



north lake tahoe

NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Wednesday, October 24: 8:30 a.m. – 11:00 a.m.

Call in information:

Call in number: 605-475-4842

Access code: 120318

The June meeting of the North Lake Tahoe Marketing Coop Committee will be held on Wednesday October 24 at 8:30 a.m. The meeting will be held in the **Tahoe City Public Utility District**, located at 221 Fairway Drive, Tahoe City.

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

- | | |
|---|-------------------------------------|
| A. Call to Order | Chair |
| B. Public Comment (Pursuant to NRS 241.020) | Chair |
| C. Roll Call/Introductions | Chair |
| D. Approval of Agenda (For Possible Action) | Chair |
| E. Approval of August 23 Coop Meeting Minutes
(For Possible Action) Page 1 | Chair |
| F. Winter Tourism Development Efforts Preview Page 5 | Abbi Agency, Augustine
and Staff |
| G. 18/19 Marketing Budget Update | Daphne Lange |
| H. IMAX “Out of Bounds” Movie Support Approval Page 25 | Daphne Lange |

J. New Business

Chair

K. Old Business

Chair

L. Adjournment

Chair

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8722

Public Posting

Incline Village Post Office

IVGID

Crystal Bay Post Office

Incline Justice Court

Incline Village Crystal Bay Visitors Center

Meeting Location

North Lake Tahoe Resort Association



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NLT Marketing Cooperative Committee Meeting Minutes – Wednesday, August 22, 2018

The North Lake Tahoe Marketing Cooperative Committee Meeting was held at the Incline Village Crystal Bay Visitors Bureau.

1.0 CALL TO ORDER

The meeting was called to order at 9:10 am and a quorum was established.

2.0 PUBLIC COMMENTS

Andy shared he attended the Nevada Economic Development Conference with Daphne and Cindy yesterday and they submitted the Luminary Campaign for best Marketing Category in population 40-100K and won. He thanked the production crew, the Abbi Agency and everyone involved.

Cindy introduced Bonnie Bavetta, NLTRA's new CFO to the committee members.

3.0 ROLL CALL

Committee member: Christine Horvath, Andy Chapman, Cindy Gustafson, Chris Skelding, Bill Wood, Daphne Lange

Other in attendance: Bonnie Bavetta, Amber Burke, Bart Peterson, Jason Neary, Allegra Demerjian, Susan Retting, Kressa Olguin, Sarah Winters, Alexis Kahn, Amalia Meliti, Colette Baert

4.0 APPROVAL OF AGENDA

M/S/C (Chapman/Gustafson) (5/0) to accept the agenda as presented.

5.0 APPROVAL OF MARCH 13, 2018 AND JUNE 6, 2018 MEETING MINUTES

M/S/C (Gustafson/Wood) (5/0) to accept the meeting minutes from March 13, 2018

M/S/C (Chapman/Wood) (4/0/1 – Gustafson abstained) to accept the meeting minutes from June 6, 2018.

6.0 CONSUMER/PR UPDATE

Daphne shared the Smari data is wrapped up and she will be working on setting up a date for Denise to come out. It was recommended that we keep it to the regularly scheduled meeting on Tuesday, September 25th at 2pm. Daphne stated both the Board of Directors from NLTRA and Incline Village Crystal Bay Visitors Bureau would be included in the invitation along with the Marketing Cooperative members.

Daphne also stated summer consumer efforts are wrapping up and Augustine are working on fall creative. Noteworthy publications and placements include: Mercury News, Sunset Magazine, Via Magazine, Reno Gazette Journal (RGJ), Sacramento Bee and Brides Magazine. Additionally, we have 1900 new fans on our social media platform. Upcoming events: Autumn Food and Wine and Spartan Race.

Daphne shared the news that the Frontier flight from Austin is being dropped. They are calling it a seasonal drop. There is a new flight from Portland to Reno, and this flight is affordable and more to come on this flight.

Alexis with Augustine stated they are currently planning on video shoots and developing assets. The current focus is on the different towns. Alexis will share what some of the key words that people are clicking on, on the GoTahoeNorth website.

Comments:

- Did the Southwest opportunity come our way? Daphne shared it didn't and Christine stated she would forward it.
- Christine questioned if the video shoots will be scenic or talent? Alexis shared it will be talent. Chris from the Hyatt shared they will be doing a photo shoot in the fall.
- Cindy recommended using the new bike trail for some of the new video footage.

7.0 PETER GREENBERG "HIDDEN GEMS" PROGRAM FOR APPROVAL

Daphne stated this was already presented to the NLTRA Board of Directors in early August and she is looking for directions/approval from this group. Peter Greenberg is best known as the Travel Editor for NBC's Today, CNBC and MSNBC. He is a well-recognized travel producer and television correspondent with his own show on PBS, Travel Detective and "Hidden Gems". This is aired on PBS and will be promoted on his social media channels and our social media channels. It is based out of the Chicago PBS, which has the highest viewing rate on PBS. Daphne shared individual PBS station can determine their own schedule. Walt estimated a 2.3 million impressions. NLTRA would get access to all raw footage. The overall cost is \$50,000.

Comments:

- Christine question if we would negotiate the price down considering Walt's evaluation? Daphne and Cindy shared they don't seem in-flexible on the price. Cindy also shared the Ritz-Carlton would take care of the housing.
- Christine questioned what content would we direct them on? This is still to be determined but they would be shooting in the fall.
- Would they use B roll to focus on all four seasons? Daphne stated they would most likely not use B roll. It would be specific to the individual locations they will be going to. Andy shared this could tie in well with Tahoe Treasures and Tahoe Secret Season.
- How many individuals shot locations? Daphne shared 3 to 4 locations.
- Andy stated some of his concerns was the product category and it's a little older fashion marketing efforts but we could highlight some of the markets we are such as Chicago, New York, LA, Texas.
- Did Walt had some concerns about the audience? Daphne shared it skews a bit higher in our demographics, it hits the 55 to 65 range but these are the people that tends to travel in the shoulder season. Daphne shared the name of Peter Greenberg resonates with this demographic and we do not have national TV. PBS is a trusted source of information.
- Andy shared the coop still have some substantial carry-over funds from last year.
- Daphne shared Peter Greenberg was just featured on Brand USA.

M/S/C (Andy/Gustafson) (5/0) to recommend for approval the Peter Greenberg Program with offering \$40,000 to start, but with the ability to negotiate as needed.

8.0 LEISURE SALES UPDATE

Sarah introduced Colette and Amalia, our new Canada representation to the committee members. Sarah did an overview of Leisure Sales areas of focus and strategy.

Areas of Focus:

International Media: PR Contracts with Australia & Contract FAM work with the Abbi Agency

Domestic Travel Trade: Online Tour Operators (OTAs), Domestic Wholesale and Receptive Tour Operators

International Travel Trade: Canada Office with Destination Counsellors International, UK/Ireland Office with Black Diamond, Australia office with Gate 7

Tier 1: USA, United Kingdom/Ireland, Australia/New Zealand, Canada, Mexico

Tier 2: China, France, Germany, Brazil

New Emerging Markets: India, South Korea, Argentina

Strategy: Press Trips, Trade Familiarization Tours, Tradeshows & Sales Missions, Product Development, Partner Relationships, Marketing Collaboratives, California Star Program, Data Tracking.

Product Development: Increasing lodging and activities available for sale. Some examples of increased product placement: HotelBeds (2) hotels in 2015 to (7) hotels in 2017, including small properties. GTA: (1) hotel in 2015 to (3) hotels in 2017, Tourico: (1) hotel in 2015 to (3) in 2017, Bonotel: (2) hotels in 2015 to (5) hotels in 2017.

Tracking International Markets: In 2016, NLTRA signed on to track international visitation through Visit California's VisaVue Data Tracking Program. 2017 shows a 19.7% growth from 2016. Top countries include: United Kingdom, Canada and Australia. Average cardholder spend is \$264.51 and Sarah informed that Visa is only about 20% of the global spend.

Comments:

- One member asked about the Norwegian Air flight into Oakland, and if we are aware of the flight? Sarah shared they work closely with our UK representation and some of their agents were here on a FAM tour last winter.

9.0 CONFERENCE SALES UPDATE

Jason did a quick review of key functions and strategy with the committee members.

Key Functions: Generate group sales leads for hotel partners, Act as a liaison between meeting planners and hotel partners during the sales process, assist hotels in converting leads into booked business, coordinate and execute client site visits, attend trade shows in key strategic markets, conduct sales calls/customer events in strategic markets.

Conference Sales Strategy: Strategic Markets – California, Cities with significant air lift into Reno/Tahoe International Airport, Washington DC and Chicago, Media Plan, Tradeshow & Sales Missions, In Market Customer Events, Familiarization Trips, Strategic Partnerships with "Third Parties" and create a Client Advisory Board (CAB). The Board will consist of a representative group of professional meeting planners and industry leader who will meet periodically to offer knowledge of the meeting and hospitality industry and advice on strategy and innovative programs for North Lake Tahoe group sales initiatives. The Advisory Board is intended to be a catalyst for the creation of market centric, client focused ideas with the intent of generating additional group bookings. Jason has reached out to 3 companies and shared it's a costly endeavor but he is looking for feed-back from our conference sales committee.

Jason also shared conference sales spend versus economic impact numbers, along with lead generation numbers and room revenue numbers. He stated some of the success the organization has had was adding additional representation in Chicago with Denice Cmiel and Bart Peterson and establishing better relationships with some our "Third Parties" agencies.

Comments:

- There is an opportunity to bring business travelers back especially with their families. Is there anything you can do with FIT business with a bounce back offer with the meeting planners? Jason said there may be some possibilities working with the meeting planners. Christine recommended doing it with the properties they stay at. Jason stated he will do some more research and talk to other destinations.

10.0 DCI CANADA PRESENTATION

Amalia introduced herself as one of the managing directors of Development Counsellors International (DCI). She shared some information regarding the Canadian consumer:

- Baby boomers will continue to be the primary driver of outbound travel. Older Canadians are healthier, wealthier and more mobile than predecessors. In the long-term, leisure destinations in the US will be more popular for the older population due to proximity.
- The foreign-born population has tripled in the past twenty years, and continues to grow. Projections indicate that by 2031, Canadians visible minority population could rise to 12.8 million, an increase of 143 percent. The proportion of Asian-born persons will continue to steadily increase, while the proportion of persons born in Europe continues to decline.

What Is (or Isn't) Impacting Outbound Travel to US:

- President Trump not impacting inbound travel as significantly as expected. 33.7 % of Canadians indicated the current administration would negatively impact travel intentions to US. (October, 2017). Social statements did not translate into significantly lower trip volumes.
- Economic and demographic factors have had more of an impact on activity over past few years.
- Forecasted average exchange rate in the high-seventies will likely result in additional gains in overnight leisure trips to the US.
- Trade issues remain a concern.

Canadian behavior when it comes to travel:

- Time of travel (anywhere): 23% January to March, 16% April to June, 23% July to September, 14% October to December, 22% Time of Year Doesn't Matter.
- Activities of Most Interest on Future Vacations include: Beaches, Historical Sites, Outdoor Recreation, Shopping and Museums.
- Factors in Destination Selection for the Canadian traveler: 91% - Quality accommodation, 89% - Great value for the money, 89% - Interesting attractions and 88% - Beautiful natural environment.
- Planning Phase: By Car: 57% 3 months before departure, Short Haul: 43% Three to six months before departure, Long Haul: 33% six to twelve months before departure.
- Booking Accommodations: By Car: 61% 3 months before departure, Short Haul: 40% 3 months before departure, Long Haul: 37% Three to six months before departure.
- Booking Airfare: Short Haul: 41% Three to six months before departure, Long Haul: 43% Three to six months before departure.

Key Findings:

- Canadians Travel Differently than Americans. More likely to travel internationally. Prioritize traveling internationally with family and Favor vacations with outdoor recreation component.
- Growing diversity of Canadian population offers opportunities for California destinations.
- Travel patterns of Canadians favor four-season destinations.
- Key market opportunities in eastern provinces. Ontario and Quebec offer large volumes of travelers and are predicted to see strong economic growth.

Comments:

- What are the top US destinations? Amalia shared some of the most popular destinations are: Florida, New Jersey (in the summer), New York, California and states that borders Canada.

Follow up with full research study with Amalia.

11.0 2017/18 YEAR END BUDGET REVIEW

Bonnie and Andy shared the preliminary budget numbers with the Coop Committee members. Andy stated the numbers should be final by next committee meeting.

Bonnie pointed out a few changes on the balance sheet and shared that the cash position is greater than last year. Andy and Bonnie also pointed out a credit for \$35,000 from the Augustine Agency. Andy stated there is an intent to have adequate reserve, the amount is still not decided.

12.0 NEW BUSINESS

- Cindy reported that Placer County has been given us approval to work with Civitas to look at independent funding for a TBID.
- Andy reported Interbike is coming to Northstar mid-September.

13.0 OLD BUSINESS

No comments.

14.0 ADJOURNMENT

The meeting was adjourned at 11.15am.

North Lake Tahoe 2018/2019 Winter Preview



Leisure Sales 2018/2019 Winter Programming

Travel Schedule

- November
- Travel Nevada Global Tourism Summit
- December
- Las Vegas Sales Calls: Bonotel & Allied T Pro
 - Expedia Conference

February

- Visit California Outlook Forum
- Go West Summit

March

- Ski Tops
- Mountain Travel Symposium

FAM Schedule

- Virgin Holidays, November. This FAM includes a two month sales incentive & in person training.
- NLT Winter FAM, January
- UK Winter Sip & Ski FAM, March
- Australia FAM & Canada FAM – Dates TBD
- RSCVA Winter FAM, March

Two New Partner Events

- Las Vegas Sales Calls in December
- Mountain Travel Symposium (MTS) will be hosted in Whistler, March 2019. Our Canada Office, DCI, will be putting together a partner networking event in Vancouver as well as partner sales calls.

Marketing Programming

- Domestic Expedia Direct to Consumer Fall/Winter Program
- German CANUSA campaign – launched in October and running through January
- Canada Passion Media three month program, launching Nov.
- Chinese Tourism Development Program ending in December
- China: Joint RSCVA program launching in winter
- Domestic Ski.Com Agent Newsletters
- HotelBeds Joint Marketing – targeting the US, China and the UK
- AAA Winter Direct to Consumer & Direct to Agent Program (6 months in length)
- Canada, UK & Australia programs are budgeted, but not identified

Conference Sales 2018/2019 Winter Programming

Travel Schedule

- November**
- HPN Annual Partner Conference
 - All Things Meeting – East Bay
 - NorCAL DMO Silicon Valley
 - Connect Georgia

December

- Connect Southwest
- Seasonal Spectacular
- Holiday Showcase Chicago

February

- Connect Chicago

March

- Luxury Meetings Northwest
- Connect Mountain Incentive
- Connect Financial

FAM Schedule

- Connect Southwest
- December 1 – 4, 2018
- 10 – 12 clients

Major Industry Event Opportunities


- CalSAE ELEVATE 2022
- Ski Tops 2021
- Connect California/ Mountain Incentive 2020 or 2021

Creative Projects

- Conference Planning Guide
- Table Top tradeshow pull ups
- Destination Infographic
- Meetings microsite on GoTahoeNorth.com

Print & Digital Programming

- Successful Meetings – California Focus Edition with matching advertorial
- Meetings Today - CVB Update Issue with matching advertorial
- Meetings Today – California Edition
- MPI News Brief Newsletter
- LinkedIn
- Facebook
- Connect California Geo-Fence Targeting & Retargeting
- Email marketing (x5)
- Cvent Competitive Market Ad (Reno)

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2018/2019 Winter Season Preview Special Events

North Lake Tahoe Sponsored Events

2018 Tahoe Film Fest - December 6-9, 2018

- \$15,000 sponsorship (via NLT Co-Op)
- Incline Village, Northstar California, Truckee

2019 WinterWonderGrass Squaw - March 29-31, 2019

- \$15,000 sponsorship (pending BOD approval in Nov.)
- Squaw Valley

2019 Mountain Travel Symposium - March 31 - April 6, 2019

- \$5,000 sponsorship of the 2019 Farewell Party, announcing 2020 location in North Lake Tahoe
- Whistler

Spring/Summer/Fall Sponsored Events

- Contract negotiation, execution, benefit fulfillment

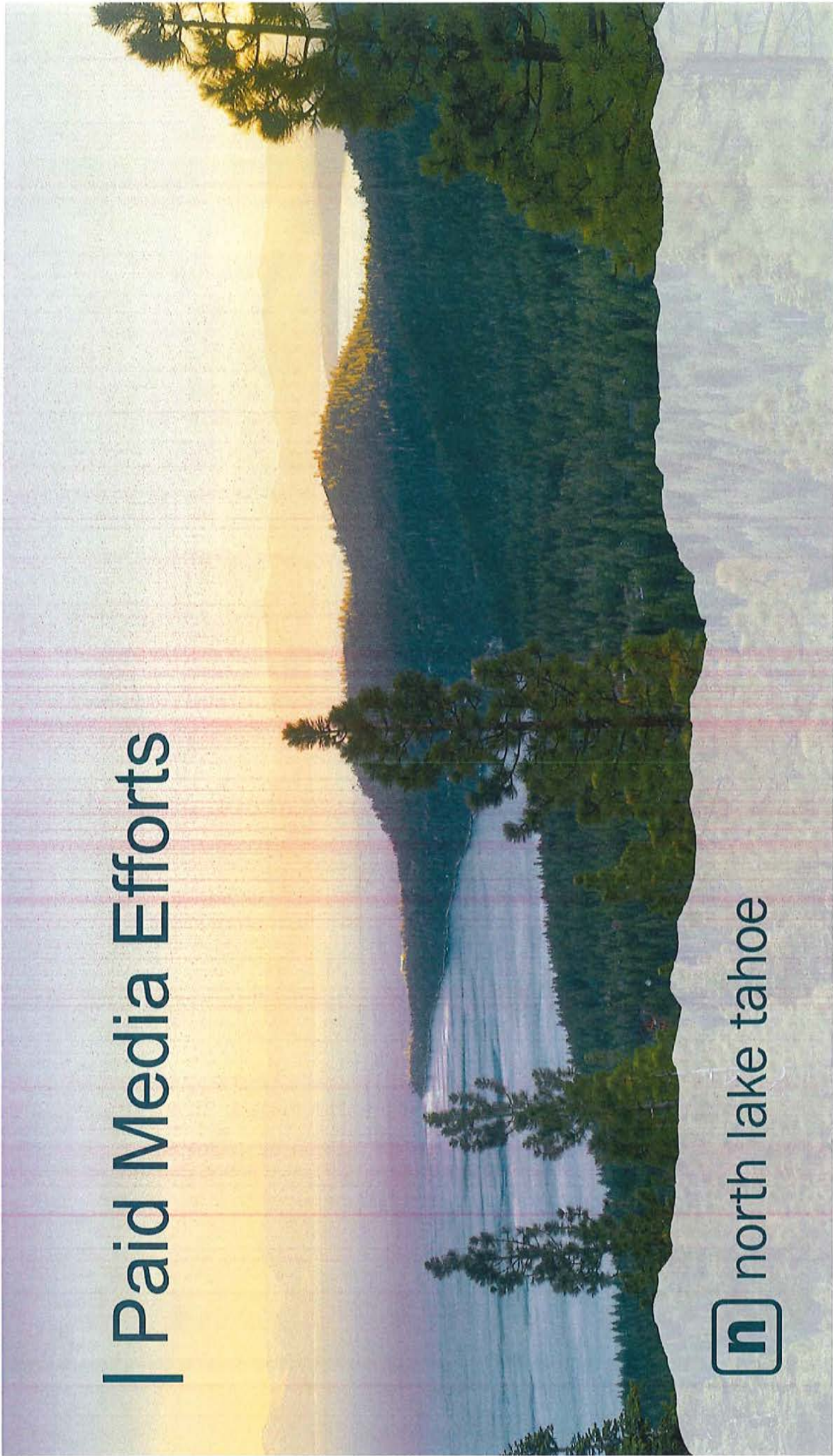
18/19 Partnership Funding Cycle

- Applications due, vetted and funding awarded in Nov./Dec. 2018
- Contract execution, advisory meetings, marketing & communications assistance

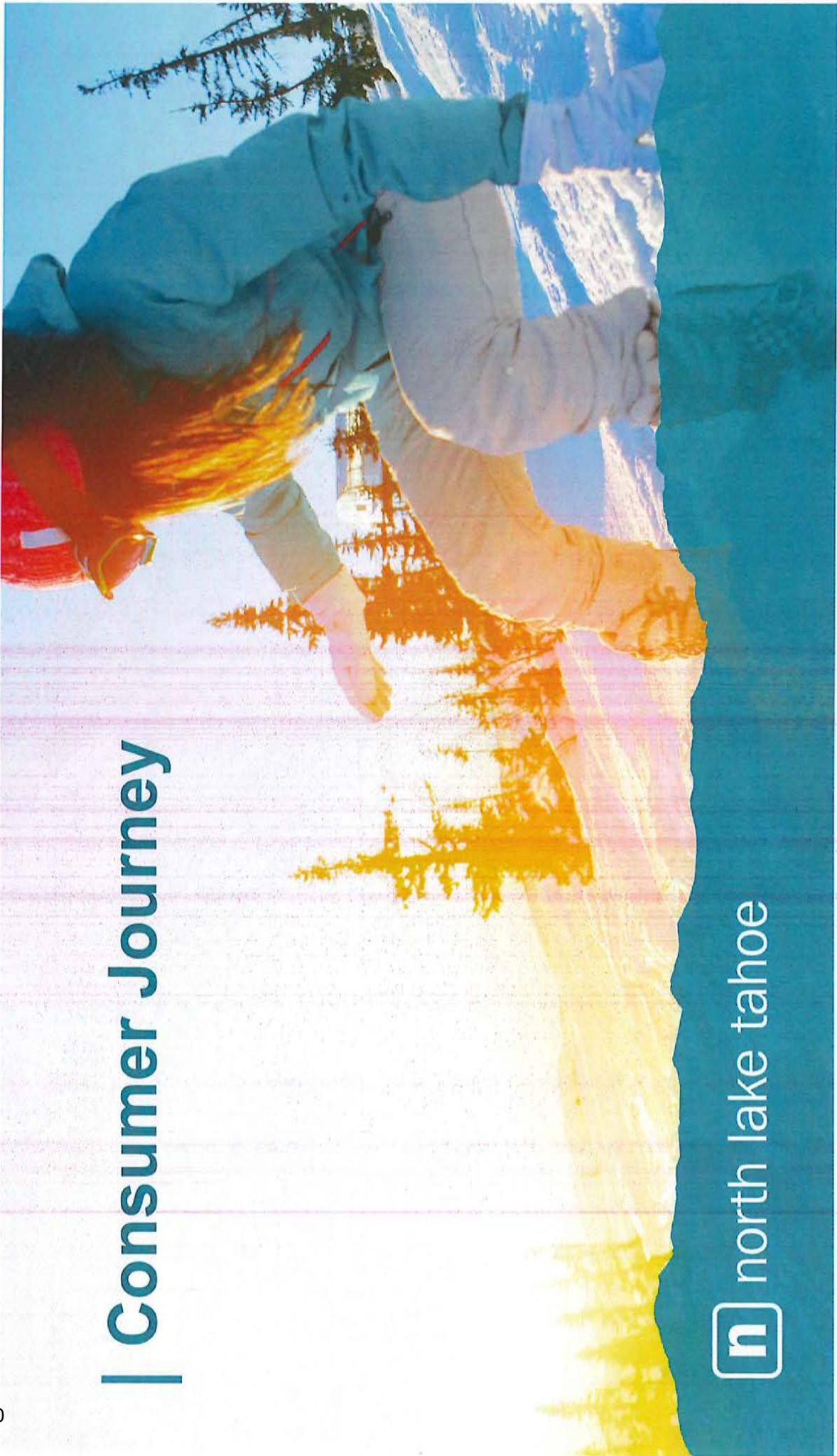


| Paid Media Efforts

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| Consumer Journey



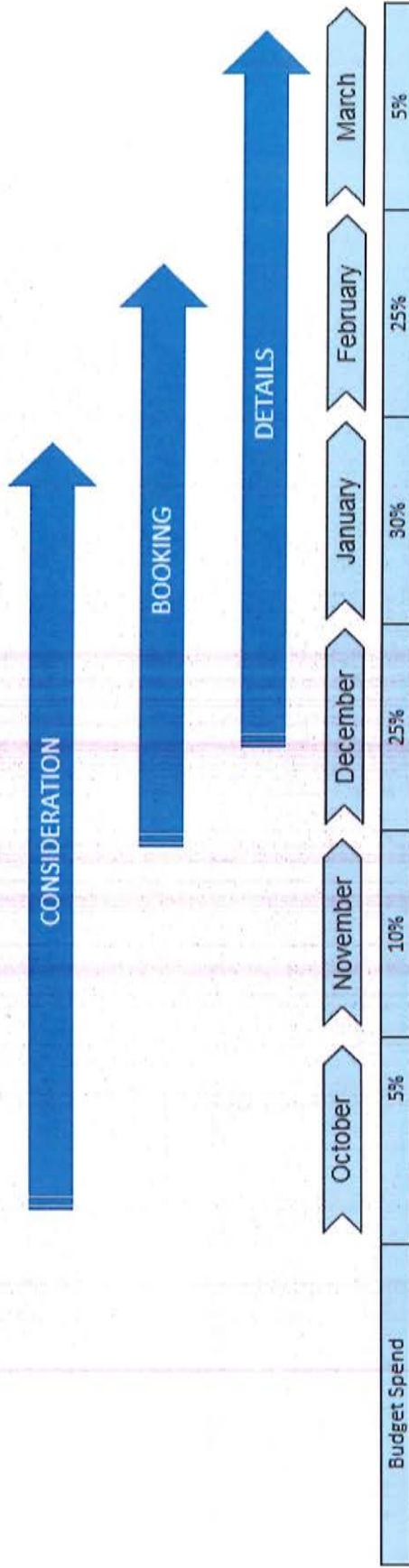
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Consumer Journey - Winter

- **Target when NLT can be more influential during destination decision timing.**
- **Allocate budgets according to timing in journey.**
- **Time appropriate media channels and messaging.**
- **Target appropriate platforms during journey.**

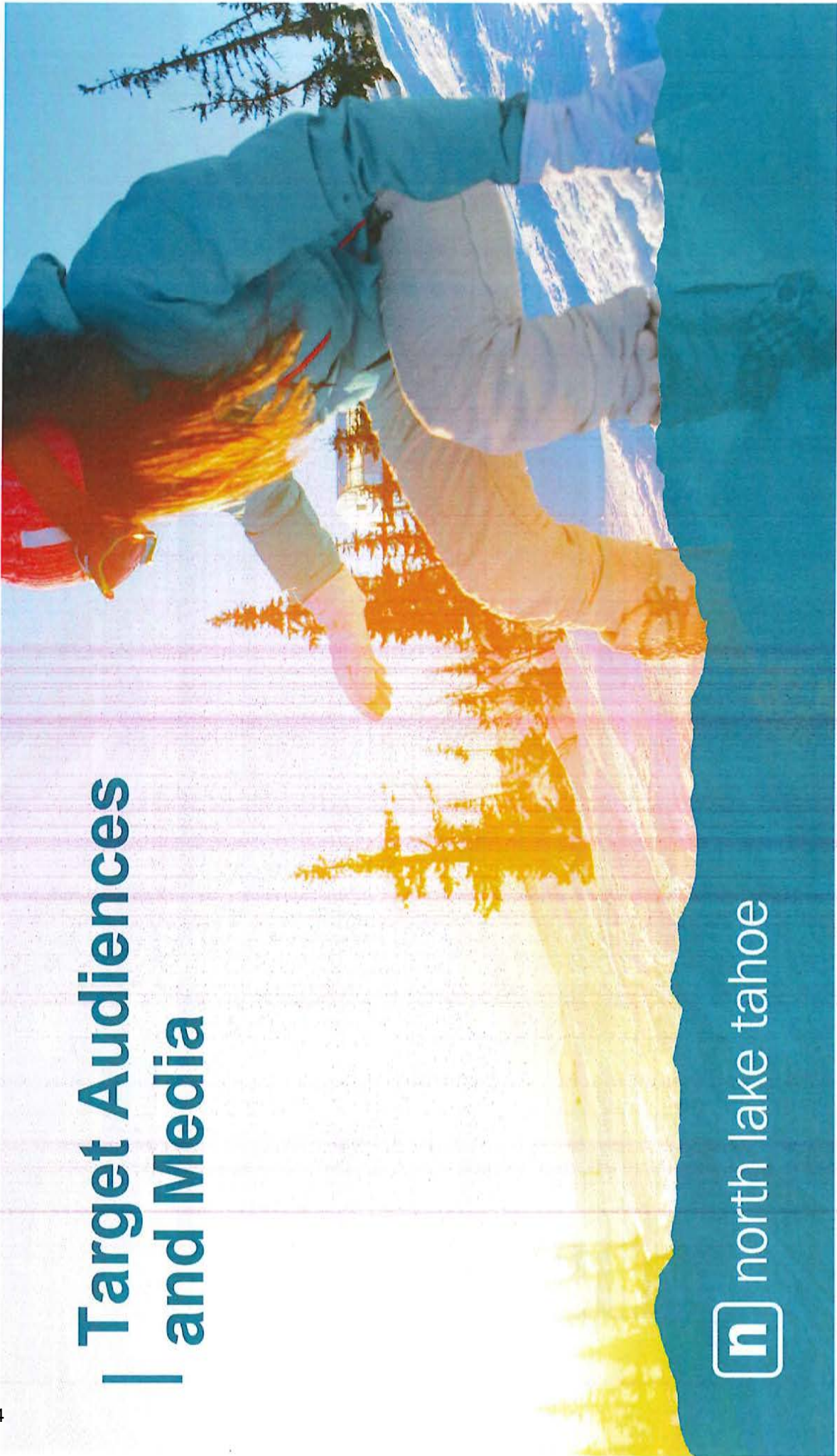
Consumer Journey | Winter 2018-2019

Consumer Journey - Winter



Consumer Journey | Winter 2018-2019

Target Audiences and Media



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Targeted Personas

• Geographic Targets

- Los Angeles
- New York
- Austin

• Target Persona #1: Workaholics

- Age 25-49
- Higher education
- Dual income/No kids

• Target Persona #2: Experiential Families

- Age 35-54
- Higher household income
- Seeking new experiences with the whole family

• Target Persona #3: Outdoor Enthusiasts

- Age 18-34
- Focus on health
- Risk takers looking for new adventure

Target Audiences and Media | Winter 2018-2019

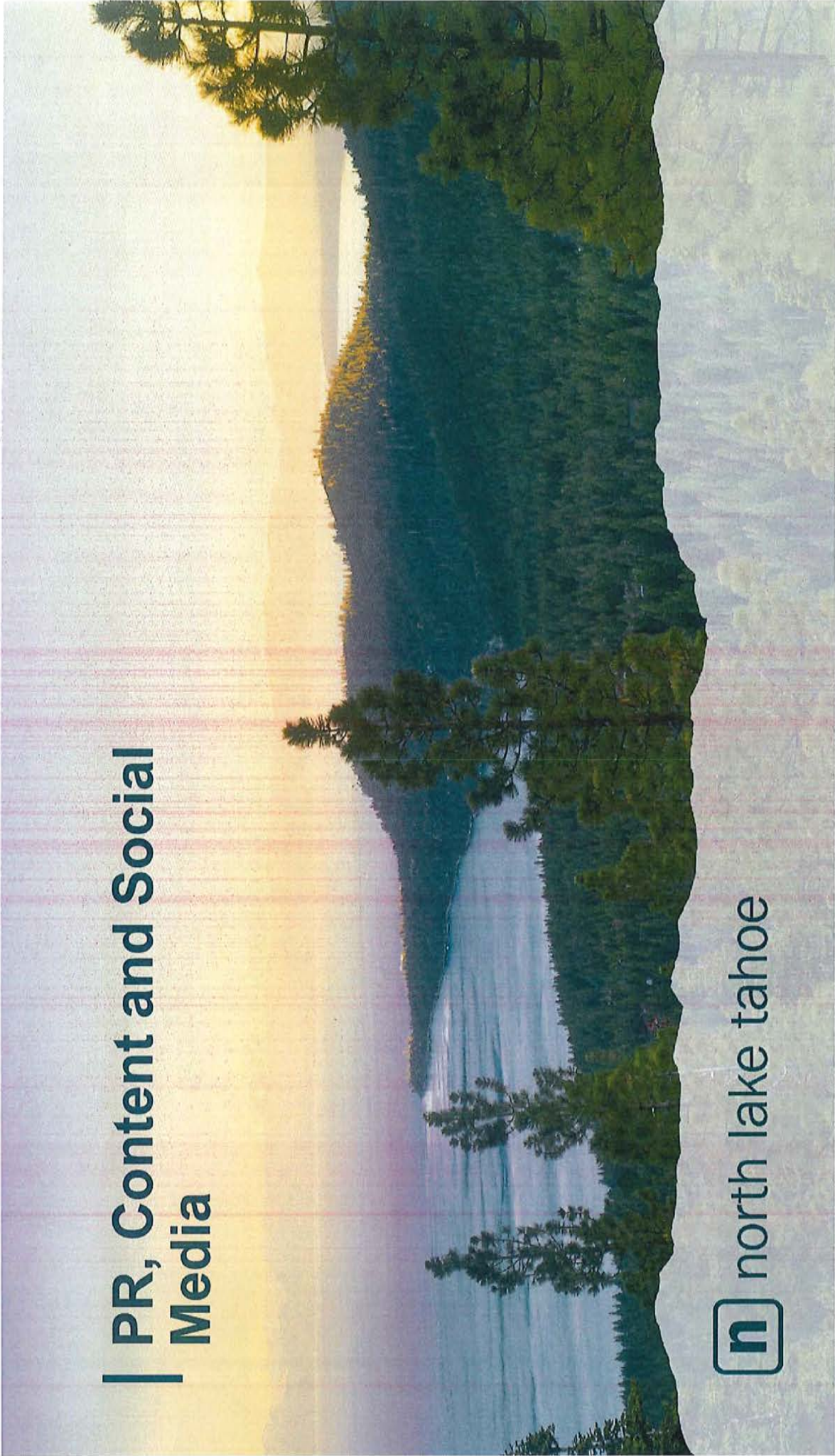
Media Mix

- Year-round media spend will continue this winter, including SEM, retargeting display and video, and social media retargeting
- The Winter campaign will also include a mix of:
 - Native advertising
 - Programmatic display
 - Video
 - Rich media
 - Social media conquering

Target Audiences and Media | Winter 2018-2019

| PR, Content and Social Media

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Fall Highlights

Significant Earned Media Impact

Highlights: Travel + Leisure, VIA, Brides, TravelPulse, USA Today

Hosted Secret Season Journalists

Forbes Travel Guide, Southwest Magazine, USA Today, TravelPulse

Launched Treasures of Tahoe Campaign

First video saw over 8k views and 150 shares in first 24 hours

Executed Fall Influencer FAM

Aimed to increase inspirational secret season experiences

Wrapped Room with a View Social Campaign



Winter Themes

Shopping

High Altitude Holidays

Family and Multi-Generational

Learn to Ski and Ride

Romance in Tahoe

Winter Wellness + Health

Luxury Experiences

PR - Winter Preview

Winter Goal

Increase conversation, travel, ease of access and visibility of NLT during Winter 2018-19; while emphasizing luxury elements, leisure activities and midweek travel (insights from SMARI research).



The Abbi Agency | Winter Overview

PR - Winter Preview

Winter Tactics

- **Post Winter Press Release on PRWeb** - for increased visibility in target markets
- **Develop an Ambassador Program** with lodging, resort and coop partners who can send real-time photos and videos when it snows— AND host media last-minute in crisis situations
- **Develop a Crisis Comms Plan** to prepare for all situations regarding weather, traffic, etc.
- **Increase media relations outreach** to direct fly markets (i.e. Austin, Portland, Seattle, Denver, NYC, So-Cal)

The Abbi Agency | Winter Overview

Social + Content - Winter Preview

Winter Goal

Provide real-time look into conditions and experiences in North Lake Tahoe; highlight all resort partners effectively; create a robust view of winter activities to promote North Lake Tahoe no matter the conditions.



The Abbi Agency | Winter Overview

A scenic landscape featuring a calm lake reflecting a vibrant sunset. The sky transitions from a deep orange near the horizon to a pale, hazy blue. Lush green trees line the shore, their forms mirrored in the still water. A large, white, rounded rectangular box is centered over the image, containing the text "Thank you!" in a bold, dark blue font.

Thank you!



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Out of Bounds IMAX Film

Date: 10/24/18

TO: North Lake Tahoe Marketing Coop Committee

FROM: Daphne Lange, Tourism Director

RE: Out of Bounds IMAX Film -NLT Partnership

Action Requested:

Staff is requesting the committee to provide discussion on interest in the opportunity to move this forward. Jeff Cutler with Havoc TV will be available to present the information via phone and answer any questions.

Background:

Out of Bounds is a global, cross-platform IMAX film project about Mountains and their overall importance to world health, using snowboarding and skiing as the giant screen appeal.

The film follows Olympic Gold Medalist Australian snowboarder Torah Bright as she leaves competition to explore the wild backcountry and joins up with Jeremy Jones to learn how crucial it is to protect the mountains and keep them as they are. North Lake Tahoe and Squaw/Alpine will be the only US location and where Jeremy meets up with Torah to discuss the next leg of her trip.

North Lake Tahoe was approached to participate in the film along with Squaw Valley/Alpine Meadows and Visit California. The film will be distributed in 200+ IMAX venues worldwide, with a 6mth lease guaranteeing over 500 showings.

Other distribution channels include:

Blu-ray (4K/UHD & HD):

9-12 months after film launch, Blu-rays will be available to purchase at retail – online (EST), and in-store

Television (2D HD, 3D, and 4K “Ultra HD”): Film is licensed to television (broadcast, pay) channels globally (over 50 countries)

Online: Hulu, Netflix and others make the film available to be streamed or downloaded on demand (VOD)

Hotels, Cruise ships + Airlines: Video on Demand, both Free and Transactional
Out of Home: Through thousands of retail screens worldwide, viewers will be able to watch short clips from Out of Bounds

What we get:

- 8 minutes of the film will feature North Lake Tahoe and Squaw Alpine
- Seamless messaging about Squaw Alpine's 100% renewable energy initiative – will ask about including messaging around general efforts of environmental efforts surrounding the lake
- Shots of North Lake Tahoe with lake in background featured on screen
- Mention of North Lake Tahoe in film & credits
- 2 Squaw Alpine/Lake Tahoe-based vignettes discussing renewable energy plan and Jeremy Jones' home spot (shared with SQAM)
- Co-hosted launch event at Esquire IMAX Theater in Sacramento
- Royalty-free use of the film for NLTRA own events
- Film footage available to NLTRA for use in content-related initiatives
- Recognition of sustainability efforts at premieres and launch events

Attachments:

Out of Bounds Proposal/Information and Value Sheet

Fiscal Impact:

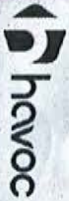
\$40,000 - \$20k 18/19 and \$20k 19/20

Visit California and Squaw are also contributing cash investment

A GIANT SCREEN 3D EXPERIENCE

OUT OF BOUNDS

THEY CAME FOR ADVENTURE.....
BUT DISCOVERED SOMETHING MORE.....
THE TRANSFORMATIVE POWER OF MOUNTAINS.



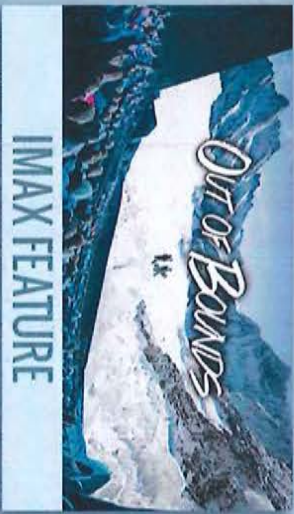
OUT OF BOUNDS



THE PROJECT

UNPRECEDENTED REACH

NOT JUST AN IMAX FILM



IMAX FEATURE



DERIVATIVE CONTENT

DIGITAL MARKETING



GLOBAL TV/ONLINE STREAMING



PROMOTIONAL TIE-INS



PREMIERES & SPECIAL EVENTS

NEARLY ONE BILLION IMPRESSIONS WORLDWIDE

FILM SYNOPSIS



- Out Of Bounds is a global, cross-platform IMAX film project about Mountains and their overall importance to world health, using snowboarding and skiing as the giant screen appeal.
- The film follows Olympic Gold Medalist Snowboarder Torah Bright as she leaves competition to explore the wild backcountry of the American Cordillera.
- Torah's journey from Antarctica to Alaska connects her with skiing's backcountry superstar Sammy Carlson and big mountain snowboarder and environmentalist Jeremy Jones, where Torah and the audience experience the awesome thrill of big mountain snowboarding. Together, with other athletes and scientists they meet on their journey, they learn how crucial it is to protect the mountains and keep them as they are.
- The film's partnership with Jeremy Jones' rider-driven environmental organization Protect Our Winters "POW" gives the viewer a crash course in how we can help fight climate change and push to get our winters stronger and longer.

THE STARS



TORAH BRIGHT

- Australian Pro Snowboarder
- Most famous rider of our time
- Olympic Gold & Silver Medalist



JEREMY JONES

- Most legendary Big Mountain rider
- Founder of "Protect Our Winters"
- Climate change environmentalist
- Squaw Alpine local

THE CAUSE

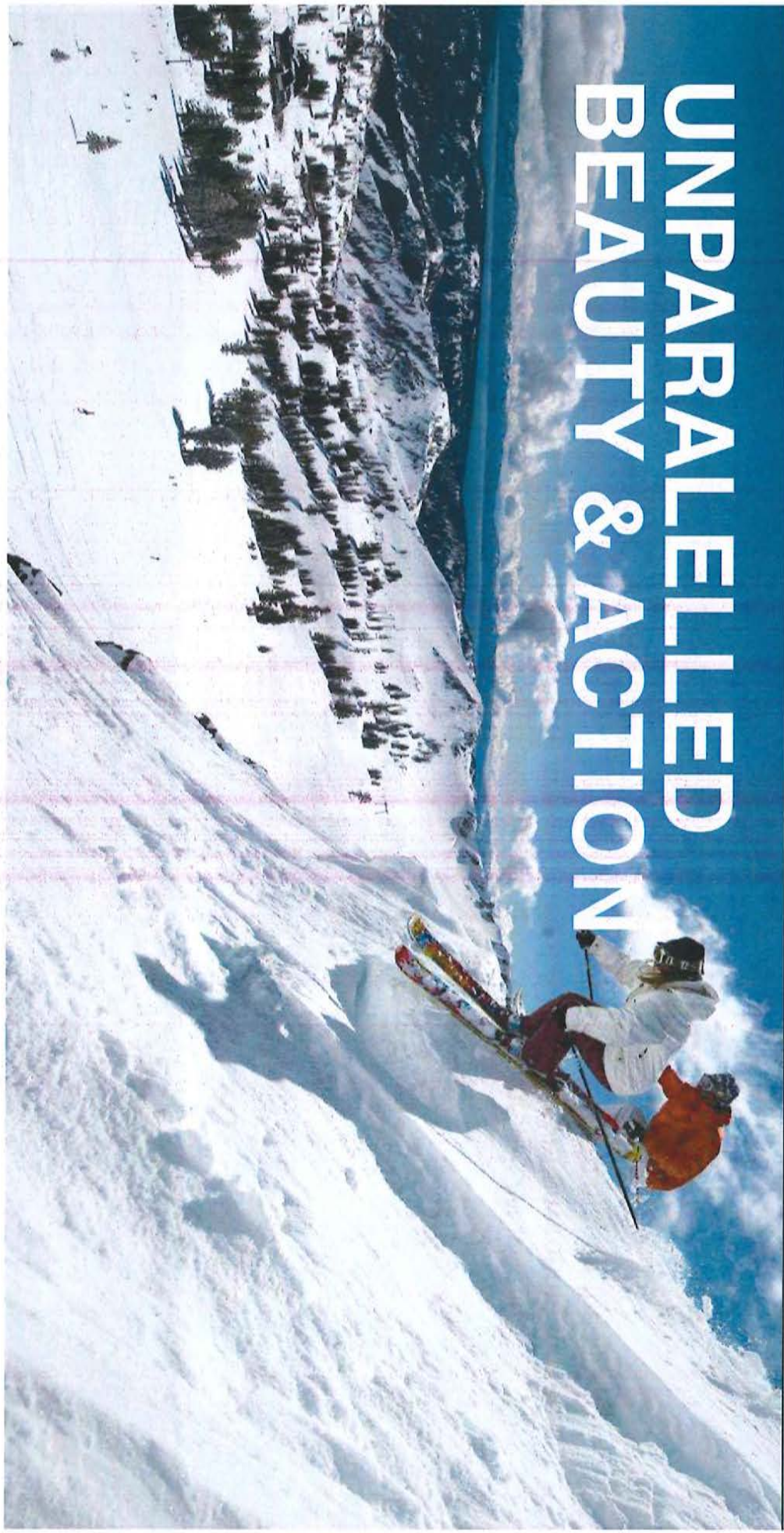


Out of Bounds has a unique partnership with Jeremy's Protect Our Winters. POW will be overseeing the science in the film, making sure that all of the mountain-based environmental facts are delivered appropriately and authentically. They will also work in tandem to market the film to the core snow and environmental communities.

In addition, K2 will donate a % of theater ticket sales to Protect Our Winters!

OUT OF BOUNDS

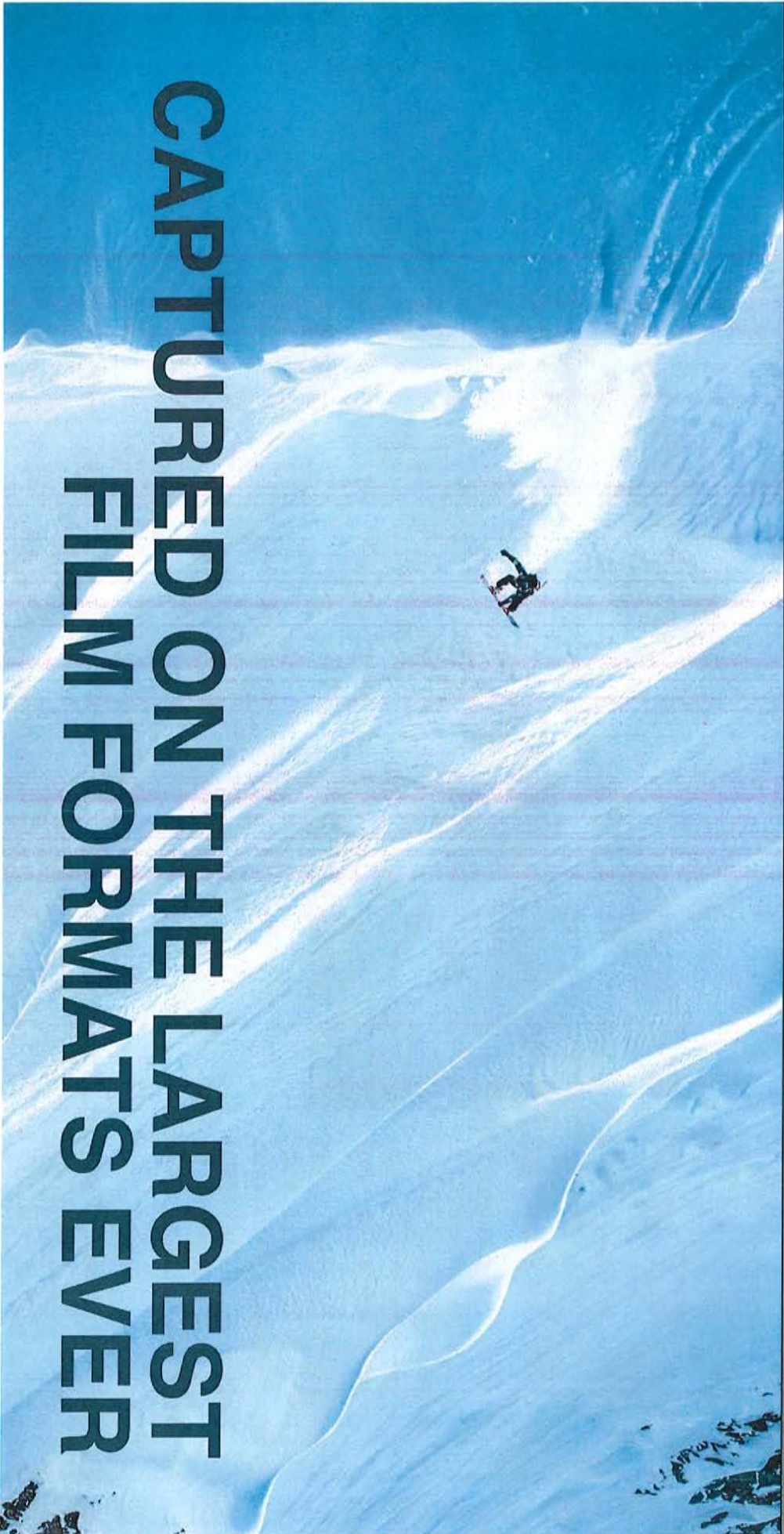
UNPARALLELED BEAUTY & ACTION



OUT OF BOUNDS



**CAPTURED ON THE LARGEST
FILM FORMATS EVER**





We'll follow our adventurers as they explore the relationship between snowboarding/skiing and the forces of nature, including gravity and acceleration. And discover how these athletes harness potential energy and kinetic energy to reach max speeds while shredding fresh powder.

OUT OF BOUNDS

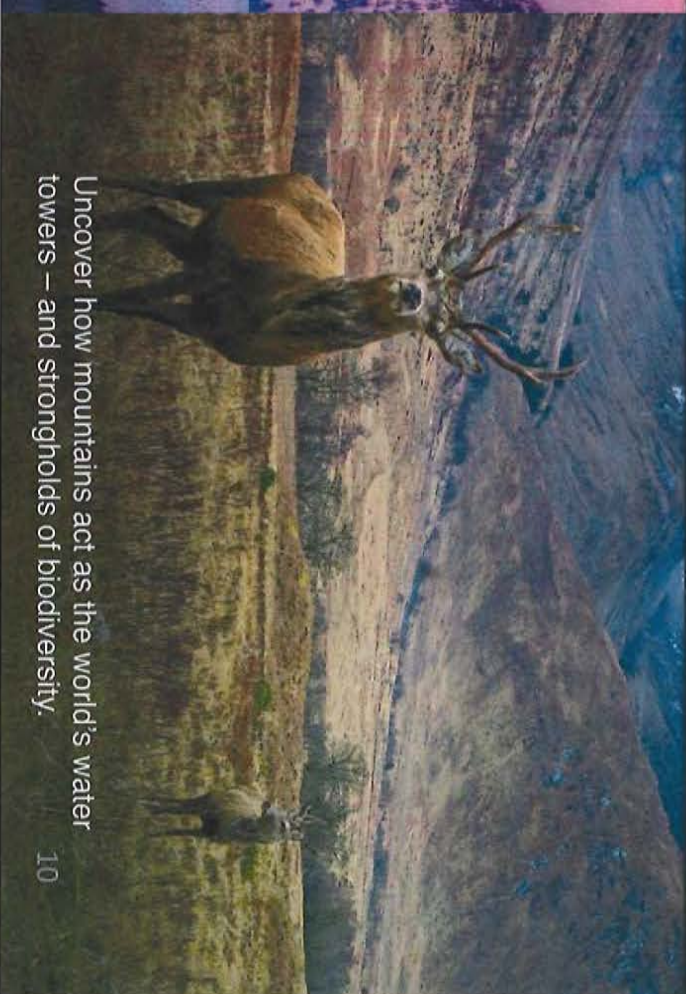
Though beautiful, our mountains pose very real natural dangers. In their journey, our adventurers uncover the science behind avalanches and landslides, and how to predict them.



The health of the world's mountains is not set in stone. As the climate changes, mountains are changing, and their contributions to the health of the planet — and to human well-being — could shift in ways we cannot predict. Follow our adventurers as they explore the effects of climate change as it relates to extreme snow sports and the future of humankind.



We'll examine the water cycle, and the crucial role played by precipitation and mountain runoff in preserving human life.

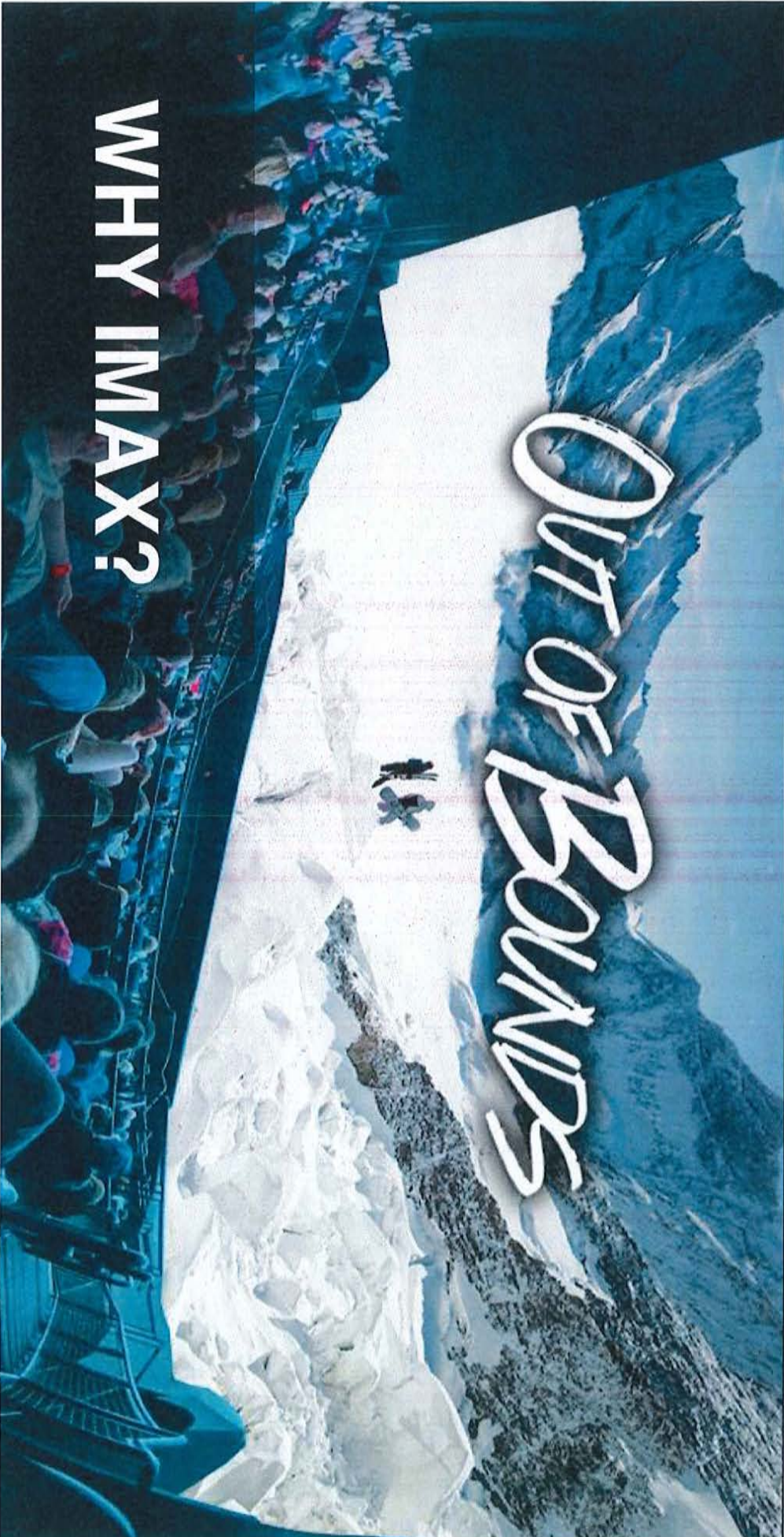


Uncover how mountains act as the world's water towers — and strongholds of biodiversity.

OUT OF BOUNDS

OUT OF BOUNDS

WHY IMAX?



WHY IMAX?

Most advanced film technology

- Only format spectacular enough to capture the vast landscape of Chugach Mountains
- IMAX 15/70mm – 10x the film size, 10x the quality of 35mm
- Or 6 to 8K digital with special lenses and rigs

Global distribution

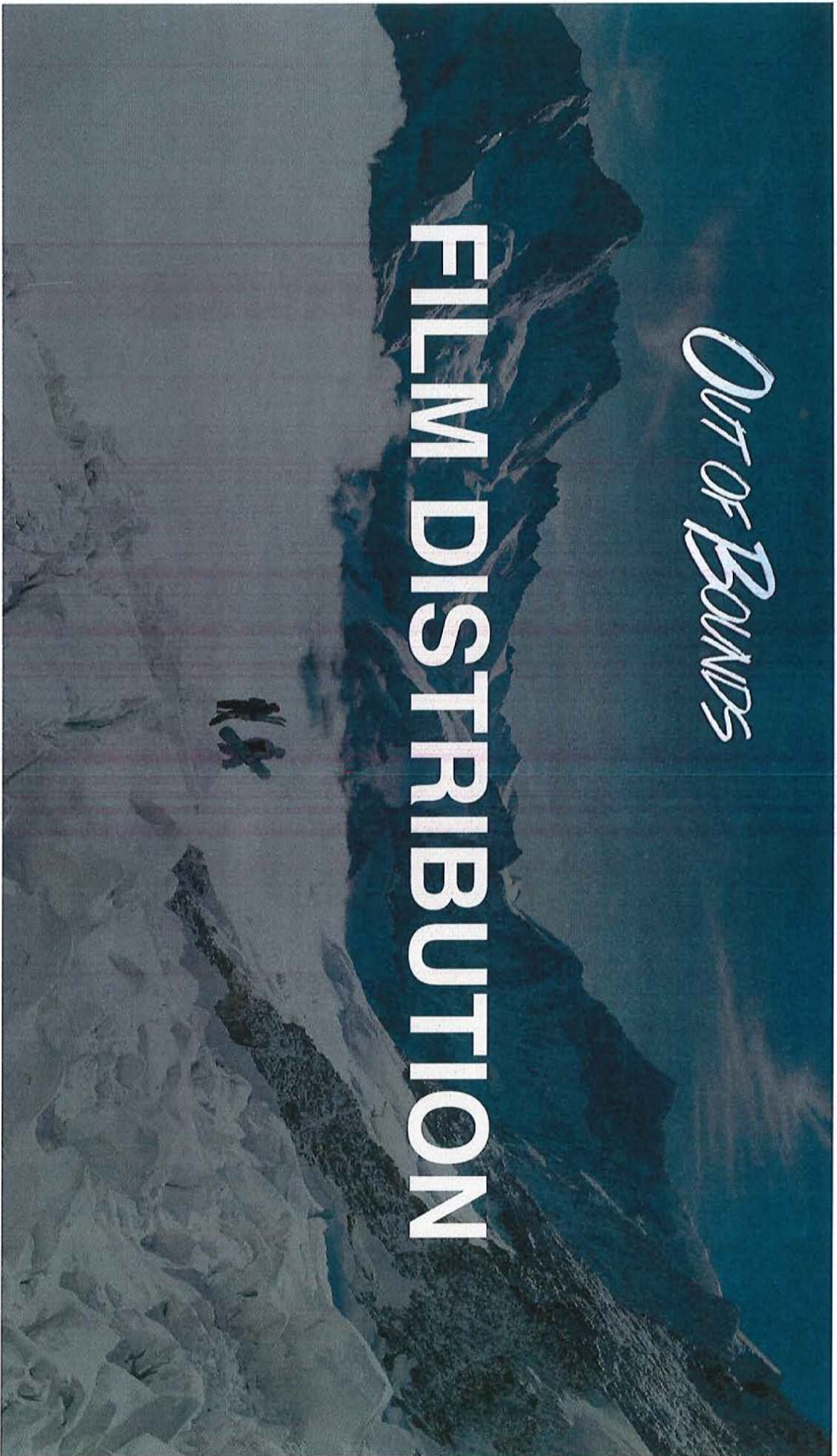
- Some 400 venues worldwide play “giant screen” documentaries; 125 in the U.S.
- Film run averages 6-12 months in each theater over multi-year rollout (5 years-plus)
- A global stage for Squaw Alpine message

IMAX viewers – an educated, affluent audience

Museum venues lend themselves well to VIP & industry events, vehicle displays, etc.

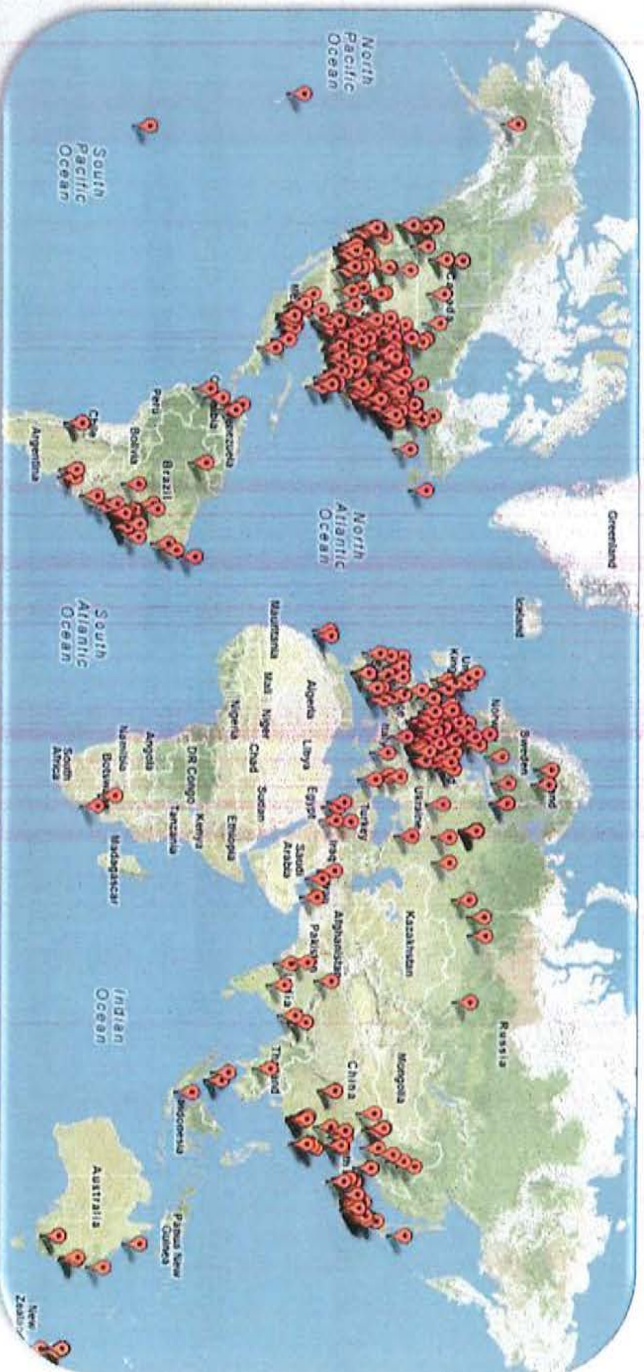
Out of Bounds

FILM DISTRIBUTION



GLOBAL FILM DISTRIBUTION





THEATERS WORLDWIDE

- Worldwide distribution covering nearly every major market
- 200+ IMAX venues worldwide, plus hundreds more “addressable” theaters including commercial theaters at snow resorts
- Average film lease is 6 months, with 500+ guaranteed showings
- Average “shelf life” for an IMAX documentary is 5 years

OTHER DISTRIBUTION

- **Blu-ray (4K/UHD & HD):**
 - 9-12 months after film launch, Blu-rays will be available to purchase at retail – online (EST), and in-store
- **Television (2D HD, 3D, and 4K “Ultra HD”):**
 - Film is licensed to television (broadcast, pay) channels globally (over 50 countries)
- **Online:**
 - Hulu, Netflix and others make the film available to be streamed or downloaded on demand (VOD)
- **Hotels, Cruise ships + Airlines:**
 - Video On Demand, both Free and Transactional
- **Out Of Home:**
 - Through thousands of retail screens worldwide, viewers will be able to watch short clips from *Out of Bounds*

FILM VIEWERSHIP - WORLDWIDE



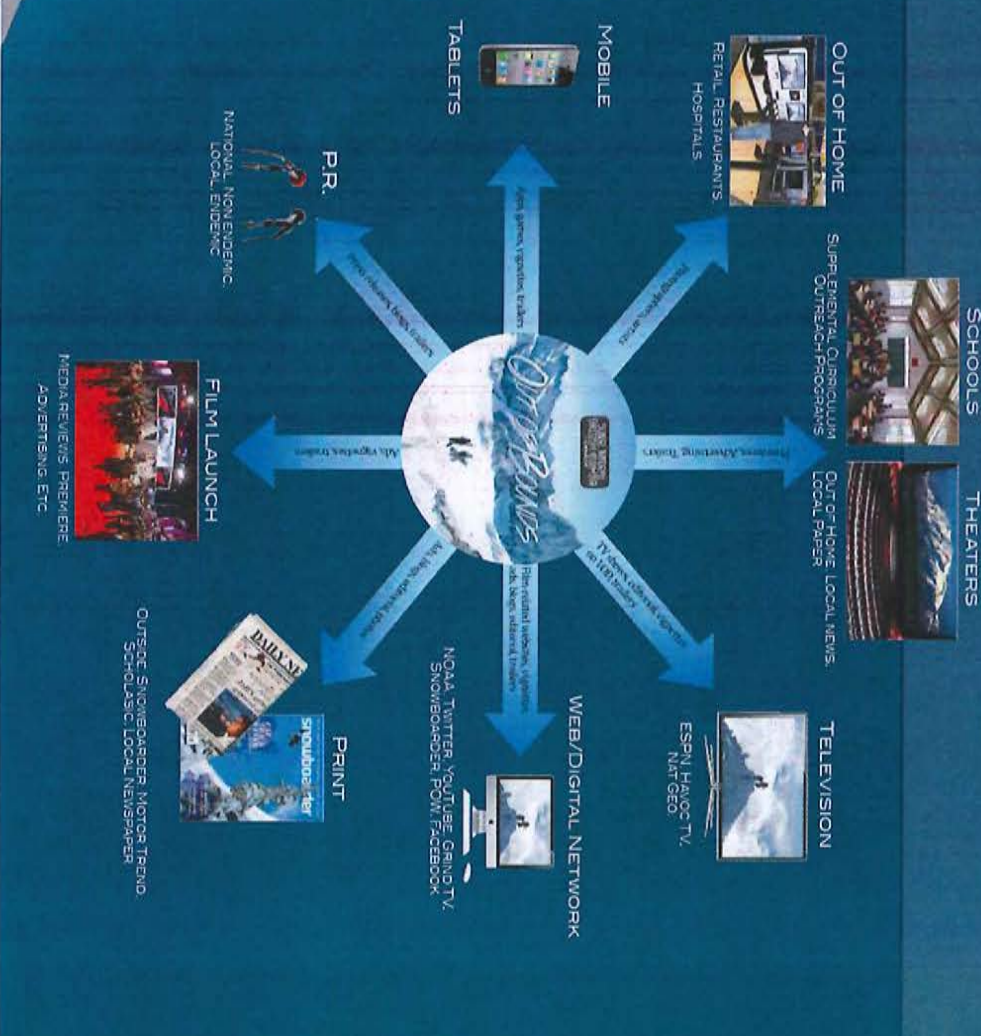
OVER **72,500,000** TOTAL VIEWERS
IN THE UNITED STATES ONLY, IN A 5-YEAR WINDOW

Out of Bounds



MARKETING

600 MILLION TOTAL IMPRESSIONS*



*ESTIMATE BASED ON PAST PROJECTS

VIEWERSHIP + MARKETING

GLOBAL PROJECT REACH

(5 Year Window)

Platform	Global
Total Film Viewership	255,700,000+
Total Project Media Impressions	600,000,000+
Total Film and Media Impressions	855,700,000+

***Total estimated project value is almost \$71mm globally**

*Note: All project impressions and values based off of The Ultimate Wave Tahiti metrics vetted by Starcom Mediavest and Siltanen and Partners – All detailed metrics available upon request

PROJECT TIMELINE

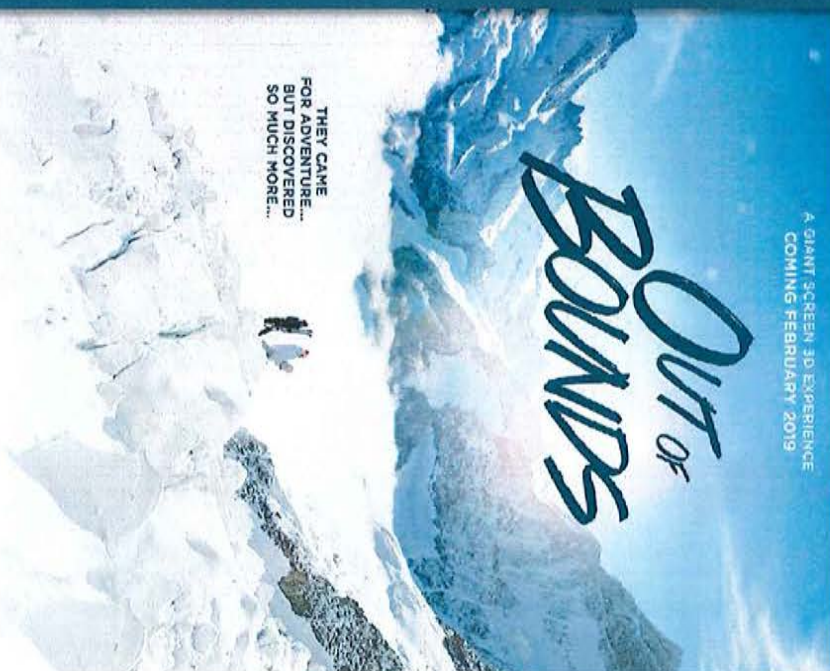
- May 2018 - MOU
- Nov. 2018 - April 2019 - Principal filming (Squaw included)
- March 2019 - December 2019 - Pre-launch Marketing
- April 2019 - August 2019 - Secondary Filming and Post-Production
- October 2019 - Film Launch and Roll-Out

Out of Bounds



EXCLUSIVE US LOCATION

- Lake Tahoe becomes the one continental US location where Jeremy meets up with Torah Bright for the first time to discuss her future backcountry adventure
- 8 minutes of the film will feature North Lake Tahoe and Squaw Alpine
- Seamless messaging about Squaw Alpine's 100% renewable energy initiative
- Shots of North Lake Tahoe with lake in background featured on screen
- Mention of North Lake Tahoe in film & credits
- 2 Squaw Alpine/Lake Tahoe-based vignettes discussing renewable energy plan and Jeremy Jones' home spot (shared with SQAM)
- Co-hosted launch event at Esquire IMAX Theater in Sacramento
- Royalty-free use of the film for NLTTRA own events
- Film footage available to NLTTRA for use in content-related initiatives
- Recognition of sustainability efforts at premieres and launch events



Out of Bounds

 havoc



A GIANT SCREEN 3D EXPERIENCE
COMING FEBRUARY 2019

Out of Bounds

THEY CAME
FOR ADVENTURE...
BUT DISCOVERED
SO MUCH MORE...

COMMITMENT

- A cash commitment of \$285,000
- All on-site expenses covered: airfares, transportation, lodging, guides & on-mountain-support, etc.
- Shoot to take place Winter / Spring 2019
- Payment terms can be amortized over 2 years:
 - \$142,500 – November 2018
 - \$142,500 – November 2019

A GIANT SCREEN 3D EXPERIENCE

OUT OF BOUNDS

THEY CAME FOR ADVENTURE.....
BUT DISCOVERED SOMETHING MORE.....
THE TRANSFORMATIVE POWER OF MOUNTAINS.



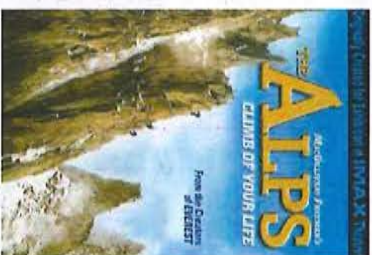
FILM TEAM

K2 COMMUNICATIONS STUDIO/PRODUCER

- Leading independent IMAX Studio; provides film financing, production, global distribution and marketing of Giant Screen Films. www.k2communications.com
- K2 has already raised \$3.5 million for the Out of Bounds film
- Deep experience seamlessly integrating Tourism into it projects including **Adventures in Wild California** and **The Ultimate Wave Tahiti** (case histories available upon request).

MARK KRENZIEN, LARGE FORMAT PRODUCER/DIRECTOR

- Award-winning IMAX Producer and Director
- 16 IMAX films to his credit, including *The Alps*, *Journey To The South Pacific*, *Humpback Whales* and *Arabia*
- Mark is also an avid Squaw Alpine Backcountry skier (every winter etc)



Dozens of Giant Screen Projects