessi

MOTION to approve the Touch the Lake plan with changes as discussed: AB testing, setting target numbers for measurement of success.

M/S/C Joy/Jessi/9-0-0

G. Visitor Guide Ad Discussion & Possible Approval - Natalie

- \$2595.00 total back cover
- Back page Ad was not done last year. Group agreed to pursue the ad for this year's ad and it should be a picture of the lake with snow on it. Allegra will provide something to review by Tuesday the 17th. Deadline for guide is October 20th.

MOTION to approve the Visitor Guide Ad, back cover, as described in discussion, (above)

M/S/C Jessi/Joy/9-0-0

H. Discussion & Strategy:

Shopping Update & Map Discussion – Allegra, Natalie

- \$15,000 for campaign and \$3,800 of that is towards photography.
- Motion will be next meeting, submit questions, ideas to Natalie prior to that.
- Joy suggested to capture all areas in N. Lake for video. Allegra will reach out to everyone individually on this.

I. Tahoe.com Shopping Proposal & Discussion – Jody, Natalie

- Leaderboard side banners are year but the others are at 7 months, but can be extended to 12.
- Clarification that this proposal would cost \$2,400 per quarter and would be included in the shopping campaign budget. This quote is another option in addition to what Abbi is proposing. There may be opportunity for collaboration between the two.
- Caroline suggested taking snippets from videos already produced and this may have already been pursued, and we should check for redundancies with (repeats in) this campaign. Double check.
- Joy commented that this campaign may be more of a marketing department subject.
- The second page may be part of a bigger long term plan and a strategy not suited for this time.
- Caroline we need to build the assets first. It may be appropriate for Brand awareness for next year.
- Andy asked to Ask amber about the six month contact \$37,500 for BACC (Shopping and Touch Lake Tahoe) funding August through January. Ask her what was included in the first six months, to confirm the money is in the budget. \$20,000 to Touch Lake Tahoe and 2,500 to Holiday was used in this meeting

Other Items:

- J. Committee Member Reports/Updates from Community Partners**
- K. Adjournment at 4:53 Next meeting is November 9th.**

2017.2018 BACC Budget

Forecast	Q1			Q2			Q3			Q4			
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Budget
EXPENSES													
6743-00 BACC Marketing Programs		\$4,895		\$3,200	\$5,805		\$3,700			\$2,400			\$20,000
6743-01 Shopping				\$20,000									\$20,000
6743-03 Touch the Lake													\$20,000
6743-04 High Notes										\$19,205			\$20,000
6743-05 Peak Your Adventure										\$20,795			\$20,000
6742-00 Non-NLT Coop Marketing Program Other	\$0	\$4,895	\$0	\$23,200	\$5,805	\$0	\$3,700	\$0	\$0	\$21,605	\$20,795	\$0	\$80,000
6742-00 Non-NLT Coop Marketing Program Other	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$20,000	\$0	\$30,000
Total Expenses	\$10,000	\$4,895	\$0	\$23,200	\$5,805	\$0	\$3,700	\$0	\$0	\$21,605	\$40,795	\$0	\$110,000

Actuals	Q1			Q2			Q3			Q4			
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Budget
EXPENSES													
6743-00 BACC Marketing Programs				\$150									\$150
6743-01 Shopping				\$19,705									\$19,705
6743-03 Touch the Lake													\$0
6743-04 High Notes													\$0
6743-05 Peak Your Adventure													\$0
6742-00 Non-NLT Coop Marketing Program Other	\$0	\$0	\$0	\$19,855	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$19,855
6742-00 Non-NLT Coop Marketing Program Other	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,000
Total Expenses	\$10,000	\$0	\$0	\$19,855	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$29,855

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

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
TAA Campaign					
Map & Webpage Updates	\$800	\$800	October		Paid half of amount as deposit - remaining due at end of campaign
Itinerary Series (2)	\$1,200	\$1,200			Paid half of amount as deposit - remaining due at end of campaign
Visitor Guide Ad Design	\$800	\$800			Paid half of amount as deposit - remaining due at end of campaign
Visitor Guide Ad	\$2,500	\$2,500			10/18 - Signed IO
Influencer Promotion	\$1,400	\$1,400			Paid half of amount as deposit - remaining due at end of campaign
Social Media Management	\$3,400	\$3,400			Paid half of amount as deposit - remaining due at end of campaign
Social Media Advertising	\$4,205	\$4,205			Paid half of amount as deposit - remaining due at end of campaign
Social Media Contest Prizes	\$1,000				
Project Management	\$5,400	\$5,400			Paid half of amount as deposit - remaining due at end of campaign
Total Spend	\$20,705	\$19,705			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$2,000	\$1,000	November		
Total Revenue	\$2,000	\$1,000			

	Forecast	Actual
Additional Revenues	\$2,000	\$1,000
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,705	\$19,705
Remaining Budget	\$1,295	\$1,295

Month	Forecast	Actual
October	\$0	=

**Business Association & Chamber Collaborative (BACC)
2017.2018 Budget
Shop Campaign (July 2016 - June 2017, December 2016)**

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Holiday Shop Local Program	\$5,105	\$5,022			
Contest Card Printing	\$1,200	\$942	November		
Creative Graphics	\$140	\$150	November		
Stickers	\$400	\$350	October		
Website Management	\$400	\$400	October		
Contest Advertising	\$1,665	\$1,480	November		Paid for 2017 Contest in June 2016 (16.17 Fiscal)
<i>Tahoe Weekly</i>	\$480	\$450			
<i>Moanshire Ink</i>	\$594	\$430			
<i>Facebook</i>	\$101	\$100			
<i>Sierra Sun</i>	\$315	\$350			
<i>KTKE Radio</i>	\$175	\$150			
Stavation Grand Prize	\$800	\$1,200	January		
Cash Prize	\$500	\$500	January		
Year Rounds Shop Local	\$15,895	\$150			
TAA Campaign	\$2,495	\$0	August		Natalie will request invoice 6/9 requested TAA invoice
Social Media Management	\$9,600	\$0			
July - September	\$2,400		August		
October - December	\$2,400		October		
January - March	\$2,400		January		
April - June	\$2,400		April		
Photo Shoot	\$3,800	\$150	November		2 Photo Shoots (\$1,500/each w/ \$400/shoot for models) Summer Shopping Shoot in Tahoe City - Check request submitted 10/4
Model Fees - Summer Shoot				October	
Total Spend	\$21,000	\$5,172			

REVENUES

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

	Forecast	Actual
Additional Revenues	\$1,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$21,000	\$5,172
Remaining Budget	\$0	\$14,828

Month	Forecast	Actual
August	\$4,895	\$0
October	\$3,200	\$750
November	\$6,805	\$2,572
December	\$0	\$0
January	\$3,700	\$1,700
April	\$2,400	\$0
Total	\$21,000	\$5,022

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

EXPENSES

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

	Forecast	Actual
Allocated Budget	\$30,000	\$30,000
Expenses	\$30,000	\$10,000
Remaining Budget	\$0	\$20,000

Month	Forecast	Actual
July	\$10,000	\$10,000
May	\$20,000	\$0
Total	\$30,000	\$10,000



**SHOP
NORTH
TAHOE
TRUCKEE**

UPDATED MARKETING PROPOSAL & BUDGET: (Revised 11.7.17)

Posters: \$230

- Quantity 200, 4-color double-sided cards on 13pt cover stock. Needs adhesive dots/tape. 5 working days production. - \$199
- Adhesive Dots - \$35

Paid Holiday Edition/Digital Advertising - \$1230

- Moonshine Ink
 - **Digital – \$430**
Digital: Banner December \$150 + Sidebar Nov/Dec \$115ea + Design (*possible*) \$50
Total: \$430
Digital: Featured Event (November); Story/Section Sidebar (December)
- Sierra Sun –
 - **Holiday Special Total - \$350**
 - Waiting for proposal on digital/holiday special
- Tahoe Weekly
 - **Shop Local for the Holidays Special Section - \$450**
Print: \$150 per issue (Nov 16, Dec 7, Dec 15) 4.66" x 3" (same as 2016 – Discounted from \$175/per issue)
 - Digital: coincide with digital issue complimentary Total with Sponsorship: \$450

Radio - \$150

- Total \$150
On-Air Interview – FIVE MINUTE On-air Interview Included on-Demand, Posted on Social Media

Social Media- \$100

- Facebook - \$100

Email

- Direct Email to 2016 Contest Participants- \$0

2017/18 Total: \$1710

APPROVED MARKETING BUDGET: \$1777.04 | REVISED MARKETING BUDGET: \$1710

	2017 Budget	2016 Spend
Contest Card Printing (12,500)	942	858
Additional Contest Card Printing	0	207
Creative Graphics	150	138
Contest Card Sticker Dots	350	394
Marketing	1777.04	1633
Website Updates	400	-
Staycation Grand Prize	1200	775
\$500 Cash Prize	500	500
Total	4902	4505

Client and/or Project Name: BACC: Touch Lake Tahoe

Completed by: Allegra Demerjian, Account Manager, The Abbi Agency

Point of Contact: Allegra Demerjian, Account Manager, The Abbi Agency

Project Dates/Timeline: October 20, 2017 – April 2018

Goal

The Touch Lake Tahoe campaign goal is to encourage in-market North Lake Tahoe visitors to visit lakeside communities during their winter visit.

Description

The Abbi Agency recommends that, rather than focusing specifically on individual lakeside businesses with coupons and other methods, the Touch Lake Tahoe campaign shift focus to providing inspiration to in-market consumers, encouraging them to visit lakeside communities as part of their trip.

Target Audience

The campaign target audience is in-market visitors to North Lake Tahoe during the winter. An emphasis will be put on athletes and families through select tactics (itineraries and influencers).

Strategies

In order to ensure the program has sufficient distribution and awareness, the agency will work to pursue the following strategies:

1. **Update and expand online presence** to provide inspiration for activities
2. Use paid print ad in **Visitor's Guide** to reach in-market visitors
3. Use **social media photo contest, posting, video content and targeted ads** to create and promote inspirational user-generated content
4. Work with **regional influencers** for experiential features

Tactics

Update and Expand Online Presence

- Update Touch Lake Tahoe map per committee's recommendations to include updated seasonal information
- Update Touch Lake Tahoe page on GTN website to provide more inspirational content and information on each lakeside community
- Create a series of two (2) winter itineraries to live on the GTN blog and highlight winter lakeside activities

Paid Print Ad

- Develop inspirational print ad to tie into social media contest and itineraries
- Place ad in Visitor’s Guide

Social Media Ad

- Create a social media canvas ad to bring itineraries and visual content to life
- Target ad to relevant in-market visitors

Social Media

- Launch social media hashtag (#TouchLakeTahoe) photo contest for winter-long campaign, awarding 2-3 prizes throughout the winter
- Halfway through winter, use weekly photo prompts to encourage diversity of activities
- Post “Touch Lake Tahoe” content and messages 2x/month during campaign on North Lake Tahoe channels (Facebook, Twitter, Instagram); A/B test post content for effectiveness

Regional Influencers

- Select 2 key influencers to reach in-market audience
- Coordinate with influencers for real-time posting on their accounts, authentically exposing targeted audiences to Touch Lake Tahoe experiences

Measurements of Success

1. **Awareness:** Number of campaign impressions (goal: 150,000); reach of campaign (goal: 80,000)
2. **Engagement:** Number of engagements on campaign assets (goal: 2,000); engagement on map (goal views: 1,000; goal clicks: 200)
3. **Ambassador Sharing:** Number of UGC posts with #TouchLakeTahoe (goal: 500); Number of shares on campaign content (goal: 200)

Campaign updates will be provided at the end of each month during campaign flight, and a full recap will be provided at the end of the campaign.

Campaign Timing

October	<ul style="list-style-type: none"> • Campaign plan developed, finalized, approved • Develop print ad for Visitor’s Guide (due 10/20)
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November	<ul style="list-style-type: none"> Coordinate updates to map and web page (Regions will submit new content by 10/27) Develop and launch itineraries for website via dedicated blog post (pre-Thanksgiving holiday) Coordinate and prepare for photo contest Develop social media canvas ad
December	<ul style="list-style-type: none"> Launch photo contest and social media canvas ad Propose and select social media influencers
January	<ul style="list-style-type: none"> Continue social media photo contest Continue social media canvas ad Execute first influencer promotion
February	<ul style="list-style-type: none"> Continue social media photo contest, using weekly prompts Continue social media canvas ad Execute second influencer promotion
March	<ul style="list-style-type: none"> Continue social media photo contest, using weekly prompts Continue social media canvas ad
April	<ul style="list-style-type: none"> Continue social media canvas ad
May	<ul style="list-style-type: none"> Provide comprehensive campaign report

Campaign Budget

Description	Amount	Payment Specifics
Map & Web Page Updates	\$800	TAA invoice
Itinerary Series (2)	\$1,200	TAA invoice
Visitor's Guide Ad Design	\$800	TAA invoice
Visitor's Guide Ad Cost (Hard Costs)	\$2,500	NLTRA pay directly
Influencer Promotion (2)	\$1,400	TAA invoice
Social Media Management	\$3,400	TAA invoice
Social Media Advertising (Hard Costs)	\$4,205	TAA invoice
Social Media Contest Prizes	\$1,000	NLTRA pay directly
Campaign Management	\$5,400	TAA invoice
TOTAL	\$20,705	\$17,205 invoiced to TAA \$3,500 paid directly by NLTRA

Proposed Copy for Touch Lake Tahoe web page, under the map:

North Lake Tahoe's resorts and ski runs offer plenty of excitement and adventure for locals and visitors alike—but they're only a *part* of what makes North Lake Tahoe special during the winter.

Another magical part of the North Lake Tahoe winter experience are the communities that come together to make it such a special, eclectic place. With a culture that's built in the heart of the outdoors, each one of North Lake Tahoe's lakeside communities is filled with adventure, joy and winter magic for you to explore at the shore of America's largest alpine lake.

Carnelian Bay

Boasting a shoreline glittering with the gemstones of its namesake, Carnelian Bay is a beautiful lakeside community with several fabulous dining establishments, including local favorite [Gar Woods Grill & Pier](#).

Crystal Bay

Home to the historic Crystal Bay Resort & Casino, once a beloved stomping ground of the Rat Pack, Crystal Bay is yet another beautiful lakeside community where visitors can find fabulous local dining, goods, and music—particularly at the famed Crystal Bay Club.

Tahoe Vista

A beloved locale for outdoors enthusiasts, Tahoe Vista is filled with easy-to-access recreation, including several trailheads ideal for snowshoeing and cross-country skiing during the winter. This, coupled with a wide array of dining and lodging options make Tahoe Vista a natural choice for the outdoor adventurer.

Kings Beach

Nightlife and beach life come together perfectly in Kings Beach, thanks to the the area's downtown district being situated right beside the shore. Named for a famed card shark who won the town in a game of poker, Kings Beach retains much of the fun spirit of its origin.

Homewood

Right on the edge of Lake Tahoe rests Homewood, a resort town that's as expansive as it is beautiful. This family-friendly area has plenty in terms of ski-runs, lodging, and leisure activities best suited for larger groups.

Your Family Guide to Touch Lake Tahoe this Winter

With a number of resorts and lodges, North Lake Tahoe is a premiere destination for a winter vacation for the whole family. An array of activities keep parents and kids entertained and exploring on a beautiful day trip.

During your stay at North Lake Tahoe's winter downhill resorts, don't miss the chance to experience Lake Tahoe up close. With only a 15-minute drive from the major North Shore resorts and easy public-transit options, winter is the perfect time to play, eat and shop at the water's edge of America's largest alpine lake.

Check out some of our favorite stops in the region to plan your perfect family day in Lake Tahoe's winter wonderland, or plan your own day [with our interactive map](#).

First, Fuel Up

Before you and your family start your trip, you're going to want to fuel up to make sure you have plenty of energy to get through an action-packed day. Consider starting with a light breakfast, or, if you're on the go, stop by [West Shore Market & Deli](#) for coffee, groceries, as well as pastries and breakfast sandwiches.

Check Out:

- Tahoe City: [West Shore Market & Deli](#)

Next, Jump in the Snow

Once your family is stocked up and full-bellied, it's time to play in the snow! This Winter Wonderland has no shortage of opportunities for romps in the snow throughout the region. In [North Tahoe Regional Park](#), you and your kids will be able to enjoy classic snow activities like sledding and snowmobiling. If you're in Kings Beach, check out the playground at the [Kings Beach State Recreation Area](#), and take some time to build a snowman. If you're feeling playful, an iconic snowball fight may be in order!

If you're looking for a more involved day of snow sports, check out the [Tahoe City Winter Sports Park](#), where you can ice skate and sled. When you're done, slip away and warm up at [Granlibakken](#).

Check Out:

- Tahoe Vista: [North Tahoe Regional Park](#)
- Kings Beach: [Kings Beach State Recreation Area](#)
- Tahoe City: Sled and get hot cocoa at [Granlibakken](#)

- Tahoe City: Sled, Ice Skate and play at the [Tahoe City Winter Sports Park](#)

Immerse Yourself in the Culture

You and the family might want to relax a bit, but rather than heading back home to crash for the day, consider some “active relaxation” by checking out Tahoe City’s various cultural offerings. Parents might be particularly drawn to [Tahoe Art Haus & Cinema](#) or the [Salvaged Art Store](#), while kids can indulge their curiosity with the array of hands-on activities offered at the [Tahoe Maritime Museum](#).

Check Out:

- Tahoe City: [Tahoe Art Haus & Cinema](#)
- Tahoe City: [Tahoe Maritime Museum](#) - with kid-friendly activities
- Tahoe City: [Salvaged Art Store](#)

Enjoy Lunch on the Water

By this point in the day, you and the family will probably be hungry—and snacks might not do the trick. Fortunately, North Lake Tahoe’s local eateries will fill you up and leave a good impression on your taste buds.

If you’re in King’s Beach, enjoy lakeside dining at [Jason’s Beachside Grille](#). If you’re in Carnelian Bay, bite down into big, delicious pies and more at [CB’s Pizza & Grill](#). Throughout Tahoe City, gorge yourself on [Moe’s Original BBQ](#), [Jake’s on the Lake](#) or the [Fire Sign Cafe](#)—all of which offer great lakeside dining, barbeque options and American cuisine.

Check Out:

- Kings Beach: [Jason’s Beachside Grille](#)
- Carnelian Bay: [CB’s Pizza & Grill](#)
- Tahoe City: [Moe’s Original BBQ](#)
- Tahoe City: [Jake’s on the Lake](#)
- Tahoe City: [Fire Sign Cafe](#)

Pick Up a Memento That’ll Last

The memories you and your family make at North Lake Tahoe will last for a lifetime—but you can commemorate the experience with a one-of-a-kind memento from the region. As you head out, consider swinging by [Village Toys](#) in Incline Village to supply your little ones with trinkets to bring them joy.

For more *mature* gifts, consider swinging by [Sugar Pine Gifts](#) in Kings Beach. There, you can find unique items including beautiful jewelry, or special ornaments you'll be able to use for many holiday seasons to come.

Check Out:

- Incline Village: [Village Toys](#)
- Kings Beach: [Sugar Pine Gifts](#)

The Athlete's Guide to a Touch Lake Tahoe Rest Day

While you may be visiting North Lake Tahoe this winter to get your adrenaline pumping at one of the region's 12 downhill resorts, you can't miss out on the magic of experiencing the lake close up. With only a 15-minute drive from the major North Shore resorts and easy public-transit options, winter is the perfect time to play, eat and shop at the water's edge of America's largest alpine lake.

Your rest day from downhill sports offers the ideal time to Touch Lake Tahoe. We've put together a one-day itinerary with everything you'll need to make the most of your recovery day so you can relax, rejuvenate and adventure at the shore of America's largest alpine lake.

First Thing's First: Wake Up and Fuel Up

It's a truth universally acknowledged that *working out* means *working up* quite an appetite, and there's no time that's more apparent than when you wake up after a long day of high-intensity exercise. Luckily, your hunger doesn't need to last.

Throw on your Tahoe best and, if you're in Carnelian Bay, head to [The Old Post Office Cafe](#). We recommend getting there bright and early, as it's a popular spot. Once you're seated, order a big cup of coffee and a hearty portion of eggs, potatoes and meat called the Hangover Helper (not just for party animals, it turns out) to get you all the protein and carbohydrates you'll need for a long but eventful day of relaxation.

Another beloved breakfast standout: [The Log Cabin Cafe](#) in King's Beach. Call ahead to secure your table and ensure speedy service upon arrival. Then, when you get there, order the Cajun Eggs Benedict. They'll perk you right up.

Breakfast Options:

- Kings Beach: Try the [Log Cabin Cafe](#)
- Carnelian Bay: The [Old Post Office Cafe](#)

Shop and Gather Supplies

Take that post-breakfast energy to get some shopping done at some of the best outdoor adventure shops around.

If you're in Kings Beach, the [Lakeshore Sports Shop](#) is a four minute walk away from The Log Cabin Cafe. Take a brisk walk to this favored local shop to take out equipment rentals, secure sporting essentials, and make sure you're prepared for your next day in the great outdoors.

A quick drive out to Tahoe City will take you to [Alpenglow Sports](#), another robust option when it comes to getting both sporting goods and apparel. With a large selection, a deep connection to

the locals and an adventurous atmosphere, this store serves as a hub for all things athletic in the area.

Shopping Spots:

- Tahoe City: [Alpenglow Sports](#)
- Kings Beach: [Lakeshore Sports Shop](#)

Enjoy some “Active Rest” or Do Some Sightseeing

Once you’ve gathered your supplies, take advantage of the day’s momentum by engaging in a bit sightseeing and light exercise. This will help you to burn calories and avoid that activity slump that will cause you to spend the rest of the day doing nothing. Keep it *fairly* light so you’re staying active without overdoing it.

If you’re in Kings Beach, you can easily walk out of [Lakeshore Sports Shop](#) with a pair of snowshoes thanks to their convenient rental process. [West Shore Sports](#) also has great rental options. A beach side stroll will be beautiful thanks to the rolling Tahoe waters and stunning mountainscape. And, of course, you can always make the trip up to [Tahoe City’s Winter Sports Park](#), where formal snowshoeing trails and fat tire biking make for ideal early afternoon activity.

If hands-on sportage is definitely off the table for the day, consider checking out Tahoe City’s [Museum of Sierra Ski History and 1960 Winter Olympics](#). This display of one of Tahoe’s most iconic moments is sure to inspire your next day of sport.

Active Rest Spots:

- Tahoe City: [West Shore Sports](#)
- Tahoe City: [Tahoe City’s Winter Sports Park](#)
- Tahoe City: [Museum of Sierra Ski History and 1960 Winter Olympics](#)
- King’s Beach: [Lakeshore Sports Shop](#)

Relax and Massage Out those Sore Muscles

As the afternoon winds on and you’ve completed your “active rest” for the day, it’s time to *really* relax. One of the best ways to recover is to enjoy a deep-tissue, full-body massage at Kings Beach’s [Well Being](#) massage and skincare parlor. If a *full* spa day is more your speed, the [Stillwater Spa & Salon](#) offers a range of packages that will leave you feeling brand new by the day’s end.

For those who want to *continue* their active rest, [The Sanctuary](#) at Crystal Bay, as well as the [Tahoe Flow Arts Studio](#) offer yoga classes that will leave you feeling limber. This is the perfect refresher before you continue your day.

Massage and Relaxation Spots:

- Incline Village: Get a relaxing treatment at the [Stillwater Spa](#) at Hyatt Regency Lake Tahoe Resort
- Crystal Bay: [The Sanctuary](#)
- Kings Beach: [Well Being](#)
- Tahoe Vista: [Tahoe Flow Arts Studio](#)

Indulge in an Late-Day Beverage

After a productive morning and afternoon, you'll have earned an afternoon drink—which you can find at locations all throughout North Lake Tahoe.

If you're in Incline Village, consider stopping by [Alibi Ale Works](#). This craft brewery is responsible for the production of Alibi's suite of ales, which are locally beloved for their bold, full flavor. Should your thirst be matched only by your hunger, take heart! T's Mesquite, a hugely popular Mexican grill, is just steps away, and the guys at Alibi will be happy to accommodate you and your delicious burrito.

If your historical itch wasn't quite scratched by visiting the museum in Tahoe City, we recommend making the jaunt to Crystal Bay, where you can grab basically any cocktail you can imagine at the [Crystal Bay Casino](#), much like the famed Rat Pack used to do. Another great option for late afternoon cocktails is the [Tahoe Biltmore](#), where you can find no shortage of cocktails as you try your luck on the casino floor.

Late-afternoon Beverage Spots:

- Incline Village: [Alibi Ale Works](#)
- Crystal Bay: [Crystal Bay Casino](#)
- Crystal Bay: [Tahoe Biltmore](#)

Catch a Magical Sunset Over the Water

North Lake Tahoe boasts plenty of things, but you *must not* leave the North Shore without catching a stunning Tahoe sunset. Don't take our word for it - the visuals speak for themselves:

[Insert photos here]

Sunset Spots:

- Kings Beach
- Carnelian Bay

Treat Yourself to an Upscale Dinner over the Water

By this point in the day, you'll likely have worked up quite the appetite. Fortunately, North Lake Tahoe has plenty to offer in terms of food—and you'll want to eat something substantial ahead of your next day of sport.

If you're in Incline Village, stop by the [Lone Eagle Grille](#) where you'll enjoy a changing, seasonal menu before panoramic windows that display North Lake Tahoe's epic views in all their splendor. The Alaska Halibut is a must-try, and their "Baked Tahoe" dessert is famed in the region.

Other locally legendary spots for dinner include [Lanza's Italian Cuisine](#) at Tahoe Vista, where you'll find yourself stunned as you overlook Tahoe's expanse from the height of the Sierra. Carnelia Bay's [Gar Woods](#) will treat you to live music and great drinks, while Homewood's West Shore Cafe and the [Sunnyside Lakeside Dining Room](#) will make for a memorable last meal that will leave you in good spirits for the rest of the night.

Dinner Spots:

- Homewood: [Sunnyside Lakeside Dining Room](#)
- Tahoe Vista: [Lanza's Italian Cuisine](#)
- Carnelian Bay: [Gar Woods](#)
- Incline Village: [Lone Eagle Grille](#)