



north lake tahoe

Chamber | CVB | Resort Association

**AGENDA AND MEETING NOTICE**  
**BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**  
**Thursday, October 12, 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.*

*Ava Hinojosa*  
*Incline Village/Crystal Bay*  
*Visitors Bureau*

*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, September 10, 2017
- E. BACC Budget & Calendar Overview – Natalie (5 Mins)

**Action Items:**

- F. Shop Local Holiday Contest Plan Discussion & Possible Approval - Natalie (20 Mins)
- G. Touch Lake Tahoe Plan Discussion & Possible Approval - Allegra, Natalie (30 Mins)
- H. Visitor Guide Ad Discussion & Possible Approval - Natalie (10 Mins)

**Discussion & Strategy:**

- I. Shopping Update & Map Discussion – Allegra, Natalie (20 Mins)
- J. Tahoe.com Shopping Proposal & Discussion – Jody, Natalie (10 Mins)

**Other Items:**

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



**Business Association and Chamber Collaborative  
Meeting Minutes  
9/10/2017**

**A.** Caroline called Call to Order - Established Quorum at 3:01

In attendance: Kelly Benson, Caroline Ross JT Chevalier, Amber Burke, Natalie Parrish, Cindy Gustafson, Steve Lamb, Joy Doyle, Jody Poe, Lisa Nigon, Jessi Whalen, Dawn Teran

**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.

- No public comment.

**C.** Agenda Amendments and Approval

**MOTION to Approve Agenda- M/S/C Joy/Lisa/7-0-0**

**D.** Approval of the Meeting Minutes

**MOTION to Approve Meeting minutes from July 13, 2017 with one change:**

- **Correct sentence to include... “not able to redeem the point of sale” (Dawn corrected the minutes, added online)**

**M/S/C Jesse /JT/7-0-0**

Discussion & Strategy:

**A.** BACC Budget & Calendar Overview– Amber, Natalie

- Special Event Grant for Shop Local should have been included but it might be delayed it may fall into October or November timeline.
- Seminar event will be in spring, and will be included in the next six month budget. The plan is laid out, including topics, a tentative schedule, media plan and possible locations.
- Amber reviewed the status of the first quarter budgets, there is not any social media at the time for shopping since the map is still getting going. There is currently \$3,800 allocated funds for Oct & Nov shop local. \$20,000 is allocated for Touch the Lake.

**B.** Peak Your Adventure Update – Kelly

- Kelly reviewed stats for campaign.
- 10 people have redeemed coupons. She will do outreach with vendors to see if they were redeeming correctly.
- Discussion on whether a coupon is a good enough incentive. It was a multi-step process that may have confused people.
- Amber brought up implementing into deals page but not guaranteed that will that really make it an easier process.
- Joy suggested a “Peak Your Adventure” Coupon.
- Discussion about how the ROI is tracked, and whether the group wants to continue printing maps. Consensus is no, do not want to create more coupons in the future.

- Caroline suggested making the campaign focused on events. Online map is good, but not printing another slough of maps again. Lisa suggested keeping the branding campaign without the maps.
- Caroline pointed out that mid-week lodging and events are what brings people to the mountain communities.
- JT pointed out his struggle with sending business away from the lake. Amber explained how Touch the Lake does the reverse of Peak Your Adventure and sends business from mountains to the lake in the winter.
- One or two may be more effective

#### C. High Notes Campaign Update – Kelly

- Kelly reviewed High Notes statistics.
- Long videos and five 15 second videos were created, which can also use next year.
- Amber noted that photos were obtained and now there are many more assets for the campaign.
- Kelly suggested having a representative at the shows talking with the attendees, to discover the breakdown between local vs. visitor to determine ROI.
- Next year solidifying the messaging; “High Notes Summerlong music series.” Amber suggested having a conversation with the COOP about this subject.
- Discussion about what venues to include. Maybe include all events that have music, like Yoga Squawed. But it is hard to know who will have music and it requires research.
- Group agreed that high attendance numbers could be attributed to the High Notes campaign.

#### D. Shopping Update & Map Discussion – Kelly, Amber

##### Map notes:

- Change Northstar to a bucket lift instead of Gondola
- Take out roundabout in KB
- Move KB village closer to shoreline
- Add wellness to KB
- Move TC to the left a bit
- Add a road into Squaw, add a tart icon add the resorts.
- Make the Tart icons smaller
- Photos of winter and summer are needed, forward to Kelly.
- Updated digital version in the next week or two
- Natalie will follow up with Misty to find out their updates on Incline Village.

#### E. Shop Local Website Update – Natalie

- Waiting on photos, everything else is updated with the exception of donor box. Send pics to Natalie.

#### F. Shop Local Holiday Plan Discussion – Natalie

- She will follow up with the Truckee Merchant association regarding being billed and find out if they are prepared to participate again.
- Discussion regarding number of cards turned in, tracking, and program performance.

- Discussion about hospitality event, which will be on November 30<sup>th</sup> at Granlibakken; possibly changing the name, and incorporating small business Saturday. Invite those who have historically participated in the event.
- Discussion about dependence on front line, due to holiday period, competition, and the fact it is a local event.
- Suggestion to go more into social media instead of print for advertising.
- Discussion about branding it with Shop Local and tie it into the holiday campaign, incorporate with ice skating and kids activities at the Winter Sports Park. Everyone should reach out
- Suggestions: Send a survey? Press release? Ask businesses and supply data; the last 3 years, on average or for example, "In total this is the spending we tracked".

#### Touch the Lake Plan Discussion – Natalie, Amber

- Suggestions:
  - Move more towards strategic messaging/social media and no coupons, no map.
  - Kelly suggested "Best of" in the winter? ("Best place to...")
  - Kelly suggested instead of a map, an infographic.
  - Caroline suggested "What to do on a down day", or for non-skier, using TART perhaps, tart interactive map.
  - Kelly suggested "What to do by the lake", highlighting activities. (Ice skating, play structures, ropes courses can be highlighted at regional parks, etc....)
- Kelly, Natalie and Amber will meet and brainstorm the campaign and moving away from the map and integrate the businesses. The Lake is the main motivation for coming down.
- Discussion about winter photo collateral.
- Caroline brought up the idea of the campaign being year-round instead of seasonal.
- Note: Correct campaign name is "Touch Lake Tahoe".
- Amber suggested BACC members come to the next marketing meeting on Sept 26<sup>th</sup> about the campaign moving into a new direction and invite a Board member or Marketing committee member to the BACC meeting. Those members will be invited to the strategic planning meeting in Jan/Feb. She will send out agenda.

#### Action Items:

##### A. BACC Strategic Planning & Program Overview Meeting Discussion and Schedule– Natalie

- Budgeting is in May, June. Amber suggested a retreat. Date was discussed. Break into a smaller group. Collaboration, team building meeting.
- Amber and Natalie will send out a rough agenda and brainstorm facilitating a collaboration/strategic planning meeting tentative in January/February.

#### Other Items:

- Committee Member Reports/Updates from Community Partners
  - No updates
- Adjournment 4:53 p.m.

# Business Association & Chamber Collaborative (BACC) 2017.2018 Budget

## EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
North Lake Tahoe Music Campaign	\$20,000	\$0	Account Code: 6743-04
Peak Your Adventure Campaign	\$22,000	\$0	Account Code: 6743-05
Touch Lake Tahoe Campaign	\$22,000	\$0	Account Code: 6743-03
Shopping Campaign	\$21,000	\$150	Account Code: 6743-01
<b>Total Spend</b>	<b>\$85,000</b>	<b>\$150</b>	

## REVENUES

Line Item	Forecast Amount	Actual Amount	Notes
North Lake Tahoe Music Campaign	\$0	\$0	
Peak Your Adventure Campaign	\$2,000	\$0	
Touch Lake Tahoe Campaign	\$2,000	\$0	
Shop Local Campaign	\$1,000	\$0	
<b>Total Revenue</b>	<b>\$5,000</b>	<b>\$0</b>	

	Forecast	Actual
Additional Revenues	\$5,000	\$0
Allocated Budget	\$80,000	\$80,000
Expenses	<b>\$85,000</b>	<b>\$150</b>
<b>Remaining Budget</b>	<b>\$0</b>	<b>\$79,850</b>

	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		\$20,000
6743-04 High Notes											(\$2,000)		\$20,000
6743-05 Peak Your Adventure										\$20,205			\$20,000
6742-00 Non-NLT Coop Marketing Program Other	\$0	\$4,895	\$0	\$23,700	\$5,805	\$0	\$3,700	\$0	\$0	\$22,605	\$19,795	\$0	\$80,000
6742-00 Non-NLT Coop Marketing Program Other	\$10,000										\$20,000		\$30,000
Total Expenses	\$10,000	\$4,895	\$0	\$23,700	\$5,805	\$0	\$3,700	\$0	\$0	\$22,605	\$39,795	\$0	\$110,000







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

**REVENUES**

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

	Forecast	Actual
Additional Revenues	\$1,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$21,000	\$150
<b>Remaining Budget</b>	<b>\$0</b>	<b>\$19,850</b>

Month	Forecast	Actual
August	\$4,895	\$0
October	\$3,200	\$0
November	\$6,805	\$0
December	\$0	\$0
January	\$3,700	\$0
April	\$2,400	\$0
<b>Total</b>	<b>\$21,000</b>	<b>\$0</b>

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	\$22,000		October		
<b>Total Spend</b>	<b>\$22,000</b>	<b>\$0</b>			

**REVENUES**

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$2,000		November		
<b>Total Revenue</b>	<b>\$2,000</b>	<b>\$0</b>			

	Forecast	Actual
Additional Revenues	\$2,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	<b>\$22,000</b>	<b>\$0</b>
<b>Remaining Budget</b>	<b>\$0</b>	<b>\$20,000</b>

Month	Forecast	Actual
October	\$22,000	\$0

**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		
<b>Total Spend</b>	<b>\$30,000</b>	<b>\$10,000</b>				

	Forecast	Actual
Allocated Budget	\$30,000	\$30,000
Expenses	<b>\$30,000</b>	<b>\$10,000</b>
<b>Remaining Budget</b>	<b>\$0</b>	<b>\$20,000</b>

Month	Forecast	Actual
July	\$10,000	\$10,000
May	\$20,000	\$0
<b>Total</b>	<b>\$30,000</b>	<b>\$10,000</b>

# BACC Annual Timeline

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

## January Action Items

- \* Shop Local Holiday Contest: Reports Due, Winner Chosen, Notified & Advertised
- \* Shopping
- \* Strategic Planning Session (Tentative)

## July Action Items

- \* Shopping

## February Action Items

- \* Peak Your Adventure: Plan Discussed
- \* High Notes: Plan Discussed
- \* Shopping

## August Action Items

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

## March Action Items

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

## September Action Items

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

## April Action Items

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

## October Action Items

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

## May Action Items

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

## November Action Items

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

## June Action Items

- \* Touch the Lake: Campaign Recap
- \* Shopping

## December Action Items

- \* Peak Your Adventure: Campaign Recap
- \* Shopping

*Delayed due to budget negotiation (TBD)*



**SHOP  
NORTH  
TAHOE  
TRUCKEE**

**TIMELINE**

November 24, 2017 – December 24, 2017

**MAIL-IN DEADLINE:**

January 4, 2018

**DRAWING DATE:**

January 11, 2018

**MARKETING PROPOSAL:**

- Paid Print Advertising –
  - Moonshine Print + Digital – \$580 2 Issues, 1/5 page (Nov 9-Dec. 13/Dec. 14 – Jan 10)
  - Sierra Sun Print - \$400 (estimate given – waiting for final proposal)
  - Tahoe Weekly –\$450 based on 2016 (pmt/trade sponsorship – waiting for final proposal)
- Radio
  - KTKT Twelve(12) up to :60 Live Reads - \$265
- Social Media
  - Facebook - \$100
- Email
  - Direct Email to 2016 Contest Participants- \$0

2017/18 Total: \$1745

**BUDGET**

	<b>2017 Budget</b>	<b>2016 Spend</b>
Contest Card Printing	960	858
Additional Contest Card Printing	0	207
Creative Graphics	150	138
Contest Card Sticker Dots	350	394
Marketing	1745	1633
Website Updates	-	-
Staycation Grand Prize	1200	775
\$500 Cash Prize	500	500
<b>Total</b>	<b>4905</b>	<b>4505</b>

**CONTEST CARD**

SHOW YOUR  
LOVE  
LOVE



SHOP  
LOCAL

WIN A NORTH LAKE TAHOE  
STAYCATION VALUED AT \$1500  
OR \$500 IN CASH!

www.ShopNorthTahoeTruckee.com

\$25	\$25	\$25	CASH PRIZE \$25 ELIGIBLE
\$25	\$25	\$25	\$25
\$25	\$25	\$25	GRAND PRIZE \$25 ELIGIBLE

Shop at participating retailers Nov. 25 through Dec. 24, for each \$25 you spend, you receive a sticker.\* Cards with 12 stickers are entered into drawing to win a North Lake Tahoe Staycation, valued at \$1500. Cards with 4 stickers are entered to win \$500 cash. Drop-off or mail-in cards by Jan. 5, 2017. Multiple entries allowed.

DROP-OFF LOCATIONS

<b>TAHOE CITY</b>	North Lake Tahoe Visitor Center
<b>KINGS BEACH</b>	North Tahoe Business Association
<b>INCLINE VILLAGE</b>	Incline Village Visitor Center
<b>SQUAW VALLEY</b>	The Village at Squaw Valley Lodging Check-In
<b>NORTHSTAR</b>	True North in the Village at Northstar
<b>TRUCKEE</b>	California Welcome Center
<b>MAIL TO</b>	P.O. Box 5459, Tahoe City, CA 96145

PLEASE PRINT YOUR COMPLETE INFORMATION

Name \_\_\_\_\_

Phone \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

By participating in this contest you are agreeing to receive email information from Shop North Tahoe Truckee partner organizations. You may unsubscribe at any time.

\*No Purchase Necessary

SWEEPSTAKES PERIOD: 11/25/2016-12/24/2016 PRIZES: A North Lake Tahoe Staycation including lodging, dining and activity/activities valued at \$1500 (12 stickers) and \$500 Cash (4-11 stickers). DRAWING: 1/10/2017 ENTRY: Receive (1) sticker on every card for each \$25 spent at participating retailers. When (4) stickers are collected on entry card, card is eligible to win. Multiple entries allowed. Contest cards must be turned in to drop off locations or received by mail by 1/5/2017 to be eligible. \*No Purchase Necessary. Receive (1) entry by sending a handwritten note card with Name, Phone, ZIP code, and Email to P.O. Box 5459, Tahoe City, CA 96145. ELIGIBILITY: limited to residents of the U.S. excluding residents of Florida and New York; employees and affiliates of all partner organizations are excluded. Void where prohibited by law. Must be age 18+ to enter. FOR COMPLETE RULES & DETAILS: ShopNorthTahoeTruckee.com.












For participating retailers and rules:  
www.ShopNorthTahoeTruckee.com | 530-581-6900

**Contest Card Details:**

Size: 4 in x 9 in

Full Bleed: .125in

2 Sided, Full Color, Card Stock, 14 Pt

Matte (writable) Finish

Printed/Delivered by November 8th

NLTRA / BACC  
 Shop Local Holiday STAYCATION Prize Details  
 Updated 10.10.17

	Budget	Value	2017	2016	Secured by	Rcd
	\$1,000	\$1,500				
Lodging	450			3 Night Stay at Mourelatos The Dam Café Firesign Café		
Breakfast # 1	50					
Breakfast # 2	25			\$80 Gift Card Moody's Bistro (Truckee) Firesign Café		
Lunch # 1	80			\$250 Dinner for Two at Plumpack Café		
Dinner # 1	75			\$150 Gift Card Lakes on the Lake		
Dinner # 2	75					
Activity # 1	-		2 ski/snowboard tunes (awaiting value) and 2 ski demos (\$50/each)	Two \$40 Gift Cards to Uncorked		Joy
Activity # 2	-			Tree Top Adventure Course for Two (TC or TV)		
Activity # 3	-			1 day demo day Dave's One full day full suspension bike rental at Olympic		
Activity #4	-			\$40 Gift Certificate for Art Haus		
Activity #5	20			1 Gift Certificate for 2 at Borges		
Activity # 6				Skating (4) and scenic gondola (4) ride at Northstar		
Sub Total Staycation Expense	775					
(over) under budget	\$225					

**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 in 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)

**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; reach of campaign
2. **Engagement:** Number of engagements on campaign assets; engagement on map
3. **Ambassador Sharing:** Number of UGC posts with #TouchLakeTahoe; Number of shares on campaign content

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**

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

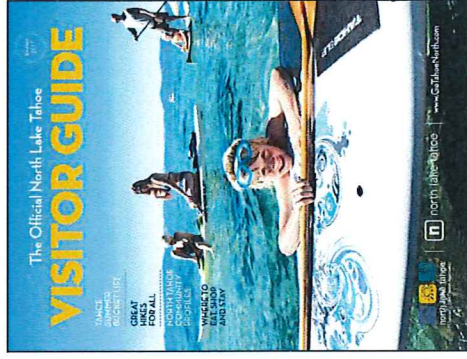
### Campaign Budget

Description	Amount
Map & Web Page Updates	\$800
Itinerary Series (2)	\$1,200
Visitor's Guide Ad Design	\$800
Visitor's Guide Ad Cost (Hard Costs)	\$1,795
Influencer Promotion (2)	\$1,400
Social Media Management	\$3,400
Social Media Advertising (Hard Costs)	\$4,205
Social Media Contest Prizes	\$1,000
Project Management	\$5,400
<b>TOTAL</b>	<b>\$20,000</b>

# North Lake Tahoe Official Visitor Guide

## The #1 Visitor Guide In-Room and On Racks

**NORTH LAKE TAHOE RESORT ASSOCIATION VISITOR GUIDE, WINTER/SUMMER 2017-18**



**“The Official North Lake Tahoe Visitors Guide is the go-to resource for visitors to find information on lodging, dining, recreational activities, area maps and more. We distribute 100,000+ copies annually to area hotels, visitor queries, and throughout the Tahoe Basin and surrounding areas.”**

—Emily Sullivan-Detwiler, Director of Visitor Services

**The Official Visitor Guide** is the most cost-effective way to reach Winter and Spring visitors to North Lake Tahoe, Incline Village, Truckee and area ski resorts. The Guide has the most extensive in-room distribution in the region, found at over 90 lodging properties and vacation rental companies around North Tahoe/Truckee and available free on over 150 weatherproof racks. Your message also reaches travelers before their visit—the Guide is the fulfillment piece

for phone and web queries to GoTahoeNorth.com from conference, family reunions and other groups, and the main tool used by Visitor Center staff. The Guide features a quality cover stock and informative articles, community sections, event calendar and winter sports directory and trail maps.

### **Electronic Distribution**

A link to a digital version of the Visitor Guide is featured on GoTahoeNorth.com, the official site of the NLTRA with 1.5+ million page views during the winter season. The Guide is also distributed online through leading digital publishing platforms, ISSUU and Magzter.

# North Lake Tahoe Official Visitor Guide

## Ad Rates and Sizes

### NORTH LAKE TAHOE RESORT ASSOCIATION VISITOR GUIDE, WINTER/SUMMER 2017-18



**Full Page**  
8 5/8" x 11 1/8" bleed  
8 3/8 x 10 7/8" trim

**1/2 Page**  
6 7/8" x 4 5/8"

**Full Page**  
8 5/8" x 11 1/8" bleed  
8 3/8 x 10 7/8" trim

**1/2 Vertical**  
3 3/8" x 9 3/8"

**1/8 Page**  
3 3/8" x 2 1/4"

**1/4 Page**  
3 3/8" x 4 5/8"

UNIT	TRIM	BLEED*
Full Page	8 3/8" x 10 7/8"	8 5/8" x 11 1/8"
1/2 Page	6 7/8" x 4 5/8"	
1/2 Vertical	3 3/8" x 9 3/8"	
1/4 Page	3 3/8" x 4 5/8"	
1/8 Page	3 3/8" x 2 1/4"	

**USEFUL MEASUREMENTS:**  
1/8 = .125    5/8 = .625  
1/4 = .25    7/8 = .875  
3/8 = .375    7/16 = .4375

#### WINTER

Ad Space: October 6  
Ad Material: October 20  
In Distribution: mid-November to mid-June

#### SUMMER

Ad Space: May 4  
Ad Material: May 18  
In Distribution: mid-June to mid-October

#### ADVERTISING INFORMATION:

Susan O'Brien  
775.771.5468 | t.susan.obrien@morris.com

#### CHAMBER MEMBERS

UNIT	PER ISSUE
C2, Pg 1	\$2,200
C3 Pgs 2,3,4,6 & 7	\$2,100
C4	\$2,500
Full Page	\$1,795
1/2 Page	\$975
1/4 Page	\$575
1/8 Page	\$375

#### ASSOCIATION MEMBERS

UNIT	PER ISSUE
C2, Page 1	\$2,300
C3 Pgs 2,3,4,6 & 7	\$2,200
C4	\$2,400
Full Page	\$1,895
1/2 Page	\$1,075
1/4 Page	\$675
1/8 Page	\$475

#### NON-NLTRA MEMBERS

UNIT	PER ISSUE
C2, Page 1	\$2,400
C3, Pgs 2,3,4,6 & 7	\$2,300
C4	\$2,700
Full Page	\$1,995
1/2 Page	\$1,175
1/4 Page	\$775
1/8 Page	\$575

## Technical Information

### NORTH LAKE TAHOE RESORT ASSOCIATION VISITOR GUIDE, WINTER/SUMMER 2017-18

#### MECHANICAL REQUIREMENTS

- Where® is produced in accordance with accepted standards for web offset printing (SWOP), using four-color process inks (CMYK). Please refer to these standards for more information. You may obtain these at <http://www.idealliance.org/specifications/swop/>.
  - No film will be accepted.
  - Final digital ads should be supplied as PDF/x1-a or Press format PDFs, saved as version 1.3 (Acrobat 4.x) with high-resolution transparency flattening. Include all fonts subsetted at 100%. These files must be created using one or more of the following software programs only: Adobe InDesign, PhotoShop or Illustrator, and QuarkXpress. PDFs may be generated directly from the application or distilled from PostScript files using Acrobat Distiller. Please do not use Microsoft Publisher or Office applications as these cannot create acceptable PDFs.
- Build your ad so that it conforms to these specifications AT FINAL SIZE:
- Image (photo) files should be 300 pixels per inch in CMYK, in Tiff or EPS formats. Onebit images (such as black and white logos) should be minimum 600 pixels per inch.
  - Check that all colors used are 4/C process colors (CMYK). No Pantone, RGB, or Lab Color.
  - Check that the maximum total ink coverage (TAC) does not exceed 280%.
  - Minimize the number of steps used to create a gradation or blend.
  - Provide 1/4" bleeds (image beyond trim) in bleed ads.
  - Keep all live matter 1/4" from the trim on all four sides.
  - All ads must conform to the spec sheet dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.
  - Files must be in .zip format if compression software is used.

- Ad Proofs: We follow industry standards on press. If running a color ad, you may supply a color proof which we will check for content. Please note that consumer inkjets cannot be relied upon to predict press color as the inks used are not true press colors (i.e. they cannot always be achieved in process printing).

#### GENERAL INFORMATION

MVP is not responsible for nor guarantees the accuracy or reproduction quality of materials which do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be received at least 30 days prior to cover date. MVP can accept native files in a limited number of formats. Changes can only be made if the native files, fonts, and graphics are supplied. MVP endeavors to comply with all advertiser's changes. However, MVP assumes no responsibility for errors and omissions resulting from such changes.

#### SHIPPING INFORMATION

##### ALL MATERIALS MUST BE RECEIVED ON OR BEFORE ISSUE CLOSING DATE.

#### SHIPPING INFORMATION

Ads can be submitted on CD, DVD or via electronic transmission. Please contact your sales rep regarding digital transfer of ad materials. Many of our publications can accept materials by a proprietary web-based system called AdDrop. Please ask your publication's Advertising Services Coordinator for unique private ftp credentials if AdDrop is unavailable. We do not have a "common use" ftp site for security reasons.

#### CANCELLATIONS

Cancellations not received in writing prior to the space reservation date will not be accepted. Advertisers not completing contract schedule are subject to short rate.

Be sure to include your Web address in your ad creative.

Online editions will include your ad exactly as it appears in print, but for us to legally link the ad to your Web site, your Web address must be included in the ad.



**Client and/or Project Name:** BACC: Shopping  
**Completed by:** Allegra Demerjian, Account Manager  
**Point of Contact:** Allegra Demerjian, Account Manager  
**Project Dates/Timeline:** December 2017 – June 2018

## **Campaign Goal**

The BACC Shopping Initiative aims to educate visitors on the various shopping regions in North Lake Tahoe and their respective offerings and personalities.

## **Description**

In previous Shopping efforts, an official Local Shopping map has been developed to highlight different shopping regions of North Lake Tahoe. For efforts from December 2017 – June 2018, The Abbi Agency recommends using visual content that will drive digital traffic to the map, encouraging greater awareness of the shopping experiences in the area.

## **Target Audience**

The Abbi Agency will target in-market visitors to North Lake Tahoe from the key drive and fly markets, considering the following personas in messaging and targeting:

1. **Passive Shopper** – already exploring restaurants and activities in North Lake Tahoe communities and pop into shops based on proximity
2. **Forgetful Visitor** – forgot something specific and purchases it based on need
3. **Shopping Lover** – loves the experience of shopping and includes it as a tourism activity

Most of listed tactics will be targeted toward the “Shopping Lover,” as these are the visitors most likely to incorporate shopping into their trip plans. But, the Passive Shopper and Forgetful Visitor will be considered and included in messaging whenever possible.

## **Tactics**

- **Local Fares Video Series** – A series of 3 videos will be developed to highlight unique local makers, taking a behind-the-scenes look at these contributors to the shopping experience. All videos will aim to drive overall interest in shopping around North Lake Tahoe, and will drive users back to the shopping map. The three videos will aim to be diverse, featuring different types of local goods.
- **Social Media Posting and Advertising** – On an ongoing basis, shopping-specific posts will be shared to the North Lake Tahoe channels highlighting unique experiences of shopping in the destination. In addition, advertisements will be launched around the developed video content and map content.

## BACC: SHOPPING + THE ABBI AGENCY SCOPE OF WORK

- **Photography** – Amber and the NLTRA will manage a photoshoot to build winter shopping visual assets. Photos will be used throughout social media posts
- **North Lake Tahoe Blog Integration** – Whenever possible, The Abbi Agency will work the Shopping messaging into greater North Lake Tahoe blog post topics, sharing relevant shopping messages where they fit for messaging integration. Some examples of blog posts where a Shopping message will be included are:
  - Nov. 2017: Holiday Shopping Gift Guide; Winter Wonderland Itinerary
  - Jan. 2018: 3-day Weekend Itinerary
  - Feb. 2018: Romantic Guide to North Lake Tahoe Itinerary

### Communication & Reporting

- The Abbi Agency will communicate with BACC via email or phone communications as often as needed.
- The agency will provide a monthly status report ahead of the BACC meetings.
- The agency will provide one in-depth campaign recap at the end of the measurement period.
- The agency will attend all BACC monthly meetings in person or via phone.

### Budget and Scope Specifics

The total proposed allotment for TAA to be spent by June 30 is \$15,000. (The remaining \$5,000 budgeted for the year for Shop Local will be allocated to the Holiday 2017 campaign.)

- **Campaign Project Management: \$1,400**
  - *Attending meetings, providing reports, and ongoing client communications*
- **Winter Shopping Photoshoot: \$3,800**
  - *Budget for photography around North Lake Tahoe*
- **Video Series (3): \$5,400**
  - *Pre-production and video planning efforts: \$400*
  - *1-2 full-day(s) of filming local shopping artisans: \$3,000*
  - *Post-production efforts: \$1,000*
  - *Ownership of raw footage assets*
- **Social Media Management: \$1,400**
  - *1 shopping-specific posts per month across North Lake Tahoe channels (Facebook, Twitter, Pinterest, Instagram [contingent on visual content]): \$400*
  - *Development, launch and management of ongoing Facebook ad campaign – video and/or canvas advertisement: \$800*

## BACC: SHOPPING + THE ABBI AGENCY SCOPE OF WORK

- *Social Media Advertising: \$3,000*
  - *Monthly advertising, December – June*
  - *Ads will be purchased to support shoulder season and holiday season. Potential ad spend schedule:*

<i>December</i>	<i>\$500 (to support holiday message)</i>
<i>January</i>	<i>\$300</i>
<i>February</i>	<i>\$300</i>
<i>March</i>	<i>\$500 (to support shoulder season)</i>
<i>April</i>	<i>\$500 (to support shoulder season)</i>
<i>May</i>	<i>\$500 (to support shoulder season)</i>
<i>June</i>	<i>\$400</i>

- *North Lake Tahoe Blog Integration: Added Value*
  - *Shopping messages and map links will be incorporated to blog content as possible, and will not include an extra development charge from The Abbi Agency.*

Invoices are sent on the 1<sup>st</sup> or 15<sup>th</sup> of each month. The Abbi Agency requests invoices are please paid with 7 days of their receipt. Invoices are officially due 30 days from their receipt.

### Potential Additional Costs

Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval.

### Approvals

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[XX] (Sign/Date)

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[Ty Whitaker, CEO, The Abbi Agency]

(Sign/Date)



SERVICE AGREEMENT



**TAHOE.COM FOLLOW-UP APPOINTMENT:**

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Requirements: \_\_\_\_\_

Date: 10.6.2017 Marketing Rep: Ginger Karl

Advertiser: North Lake Tahoe Resort Assoc-BACC Contact Name: Amber Burke

Mailing Address: PO Box 5459, Tahoe City, CA 96145

Exact Physical Address: 100 N Lake Boulevard, Tahoe City, CA 96145

Business Phone: 530-581-8709 Fax: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Web/Facebook Address: GoTahoeNorth.com Contact Email: Amber@gotahoenorth.com

Market(s)	Digital Marketing	Digital Marketing
	Item/Section	Price
Digital Display Ads -SHOP	-Tahoe City/West Shore -Squaw Valley	5 Leaderboards
	-Incline Village -Kings Beach/North Shore	
-THINGS TO DO	-Truckee/Northstar	5 Side Banners
	*Ad build included with N Logo *Ads click to Anchor Map	BACC TOTAL \$2400
Video -SHOP	5 Communities as Above (BACC Existing "Shopping" Video)	BACC TOTAL \$1200
Rentals/Places to Stay Visitor Emails -Every Day Email Inclusion-7 Months@3 Days per week		BACC TOTAL \$1900

The advertiser agrees to make 1st payment of \$ \_\_\_\_\_ on (date) \_\_\_\_\_  
\*Based on availability. Space is limited.

Other payment terms: \_\_\_\_\_

Please make checks payable to: **Tahoe.com**  
Please mail checks to: Tahoe.com accounting c/o Swift Management • PO Box 1888 Carson City, NV 89702

<b>Sub Total</b>	
<b>Prepay Discount</b>	
<b>TOTAL COST</b>	

**PLEASE HELP US BY PROVIDING USEFUL MATERIALS:**

Brochures, business card, copies of your favorite ads, photographs you'd like to use, copy ideas, etc.

Notes: Digital Display Ads Value-\$12,000

Video Value-\$6,000

Every Day Email Value-\$2900

\*Offers are specific to BACC and expire upon campaign expirations

Authorized Signature: \_\_\_\_\_

By signing this agreement I acknowledge that I have read and agree to the terms and conditions as set forth at <http://tahoe.com/terms-and-conditions>  
We are happy to send you a copy of our terms and conditions by email or USPS upon request.

SERVICE AGREEMENT



TAHOE.COM FOLLOW-UP APPOINTMENT:

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Requirements: \_\_\_\_\_

Date: 10.6.2017 Marketing Rep: Karl

Advertiser: North Lake Tahoe Resort Assoc-BACC Contact Name: Amber Burke

Mailing Address: PO Box 5459, Tahoe City, CA 96145

Exact Physical Address: 100 N Lake Blvd, Tahoe City, CA 96145

Business Phone: 530-581-8709 Fax: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Web/Facebook Address: GoTahoeNorth.com Contact Email: Amber@GoTahoeNorth.com

Market(s)	Digital Marketing		Digital Marketing	
	Item/Section	Price	Item/Section	Price
SHOPPING PROGRAMMATIC ADVERTISING-	IN-MARKET CAMPAIGN FOLLOWS INDIVIDUALS "IN-MARKET" ON			
	ALL DEVICES			
Audience Extension Campaign Includes:				\$600/Month
	-Geo-Fence		50,000 Impressions/Month	
	-Geography		* 3 Month Minimum	
	-Keyword	No Impressions to be served on Tahoe.com		
	-Context			
	-Demographic			
				\$99/Art Charge to Create Ads

The advertiser agrees to make 1st payment of \$ \_\_\_\_\_ on (date) \_\_\_\_\_

Other payment terms: \_\_\_\_\_

Please make checks payable to: **Tahoe.com**  
 Please mail checks to: Tahoe.com accounting c/o Swift Management • PO Box 1888 Carson City, NV 89702

<b>Sub Total</b>	
<b>Prepay Discount</b>	
<b>TOTAL COST</b>	

**PLEASE HELP US BY PROVIDING USEFUL MATERIALS:**

Brochures, business card, copies of your favorite ads, photographs you'd like to use, copy ideas, etc.

Notes: Tahoe.com staff will assist in molding campaign through Digital Intake Form with BACC to achieve desired campaign results.

Campaign may be launched for minimum 3 month run on any date of choice

Check for payment can be mailed to PO Box 1888, Carson City, NV 89702

Authorized Signature: \_\_\_\_\_

By signing this agreement I acknowledge that I have read and agree to the terms and conditions as set forth at <http://tahoe.com/terms-and-conditions>  
 We are happy to send you a copy of our terms and conditions by email or USPS upon request.