



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, November 12th, 2015 – 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

<p>Business Association and Chamber Collaborative Members</p> <p><u>NLTRA Board:</u> <i>Kaliopo Kopley</i> <i>Adam Wilson</i></p> <p><u>Committee Members:</u></p> <p><i>Caroline Ross, Chair</i> <i>Squaw Valley Business Assoc.</i></p> <p><i>Stephen Lamb</i> <i>PlumpJack Inn</i></p> <p><i>Stacie Lyans</i> <i>Tahoe City Downtown Assoc</i></p> <p><i>Jaclyn Woznicki</i> <i>Trunk Show</i></p> <p><i>Rob Weston</i> <i>West Shore Assoc.</i></p> <p><i>Lisa Nigon</i> <i>West Shore Café</i></p> <p><i>Brad Perry</i> <i>Incline Community Business Assoc.</i></p> <p><i>Blane Johnson</i> <i>Sun Bear Realty</i></p> <p><i>Amber Burke</i> <i>Northstar California</i></p> <p><i>Danny Cox</i> <i>Northstar California</i></p> <p><i>Joy Doyle</i> <i>North Tahoe Business Assoc.</i></p> <p><i>Ginger Karl</i> <i>NLTRA</i></p> <p><u>County Representative</u> <i>Christopher Perry</i></p> <p><u>Quorum</u> <i>3 members including 1 NLTRA Board Director</i></p>	<p>ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED</p> <p>A. Call to Order - Establish Quorum</p> <p>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)</p> <p>C. Agenda Amendments and Approval-MOTION</p> <p>D. Approval of the Meeting Minutes-MOTION</p> <ul style="list-style-type: none"> October 1st, 2015 (pg. 1) <p>E. BACC/Marketing Committee Discussion w BACC Year Round Calendar (pg. 4)</p> <p>F. Touch the Lake Update & Discussion (pg. 6)</p> <p>G. Peak Your Adventures Re-Cap-Report Only (pg. 12)</p> <p>H. High Notes Re-Cap-Report Only (pg. 30)</p> <p>I. Special Event Grants Update</p> <p>J. Shop Local Holiday Contest (pg. 37)</p> <ul style="list-style-type: none"> -Checklist Update -Marketing Plan -Requirements from Partners -Packets given out to partners for businesses-Nov. 17th -Hospitality Holidays Requests <p>K. Squaw Marketing Grant Presentation (pg. 39)</p> <p>L. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)</p> <p>M. Adjournment</p>
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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, October 1st, 2015 – 3:00pm
North Lake Tahoe Visitor Center

PRELIMINARY MINUTES

ATTENDANCE: Caroline Ross, Joy Doyle, Ginger Karl, Stacie Lyans, Blane Johnson, Sue Busby

NOT PRESENT: Kaliaope Kopley, Jaclyn Woznicki, Rob Weston, Mike Young, Amber Burke, Michael Gelbman, Cadence Matijevich, Danny Cox, Kay Williams, Stephen Lamb

STAFF IN ATTENDANCE: Valerie Lomeli, Sandy Evans-Hall

OTHERS IN ATTENDANCE: The Abbi Agency: Allegra Demerjian and Connie Anderson

A. Call to Order – Establish Quorum 3:07pm

B. Public Forum

C. Agenda Amendments and Approval

M/S/C (Stacie Lyans/Joy Doyle) (6/0/0) Motion to approve the agenda as presented.

D. Approval of the Meeting Minutes

M/S/C (Stacie Lyans/Joy Doyle) (6/0/0) Motion to approve Business Association and Chamber Collaborative Committee meeting minutes for September 10th, 2015.

E. Touch the Lake Presentation – The Abbi Agency

- The Abbi Agency went over last year's campaigns and what the goals will be for this coming year. Potential new objectives could be:
 - Encourage engagement within the lakeside communities.
 - Drive people to lakeside businesses with deals and promotions.
 - Distribute information about lakeside businesses and winter events around the lake.
- The Touch the Lake campaign exits to reach an in-market audience and drive them to the lakeside communities of North Lake Tahoe during the winter months.
- The Committee really liked the objective, distribute information about lakeside businesses and winter events around the lake.
 - Interactive map of North Lake Tahoe lakeside businesses
 - Sticker featured on door of all official "Touch Lake Tahoe" businesses.
 - Thumbprint would be ideal option for the image.
 - Scavenger hunt contest to get people from the mountain to the lake.
 - Trivia board that would be displayed at stores that would hold the thumbprint, to get people into stores.
 - Photo contest focused on official program businesses and events.
 - Owned photography of lakeside businesses and events.

- The Abbi Agency suggested that all businesses get involved to hang the thumbprint, to make sure there is large support from the Community. The Committee would invite, Business Associations and Chamber Members.
- Committee agreed to reach out to Business Associations and Chamber businesses to submit a request of description of their business, photo and will be willing to hang the thumbprint campaign in their business during the months of the campaign and they will be an official Touch the Lake business.
 - Deadline to sign up would be: December or End of November 2015 and then The Abbi Agency could put together the complete campaign.
- Committee strongly felt that getting the larger lodging companies to participate and knowledge their staff of the campaign, would be the best direction for promoting Touch the Lake.
- Touch the Lake campaign will run from January thru March 2016.

Action for Ginger: to reach out to Chamber businesses and inform them of the Touch the Lake photo contest and awareness of the campaign.

F. Special Event Grants – Motion

- Ginger gave a short re-cap of the special event grants. A total amount of \$56,288 of grant money.
- Few Committee questions regarding, granting more money then what grantees have asked for. Committee felt that the few events that received more than what was asked for, was needed due to the size of the event.

M/S/C (Joy Doyle/Blane Johnson) (6/0/0) motion to approve recommendations of the special event task force to allocate as presented.

G. Shop Local Holiday Contest

- Ginger went over the action items from last month's meeting. Few items included:
 - Retailers that were suggested for the advisory committee included, Brendan from Alpenglow, Jacqueline from Trunk Show and Sarah from Well Being have all agreed to be on the Committee.
- Rotor Collective has an outline with everything that has been discussed at the BACC meetings for the Shop Local video.
- Incline Village and Truckee will be participating in this year's Shop Local Holiday Contest.
- Committee suggested that Truckee Downtown Merchants Association provide their own specialized stamp if they prefer to go that route. Staff would need to tally their businesses shop local holiday cards. The BACC will provide contest cards and stickers to Truckee if Truckee chooses to use the same stickers as the other districts.
- Committee members agreed not to print posters of the holiday card, to go along with the business packets. Businesses can place a contest card in the window to show participation in the contest.
- The BACC will have Holiday Contest 11x17 posters made to place up around town.
- Packets and cards will be distributed November 17th thru 21st.
- December 29th collection of completed holiday cards.
- January 5th all of the tallies are due.
- January BACC meeting is where the winner will be drawn.
- Packet party will be Tuesday, November 17th at 3 pm.

Action for Ginger: to purchase more stickers than what was purchased last year.

H. Tentative Marketing Grant Presentation Request

- Squaw will be presenting in November
- NTBA will be presenting in January

- TCDA will be presenting in February
- West Shore and Northstar have not requested a time as of yet.

I. Committee Member Reports/Updates from Community Partners

- The next committee meeting will be November 12th at 2:00pm.
- Stacie Lyans informed the Committee of the upcoming Oktoberfest in Tahoe City.

J. Adjournment –

- The committee adjourned at 4:32pm

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

BACC Yearly Calendar DRAFT

- **Peak Your Adventure:** June - Mid-September
- **High Notes:** June - August
- **Touch the Lake:** January-March
- **Shop Local Holiday Contest-**Black Friday-Christmas Eve

January

- Touch the Lake Update
- Shop Local Holiday Contest Reports
- Hospitality Holidays Event Report

February

- Touch the Lake Update
- 2016/2017 BACC Programs Grant Request Funding Discussion
- High Notes Discussion and Plan

March

- Touch the Lake Update
- 2016/2017 BACC Programs Grant Request Funding Discussion
- High Notes Ads Placed

April

- 2016/2017 BACC Programs Grant Request to Marketing Committee for Approval
- Finalize "Peak Your Adventure" Campaign to launch
- Touch the Lake Contest Ends
- All Marketing Grant Request Presentations Should Be Completed for Approval

May

- Deadline for all BACC Partner Marketing Grant Requests of \$10,000
- Touch the Lake Campaign vs Peak Your Adventure Comparison
- 2016/2017 BACC Programs Grant Request to Board of Directors for Approval

June

- Special Event Grant Presentation Dates Determined and Discussion
- High Notes Launch
- Peak Your Adventure Launch
- Placer County Funding for Past Year Spent by June 30

July

- Beginning of NLTRA Fiscal Year
- High Notes Current Summer, Shop Local, Touch the Lake, Peak Your Adventures Following Summer Funding Begins

- NLTRA Summer Guide comes out
- All funding for 2016/2017 BACC Programs available
- \$10K Marketing Grant Presentations Available to Begin Scheduling Presentations
- High Notes Update
- Peak Your Adventure Update

August

- No Meeting/Committee Update Only (?)
- High Notes Update
- Peak Your Adventure Update

September

- Shop Local Holiday Contest Discussion & Action Items
- Touch the Lake Discussion & Action Items, Ad Placement
- Peak Your Adventure Ends Mid-Month
- High Notes Ends After Labor Day
- Special Event Grant Task Force Meets for Grant Presentations**

October

- High Notes Wrap Up & Re-Cap
- Peak Your Adventure Wrap Up & Re-Cap
- Shop Local Holiday Contest Ad Placement
- Special Event Grants go to Marketing Committee for Approval

November

- Shop Local Holiday Contest Launches at Thanksgiving
- Special Event Grants go to Board of Directors for Approval

December

- Shop Local Holiday Contest Ends
- NLTRA Winter Guide comes out
- Hospitality Holidays Event
- Touch the Lake Update

Touch Lake Tahoe 2015-2016 Campaign Plan and Proposal

The Abbi Agency is pleased to present a strategic communications plan for the Touch the Lake winter campaign that will highlight and promote the winter in the North Lake Tahoe lakeside communities to an in-market audience. Our involvement in strategy, content development and social media messaging will ensure holistic campaign touch points across all channels and consistencies with the North Lake Tahoe brand.

Campaign Objectives:

1. Encourage engagement within lakeside communities
 - KPI: Increased number of photos shared during winter near the lake
2. Distribute information about lakeside businesses and winter events around the lake
 - KPI: Increased impressions on lakeside businesses and winter event information

Individual Campaign Components

Touch Lake Tahoe Secrets Map

The Abbi Agency will develop an interactive map highlighting the top “Touch Lake Tahoe Local Secrets” to visit within the lakeside communities. The Abbi Agency will work closely with the BACC to select the top 10-20 to be featured, relying on the BACC’s knowledge of various businesses and their offerings. Then, these business features within each community will be developed into “itineraries” for day trips to each lakeside community. Visual design will be driven around the “thumbprint Tahoe” concept.

Following development, the map and associated content will be modified for use across multiple channels:

- Interactive map will live on designated landing page of GoTahoeNorth.com
- Map and itineraries printed as rack card for distribution at North Lake Tahoe winter resorts
- Map and itineraries modified for use within select media buys

Media Buys

The Abbi Agency will modify the “Touch Lake Tahoe Local Secrets” map and use it for media buys that will reach an in-market audience of visitors to the North Lake Tahoe area. Media buys will be coordinated within Getaway Reno Tahoe magazine, as well as online. The Abbi Agency will manage coordination of graphics and execution of media buys.



Social Media Features

Content featured in the “Touch Lake Tahoe Local Secrets” map will be shared across North Lake Tahoe social media channels. Content will be modified and shared weekly in the form of day trip itineraries, business features, scenic photos in lakeside communities and photo contest promotions.

Social Media Business Integration

Throughout the campaign, The Abbi Agency will create a monthly list of suggested posts to encourage social media integration from lakeside entities. Suggested posts will be sent out at the beginning of each month to associated businesses with a request to post across their owned social channels. The Abbi Agency will manage delivery of posts to clients via a MailChimp account or similar channel.

Photo Contest

The Abbi Agency will coordinate one winter-long #TouchLakeTahoe photo contest to live on the North Lake Tahoe Facebook page. This photo contest will be launched with the goal of driving engagement and user-generated content from visitors to the lake. The Abbi Agency will develop all needed graphics, create the contest tab and launch the photo contest.

Contest will be live from January – March on the North Lake Tahoe Facebook page. Contest will be promoted 6x per month on North Lake Tahoe social channels (Facebook, Twitter & Instagram), and will be promoted additionally through social media advertisements on Facebook and Twitter.

Instagram Takeovers

To encourage approachability and feasibility of the Touch Lake Tahoe Local Secrets map, The Abbi Agency will coordinate two (2) Instagram takeovers with local social media influencers. In these takeovers, influencers will be assigned specific itinerary items to go experience from the map. They will be given access to the @TahoeNorth Instagram account and will post live throughout their day.

Owned Photography

The Abbi Agency will work with a local photographer to develop a strong library of visual assets to be used for the campaign. Photos will be taken within each lakeside community, and will be used across campaign elements including website landing page, interactive map, social media, media buys and digital ads. The Abbi Agency will work directly with the photographer and will provide a shot list and creative direction to ensure photo elements fit with overall North Lake Tahoe branding.

Thumbprint posters

For each business featured on the Touch Lake Tahoe Local Secrets map, The Abbi Agency will coordinate printing and delivery of a Lake Tahoe-Thumbprint poster. This

will unify all on-location efforts within businesses, and will allow each business to be clearly identified as part of the campaign. Posters will feature the Lake Tahoe-Thumbprint graphic, along with the hashtag #TouchLakeTahoe and will encourage users to visit the campaign landing page on GoTahoeNorth.com. Additionally, users of the interactive map will be encouraged to find Lake Tahoe-thumbprints around participating businesses, and to submit pictures with the thumbprints to the Touch Lake Tahoe photo contest.

Rack Cards

The Abbi Agency will develop a rack card version of the Touch Lake Tahoe Local Secrets map to be printed and distributed within North Lake Tahoe resorts and lakeside communities. The Abbi Agency will coordinate design and printing through Tahoe-based company PrintArt, and will provide the BACC a recommended list of locations for rack cards to be distributed.

Campaign Timeline: November – March

November 15 – 30

- Work with BACC to identify participating businesses
- Establish method of contact with participating businesses
- Begin development of Touch Lake Tahoe local secrets map and itineraries
- Begin coordination of media buys
- Develop photography plan and coordinate shot list with photographer
-

December 1 – 15

- Finalize Touch Lake Tahoe local secrets map and itineraries and gain approval from BACC and NLTRA
- Modify Touch Lake Tahoe local secrets map to rack card format and coordinate printing with PrintArt
- Design and coordinate printing of Lake Tahoe-thumbprint posters
- Modify Touch Lake Tahoe local secrets map to media buys as due dates require
- Develop landing page for campaign on GoTahoeNorth.com website and gain approval from BACC and NLTRA
- Work with photographer to ensure photographs have been taken, edited and delivered for use

December 15 – 30

- Coordinate delivery of rack cards and thumbprint posters to each participating business
- Finalize all media buys as due dates require
- Coordinate Instagram takeovers





January 1 – 31

- Launch #TouchLakeTahoe photo contest
- Begin social media features 6x per month through North Lake Tahoe social accounts
- Launch digital ad buy through Facebook and Twitter
- Launch landing page for campaign on GoTahoeNorth.com
- Develop and send list of social media suggested posts to all participating partners
- Launch first campaign Instagram takeover

February 1 – 28

- Provide brief recap of campaign efforts to date
- Continue coordination and management of #TouchLakeTahoe photo contest
- Continue social media features 6x per month through North Lake Tahoe social accounts
- Develop and send list of social media suggested posts to all participating partners
- Launch second campaign Instagram takeover

March 1 – 31

- Provide brief recap of campaign efforts to date
- Continue coordination and management of #TouchLakeTahoe photo contest
- Continue social media features 6x per month through North Lake Tahoe social accounts
- Develop and send list of social media suggested posts to all participating partners

April 1 – 15

- Provide comprehensive report to recap campaign efforts
- End #TouchLakeTahoe photo contest and coordinate winner

Recommended Budget

Please see additional Budget document for in-depth budget breakdown

TAA Retainer \$11,200

Includes time for research, content development, design, social media monitoring and posting, media buy coordination, campaign management and recaps

Production Costs \$3,000

Digital Assets \$1,500

Media Buy \$4,300

Total \$20,000



Touch Lake Tahoe 2015 -2016 Budget		
Campaign Budget		\$20,000.00
The Abbi Agency Retainer Costs	Dates	Project Management Budget
	November & December	\$2,800.00
	January	\$2,800.00
	February	\$2,800.00
	March	\$2,800.00
	Total Monthly Retainer	\$11,200.00
	Remaining Budget	\$8,800.00
Production Costs	Outlet	Cost
	Photography	\$1,500.00
	Social Media Prizes	\$500.00
	Printing Costs	\$1,000.00
	Total Production Costs	\$3,000.00
	Remaining Budget	\$5,800.00
Digital Assets	Description	
	Digital Engagement Platform (C	\$1,500.00
	Total Digital Costs	\$1,500.00
	Remaining Budget	\$4,300.00
Media Buy Summary	Description	Cost
	Getaway Reno Tahoe	\$1,500
	Digital Ad Buy	\$2,800
	Total Media Buy Costs	\$4,300
	Remaining Budget	\$0.00

Snapshot Breakdown	
TAA Retainer	\$11,200.00
Production Costs	\$3,000.00
Digital Assets	\$1,500.00
Media Buy	\$4,300.00
Total	\$20,000.00

From: Allegra Demerjian
Sent: Friday, November 06, 2015 9:44 AM
To: ginger@gotahoenorth.com
Cc: Connie Anderson
Subject: Updated Touch the Lake Campaign
Attachments: TLT15_16_Budget.pdf; TLT15-16_Plan.pdf

Hi Ginger!

Please see attached for updated campaign plan and budget for Touch Lake Tahoe. Updates to be aware of:

1. Moved items around to get the budget to \$20,000 (rather than \$25,000).
2. Looked into media buys: We will not have design, etc. ready for the winter visitors guide or Tahoe Magazine, but we will be able to work with Getaway Reno Tahoe. Since the campaign launches in January, this is for the best - we don't want to have ads in the winter visitors guide (which comes out this month) promoting a map that won't be live until January.
 1. BUT, I am going to reach out to Tahoe Magazine and the Visitors Guide to see if there are any online ad opportunities with them.
 2. I pushed a lot of the additional media buy budget to "digital media buy," which will allow us to target people specifically visiting the area with ads

Additional updates: I've reached out to Ambera re: photography and will let you know when we're able to lock that down. Connie and I are starting to develop your list of businesses into itineraries and add any other businesses to feature, and I've started to work on coordinating media buys with Getaway Reno Tahoe. We're moving!

Let me know if you have any questions or would like more details on any of these items. Thank you!
Allegra





Allegra Demerjian

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Peak Your Adventure 2015 Campaign Recap

Awareness Digital Engagement

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General Campaign Coordination

Items coordinated by The Abbi Agency in Summer 2015:

- Update and plan to modify campaign to #MyTahoeAdventure
- Launch of three contests: June, July, and August/September
 - Associated graphics and Facebook tab for each contest
 - Promotion through North Lake Tahoe social media outlets
 - Ads for each contest developed and launched
 - Coordination of contest winners and prizes
 - Monthly sample posts created and distributed to North Lake Tahoe influencers
- Outreach and coordination with North Lake Tahoe resorts
 - Worked with Northstar California, Squaw Valley & Sugar Bowl Resort to promote campaign
 - Photo assets and itinerary lists coordinated
- Photography coordination with local photographer Jeff Freeman
 - Photo shoot executed on July 1 at Northstar California
 - Coordination of shoot logistics and final shot selection
- Print assets developed and coordinated
 - Designs finalized for rack cards and free-standing banners
 - Printing coordinated with Tahoe local PrintArt







Creative Development

The Abbi Agency updated all design concepts from 2014 campaign

- Modified look of “peaks”
- Worked to stay consistent with overall North Lake Tahoe branding



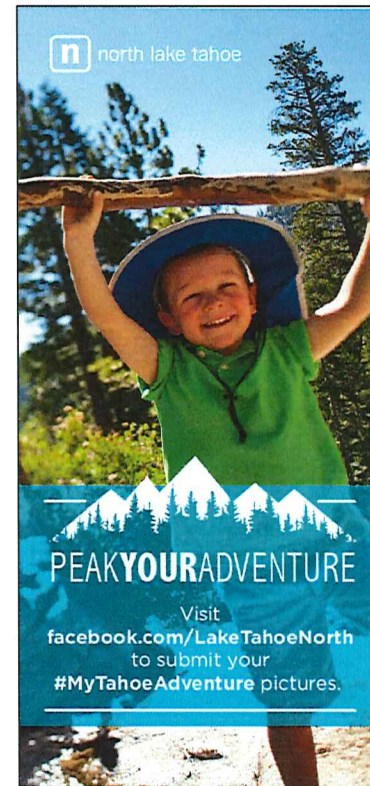
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Four campaign media buys

- Each buy coordinated, designed and placed by The Abbi Agency
- Publications for design:
 - Getaway Reno-Tahoe
 - NLTRA Visitor Guide
 - LocalVision Screens
 - 101 Fun things to do at Lake Tahoe this Summer

Media Buys

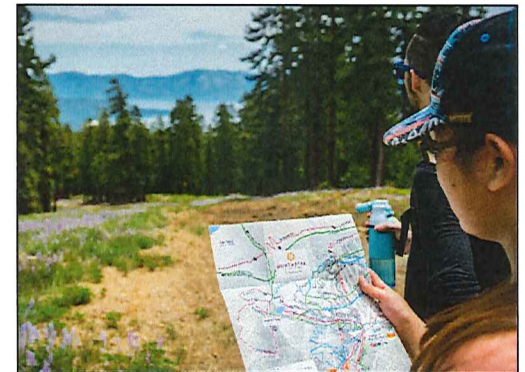
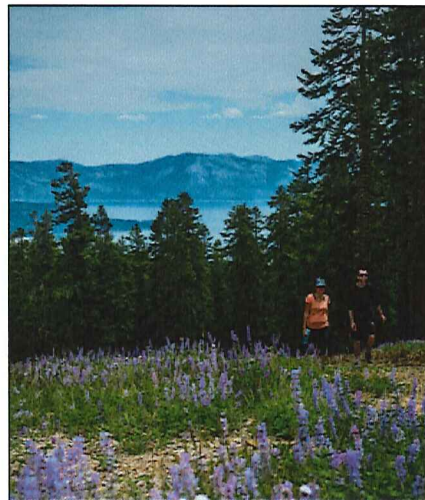




Photography

Owned photography with Jeff Freeman

- The Abbi Agency coordinated details including:
 - Contact between photographer and Northstar for onsite logistics
 - Photo shoot direction and shot list development
 - Providing models for shoot
- Resulted in four final shots owned by the Peak Your Adventure campaign





The #MyTahoeAdventure photo contest engages with audiences in the Lake Tahoe and regional areas to reach visitors and tourists alike and encourage them to visit specific resorts for summertime activities. Each contest was focused on gaining awareness for the campaign's new hashtag, #MyTahoeAdventure, and to familiarize the public with the campaign.

Prizes and featured resorts:

- June: Sugar Bowl Resort
- July: Northstar California
- August: Squaw Valley

Monthly Photo Contests

PEAK YOUR ADVENTURE...
this summer in the mountains of North Lake Tahoe! Whether you bike, hike, or just take in the view, snap a picture and upload it to this tab or post on Twitter or Instagram with the hashtag **#MyTahoeAdventure** for the chance to win.

Some of North Lake Tahoe's finest dining, shopping, activities and scenery is at your fingertips this summer at **Northstar California, Squaw Valley Alpine Meadows, or Sugar Bowl Resort!**

The Prize
The owner of the winning photo will receive a \$200 package to **Northstar California**. One photo will be selected as the winner and announced on August 5.

The Rules
Photos must be taken at **Northstar California, Squaw Valley Alpine Meadows, or Sugar Bowl Resort**. Photos must be non-offensive and tasteful and must be the property of the person(s) submitting. Photos must be taken and submitted between July 1 and July 31, 2015.



2015 Results by the Numbers

582 Photo Entries
1,066 Hashtag Uses
26,832 Campaign Engagements
499,612 Campaign Impressions



Campaign Results by Channel*

Facebook Data

- Paid Campaign Impressions: 156.8k
- Total Number of Likes: 92.7k*
- Gained During Campaign: 3.3k*
- Gender Demographic : 60% female; 40% male*
- Total Impressions: 5.6m*
- Total Shares and Likes: 57.6k*

Twitter Data





- Campaign Impressions: 20.2k
- Campaign Engagements: 148
- New Followers: 1.2k*
- Link Clicks: 4.4k*
- Gender Demographic: 41% female, 59% male*
- Total Mentions: 444*

Instagram Data

- Total Campaign Likes: 12.1k
- Total Photos with #MyTahoeAdventure tag: 1.1k
- New Followers: 6.2k*

*This data is associated with the North Lake Tahoe brand pages as a whole during the time of the campaign.

**All campaign data was collected during the span of the campaign, June 1 – September 15

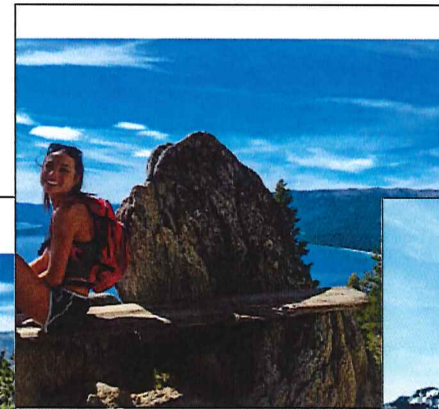
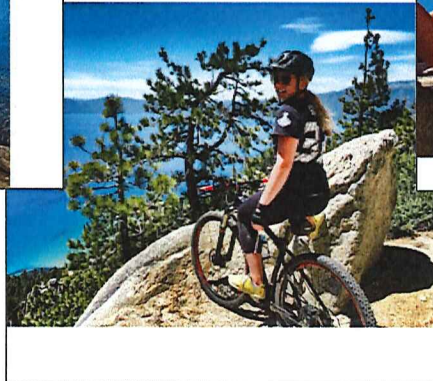
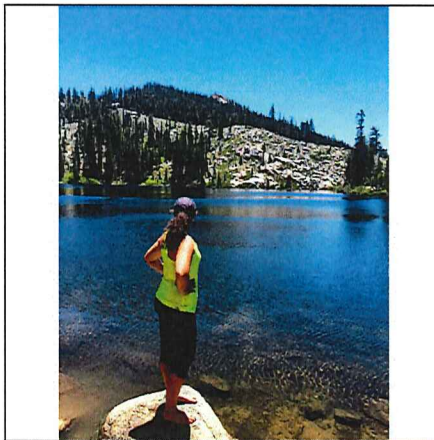
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June Contest Results

Contest duration: June 1 – 31

- 144 photo entries
- 223 uses of #MyTahoeAdventure
- 2,308 visitors to contest tab
- 154,115 total contest impressions



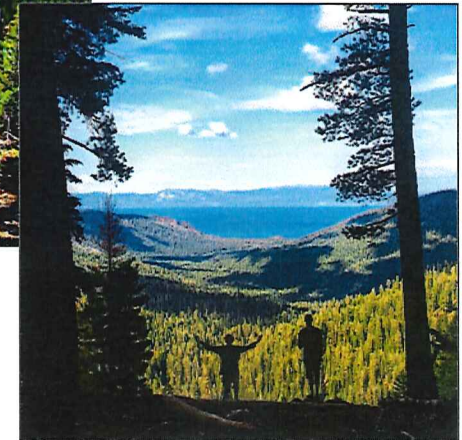
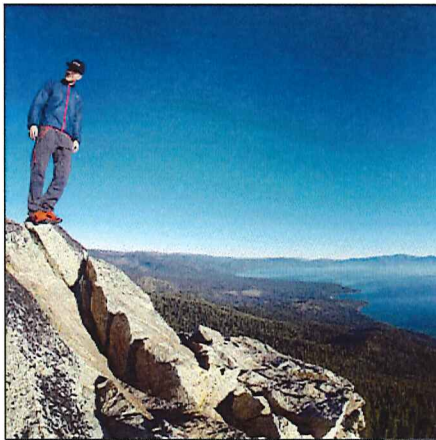
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July Contest Results

Contest duration: July 1 – 31

- 172 photo entries
- 612 uses of #MyTahoeAdventure
- 1,608 visitors to contest tab
- 155,269 total contest impressions



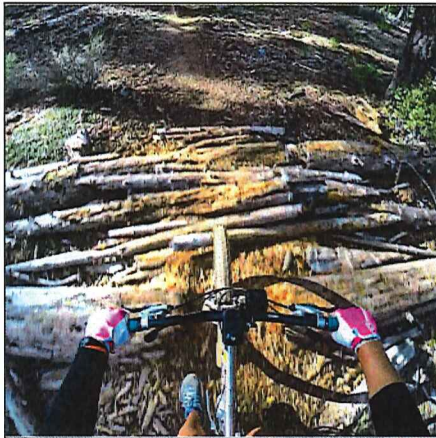
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August Contest Results

Contest duration: August 1 – September 15

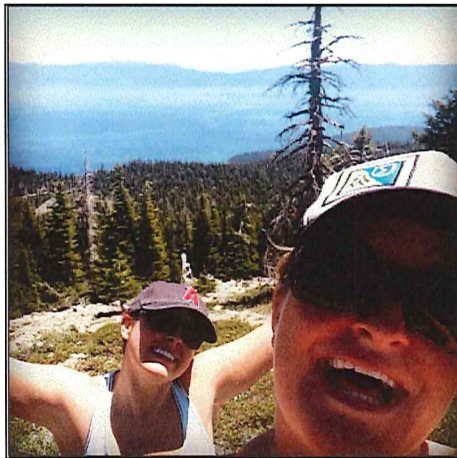
- 266 photo entries
- 1,066 uses of #MyTahoeAdventure
- 5,888 visitors to contest tab
- 190,228 total contest impressions



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Monthly Contest Winners







June
@stephaniedeez



July
@tahoeamy



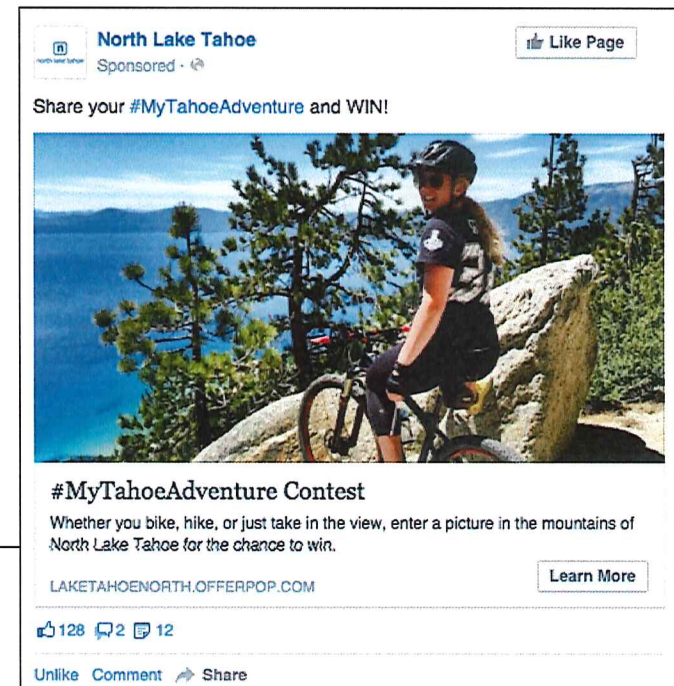
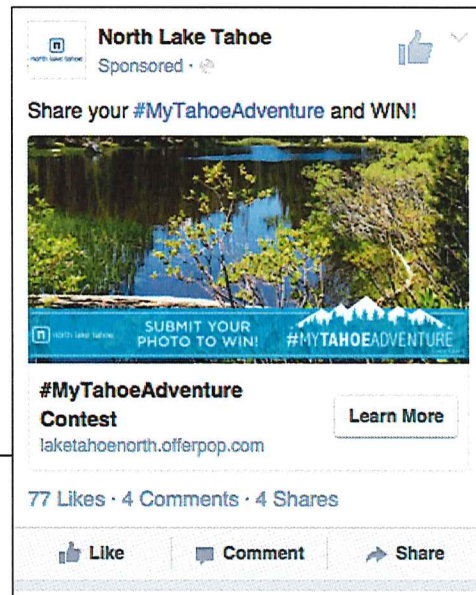
August
Suraiya

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Social Media Ads

Campaign ads created, targeted and launched for monthly contests

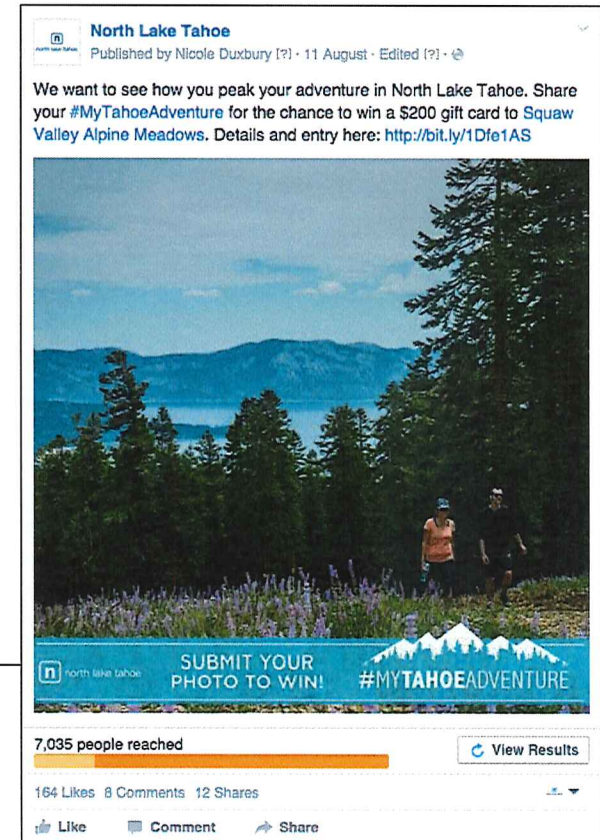
- Creative developed for Facebook and Twitter ads
- Targeted regionally to reach locals and visitors
- Results:
 - 156,820 Impressions
 - 3,442 Clicks



Social Media Posts

Weekly posting on North Lake Tahoe social outlets

- Posts developed for all North Lake Tahoe social channels
- All posts targeted to regional audience
- Post frequency:
 - One post per week on Facebook
 - Two posts per week on Instagram
 - Four posts per week on Twitter





Post Highlights

North Lake Tahoe
Published by Nicole Duxbury [?] · 2 July · Edited [?] · 🌐

Peak your Adventure this July in North Lake Tahoe. Share your photos on Twitter or Instagram using the hashtag [#MyTahoeAdventure](#) for the chance to win a \$200 gift card to [Northstar California Resort](#). Or upload your photos to Facebook here: <http://bit.ly/1FVaGBj>

19,702 people reached View Results

873 Likes 29 Comments 44 Shares

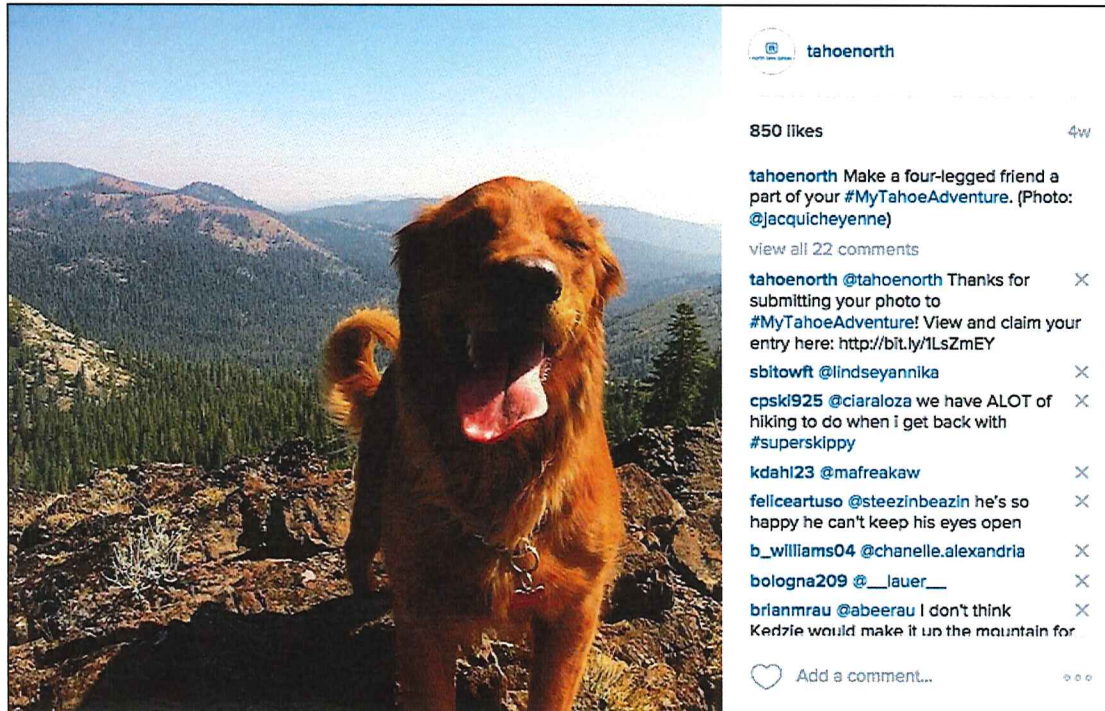
Like Comment Share

Facebook Post, July 2

- Impressions: 19,702
- Likes: 910
- Comments: 35
- Shares: 44



Post Highlights



- Instagram Post, Aug. 23**
- Impressions: 11,385
 - Likes: 850
 - Comments: 22

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 @theabbiagency
 theabbiagency.com
 275 Hill St. Ste. 250 Reno, NV 89501







Looking Ahead

- Ongoing coordination of “Traveling Peaks” to live at resorts in Summer 2016
- Brainstorming on new ways to continue #MyTahoeAdventure campaign



Thank You

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High Notes

May – June 2015 Recap

Digital Engagement



General Campaign Coordination

Items coordinated by The Abbi Agency in May:

- Development and approval of campaign plan and budget
 - Brand definition identified as focus point for campaign
- Photography coordination with local photographer
 - Silent A Photography contacted and coordinated with
 - Photography to be family friendly
 - Ambera will shoot photos at Bluesdays, Retro Skate Night, Music on the Beach and Concerts at Commons Beach to provide for the campaign
- Video coordination with local videographer
 - Ryan at Rotor Collective contacted and coordinated with
 - Video to be family friendly, incorporate drone footage at beach if possible
 - Ryan will shoot video at Bluesdays, Retro Skate Night, Music on the Beach and Concerts at Commons Beach in one week and will provide five (5) total videos for the campaign



Creative Development



The Abbi Agency developed an overall visual branding for 2015 campaign, including:

- Logo
- Fonts
- Schedugraphic





Five campaign media buys

- Schedugraphic developed for Media Buys and posters
 - Coordinated with individual events
- Each buy coordinated, designed and placed by The Abbi Agency
- Publications for design:
 - Getaway Reno-Tahoe
 - NLTRA Visitor Guide
 - Tahoe Magazine
 - LocalVision Screens
 - 101 Fun things to do at Lake Tahoe this Summer

Media Buys

highnotes
north lake tahoe

MUSIC FESTIVALS

Reno-Tahoe Symphony & Chorus
Summer Solstice Serenade, June 27-28
25th Anniversary Celebration, July 14-21

Wanderlust
Squaw Valley, July 16-19

Lake Tahoe Music Festival
August 18-22

Fest & Bluegrass Festival
Northstar California, July 5

Lake Tahoe
SummerFest Season Four
Sierra Nevada College, July 31-August 16

Art, Wine & Music Fest
The Village at Squaw Valley, July 15 & 16

Brews, Jazz and Funk Fest
The Village at Squaw Valley, August 8 & 9

SUMMERLONG MUSIC

TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
LUESDAYS The Village at Squaw Valley	WEDNESDAY MUSIC IN THE PARK Truckee River Regional Park	TRUCKEE THURSDAYS Downtown Truckee	MUSIC ON THE BEACH King Beach	LIVE MUSIC Northstar California	LIVE MUSIC CONCERTS AT CORPUS BEACH Tahoe City
STREET SKATE NIGHTS Arctic Cat					SUNDAY FUNDAY Plan Original BBQ

Find out about free summerlong music in North Lake Tahoe at tahoehighnotes.com

#tahoehighnotes

highnotes north lake tahoe

#tahoehighnotes

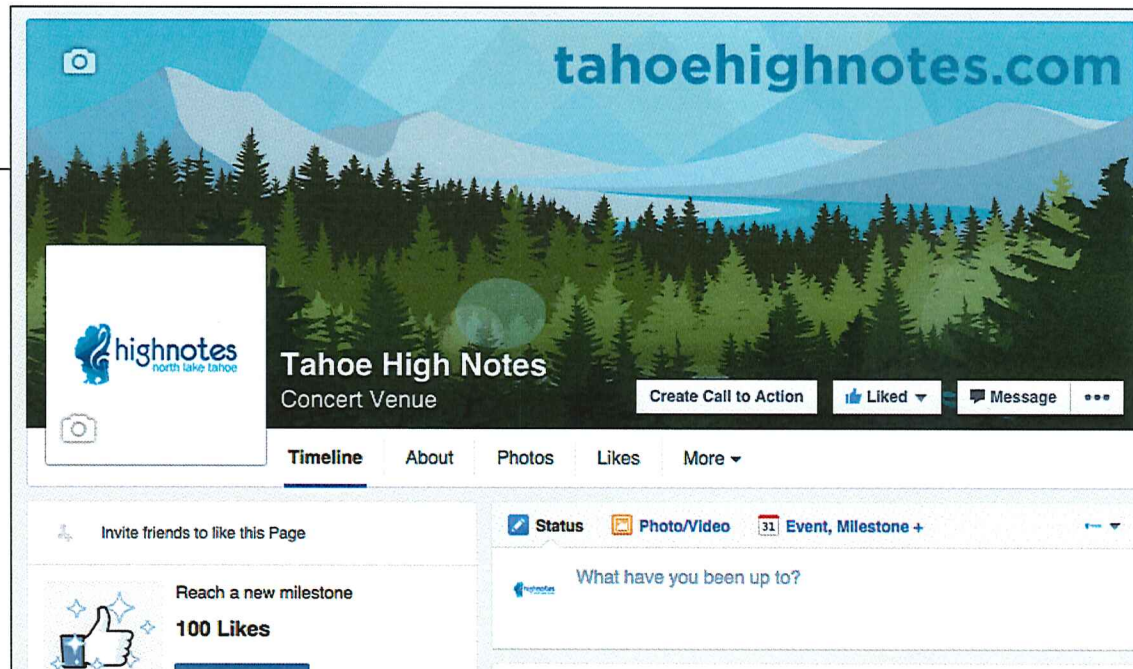
tahoehighnotes.com







Facebook Page

Facebook page created for Tahoe High Notes

- Information updated
- Posting information collected from individual events
- Events will be promoted through page regularly throughout the summer



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Next Steps & Ongoing Efforts

Remainder of June:





- Rack Card & Poster Developed and Printed
- Facebook posts populated and launch other social media accounts
- Ongoing coordination with photography & videography
- Social Media Ad Campaign launched
- Potential Instagram Takeovers coordinated
- Ongoing PR Outreach and event calendar placements as possible
- Launch of summer long social media photo contest

July:

- June Recap
- Continued social media posting and ads



Thank You

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Shop ~~37~~ 37th Tahoe Truckee Holiday Contest & Year-Round Campaign 2015 Checklist **37**

updated November 7, 2015

TO DO NOW:

Solicit Retailers to participate in holiday contest & year-round program

All partners solicits retailers in their district (must be members of one or more of the partner organization(s) and have them fill out online registration form ASAP and no later than **Nov 16th**.

Link to Register: <http://shopnorthtahoetruckee.com/programs-events/holiday-contest-business-registration/>

Registrants receive a confirmation email, business name listed on site and link to their business website.

POST CONTEST POSTERS AROUND REGION

November 17th-21st

Marketing & Holiday Contest Materials Distribution to Participants/Business Associations by NLTRA

Shop Local Holiday Packet to include:

Shop Local Holiday Contest Cards

Sticker Sheets (154 Dots Per Sheet)

Holiday Contest Cheat Sheets (Business Instructions)

Each District will have an assigned dot color sticker:

Truckee-Hot Pink

Tahoe City-Purple

Incline Village-Yellow

Kings Beach- Hot Orange

Northstar-Pastel Green

Squaw Valley-Light Tan

West Shore-Gray

Nov 6 through December 20

Marketing to partners' constituents

Promote to members / databases and announce results and drawing winners through their normal marketing channels; newsletters, email newsletters, social media, websites, etc.

Nov. 27th

Program goes live

DECEMBER 2nd

MORE CHANCES TO WIN!

More chances to Win: to be listed on www.ShopNorthTahoeTruckee.com

Hospitality Holidays/Shop Local Event

Wednesday, December 2nd

North Tahoe Event Center, Kings Beach

5:00pm-8:30pm

Free & Open to the Community

30+ Shop Local Vendors

Live Local DJ-Mr. D DJ

FREE Photos with Santa

Kids Face Painting

Balloon Art

Sleigh Rides

Great Raffle Prizes

\$5 Drinks, No Host Bar

*Locals come & spend **\$200** up to the event or that night and are entered to win 2 sets of 2 lift tickets to 10 different ski areas: Squaw Valley/Alpine, Northstar, Sugar Bowl, Royal Gorge, Mt. Rose, Tahoe Donner, Homewood, Boreal, Soda Springs and Woodward Tahoe.

Drawing to be held night of the event

Do not have to be present to win

Locals keep their contest card and a separate raffle ticket is entered for the \$200 spend.

This event will be marketed separately from the Shop Local Holiday Contest by NLTRA.

December 29

Collection of Completed holiday Contest Cards and unused cards and stamps

Partners responsible within their district

Jan 5 at 5pm

Tally of District's Results & Completed Contest Cards delivered to Ginger

Each partner is responsible for tally in writing the following and forwarding tally and completed contest cards (divided into two piles, \$300+ spending and >\$300 spending) and stickers to Ginger:

- total cards returned
- total dollars spent
- total participating retailers
- estimated number of undistributed cards
- calculate average spending per card

January 14th

BACC & Drawing Meeting

Communicate drawing meeting date/time/location to partners-All partners are not required to be present for drawing.

Jan 20th

Notification & Prize Distribution to Winners

Jan 30

Data Entry

Compile all data entry into a spreadsheet and distribute to partners

Feb 6

Thank contest participants, announce winners and tell about year-round campaign

Marketing Plan 2015:

- Moonshine Ink Print Ad-Holiday Handbook-\$250
 - Moonshine Ink Online Ad-\$60
 - Sierra Sun-\$168 x 4-(All 4 Weeks of Contest)-\$672
 - 101.5FM-(Week of Contest Launch)-\$275 Locals Special
- \$1257**

+Social Media Marketing on all Partner Channels

+Lake Tahoe TV Chamber Airings-4 Weeks

+Hospitality Holidays Cross Promotion

+Contest Posters Posted Around Region

+Businesses Posting Contest Cards in Windows



Proposal for consideration by:
The Business and Chamber Advisory Collaboration
Community Marketing Grant Program
For: FY 2015-16

SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

The Squaw Valley Business Association (SVBA) is made of the following six lodging properties; Olympic Village Inn, PlumpJack Squaw Valley Inn, Red Wolf Lodge, Resort at Squaw Creek, Squaw Valley Lodge and The Village at Squaw Valley and three corporate entities: Squaw Valley Resort, the Squaw Village Neighbourhood Company and the Squaw Valley Public Service District.

The purpose of the Association is to:

- (a) Promote Squaw Valley as a year round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

SVBA Tax ID # - 68-0471187

Currently the SVBA maintains an annual operating budget of approximately \$34,000. The funding is made up solely by contributions from the above businesses to cover expenses associated with the signage and propane at the base of Route 89/Squaw Valley Rd, marketing and normal business expenses to operate a non-profit corporation.

In addition to this funding, the SVBA properties contribute individual funds towards enhanced operations that will benefit visitors and our community as well as to promote and host numerous events throughout the year. The businesses in Squaw Valley have successfully created a well rounded calendar of events that draws visitors nationally, regionally and locally.

Thanks to the support we received over the years from this program, the SVBA has produced and printed over 175,000 copies of a Squaw Valley Area Shopping, Dining & Lodging Guide. The SVBA plans to self-fund the continuation of this program this fiscal year so that we may hopefully try another cooperative marketing strategy.

40 Squaw Valley Business Association respectfully requests \$10,000 from the Community **40** Marketing program for FY2015-16 for a digital media buy, geo-targeted to Southern California for Mid-November 2015 through early December, with possible January 2016 follow up. Creative will include emails, banners and Facebook ads. The creative will link directly to a closed landing page promoting Squaw Valley / North Lake Tahoe and a lodging offer, from each SVBA property/business which will then link to their proprietary site.

See attached Campaign details provided by 3rd party agency – EXL Media.

The project is consistent with our mission and purpose as it promotes destination business to North Lake Tahoe which includes longer length of stays to fill in mid-week timeframes.

The project is consistent with the NLT Tourism and Community Investment Plan because it promotes Squaw Valley and North Lake Tahoe as winter destination to the Southern California market. It will promote awareness of our destination and will have a revenue tracking component from at least three of the participating properties and click through tracking for the entire campaign. The campaign will also complement flight dates of the NLTRA, Squaw Valley and Ski Lake Tahoe plans so that we are following these entities brand messaging with specific lodging offers.

The success of the project will be measured as Squaw Valley Lodge, The Village at Squaw Valley and The Resort at Squaw Creek will have tracking tags for click and revenue tracking and we will encourage the other properties to do the same. We will have the information for the overall campaign to include impressions, clicks and time on site.

On behalf of all SVBA members and the Squaw Valley community, we thank you for your consideration and continual support in our marketing efforts.

Sincerely,

Caroline Ross
Squaw Valley Business Association Representative
PO Box 2915 Olympic Valley, CA 96146



SQUAW VALLEY BUSINESS ASSOCIATION
 Cooperative Digital Advertising Campaign
 Winter 2015-2016
 August 6, 2015
 Page 1 of 1

Budget

Grant	\$10,000
Media:	\$8,000
Fee:	\$2,000

Please note if there is additional partner investment we can deliver greater impact with more impressions over an extended flight date

Market

All buys will be geo targeted to Southern California

Media Mix

Digital

Creative

Emails, Banners, Facebook Ads
 Creative will link to a joint landing page

Flight Dates*

Mid-November to early December, with possible January follow-up

Media*

Digital under Consideration
 Ad Networks targeting Skiers/Boarders with HHI \$100k+
 OnTheSnow.com targeting Skiers/Boarders
 Facebook targeting Skiers/Boarders with HHI \$100k+
 Purchased email lists: Skiers/Boarders with HHI \$100k+
 LATimes.com Travel Section

*Flight dates & media to complement Ski Lake Tahoe, NLTRA & Squaw campaigns