



Marketing Committee Agenda and Meeting Notice

Tuesday, October 25, 2016 - 2:00 pm
Tahoe City Public Utility District Board Room

NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

Tourism Mission

To promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.

Marketing Committee

NLTRA Board

Brett Williams, Chair
Agate Bay Realty

Committee Members

Eric Brandt
Destination Media Solutions

Carlyne Fajkos
Northstar California

Gregg Gibboney
Notched

Christine Horvath
Squaw Valley/Alpine Meadows

Todd Jackson
Big Blue Adventure

Becky Moore
Squaw Valley Lodge

Giles Priestland
The Ritz-Carlton

Marguerite Sprague
Tahoe Public Arts

Placer County Rep
DeDe Cordell

NLTRA Staff
JT Thompson

Quorum
6 Members with 1 Board
Member

Items May Not Be Heard In the Order They Are Listed

Call in information:

Dial: 712-770-4010

Meeting ID: 961-748

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee 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. (2 - 10 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – (2 min)
 - August 23, 2016
 - September 27, 2016
- E. Discussion and possible approval of WinterWonderGrass Tahoe sponsorship agreement – Thompson (20 min)
- F. Discussion and possible approval of Spartan World Championships, 2-5 year sponsorship proposal – Thompson (20 min)
- G. Discussion and possible approval of Abbi Agency Contract for BACC program "Touch the Lake" – Thompson (20 min)
- H. Discussion and possible approval of Northstar \$10,000 Community Marketing Grant - Thompson
- I. Events & Communications Manager / Welcome Amber Burke to the team – Thompson (2 min)
- J. Departmental Reports Overview (20 min)
 - Conference Sales – J. Neary
 - Leisure Sales – S. Winters
 - Website Content – S. Fallon
 - PR / Social – The Abbi Agency
 - Advertising – Augustine
- K. Committee Member Comments (5 minutes)
- L. Standing Reports (posted on www.NLTRA.org)
 - Conference Activity Report
 - Google Analytics Reporting
 - September Lodging Referral Report

This meeting is wheelchair accessible

Posted and Emailed (10/21/16 5:00 P.M.)



north lake tahoe

Chamber | CVB | Resort Association

PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

MARKETING COMMITTEE MEETING MINUTES Tahoe City Public Utility District Board Room Tuesday, August 23, 2016 – 2 pm

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams, Becky Moore, Carlyne Fajkos, Christine Horvath, Todd Jackson, DeDe Cordell (called in), Eric Brandt (3.00 pm)

RESORT ASSOCIATION STAFF: JT Thompson, Ginger Karl, Sarah Winters, Jason Neary, Sandy Evans Hall, Greg Howey, Dawn Baffone

OTHERS IN ATTENDANCE: Connie Anderson, Erin Casey, Kim Ericksen, Shelly Fallon

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 2.09 pm and a quorum was established at 2.13 pm.

2.0 PUBLIC FORUM

- 2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 M/S/C (Jackson/Moore) (6/0) to approve the agenda as presented.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM JUNE 28, 2016

- 4.1 M/S/C (Moore/Jackson) (6/0) to approve the meeting minutes from June 28, 2016.

5.0 DEPARTMENTAL REPORTS (<http://nltra.org/docs/public/March%20Departmental%20Reports.pdf>)

5.1 **Conference Sales** – Jason reviewed the following items with the committee:

- Completed iDSS training in our new CRM system
- Jason attended ASAE Annual Trade Show in Salt Lake City
- Greg attended Luxury Meeting Summit in San Jose
- Jason also provided sales training to our newest sales manager, Bart Peterson.

5.2 **Leisure Sales** – Sarah reviewed the following items with the committee:

- Attended International Pow Wow in New Orleans
- Partnering with RSCVA on a winter sales mission to Colorado
- UK Sales Mission in November
- Attended the Biggest Little City Summer FAM
- UK SuperFAM is coming to North Lake Tahoe in September

- 5.3 **Web** – Shelley reviewed the following information with the committee members:
- Working on content changes and updating business listing and events
 - More people are submitting Deals
 - Brett recommended that lodging properties use the RSS Feed as a resource for the event calendar. Brett will work with Emily on this

Action to staff (Dawn/JT): Send out another e-mail blast for “Submit Fall/Winter Events.”

- 5.4 **PR/Social** – Connie reviewed the following information:
- Implementing new campaigns to drive the fall visitor
 - #TahoeTop10 campaign will unite all late summer and fall initiatives
 - Working on some giveaways, one for Autumn Food and Wine and for Spartan Race
 - Connie also shared media placements highlights for July
 - Instagram takeover with @daveyhibler gained 107 new followers and created a lot of engagement

- 5.5 **Advertising** – Kim reviewed the following information:
- High Notes Campaign: Campaign engagement rate is 1.52% well above the 1.16% benchmark (This metric measures clicking and interacting with the ad.)
 - For the July 20th 00:15 spot, which aired twice during the nationally Spartan program, the North Lake Tahoe Stand Up Paddle Board commercial received 74,000 impressions. There are more spots airing. September is fall focused and Oct and Dec is winter focused
 - In an effort to explore ways to make the GoTahoeNorth website more user-friendly, the Augustine digital team worked with Red8 and began a deep website discovery
 - The Augustine team held a meeting with key North Lake Tahoe stakeholders to gain insight about visitors and travel to North Lake Tahoe

- 5.6 **BACC** – Ginger reviewed the following information with the committee members:
- Ginger shared the results of the Peak Your Adventure Campaign for August. This had an engagement of 700. Sunglasses and rack cards were delivered to all the music venues
 - Northstar photography was completed
 - Tahoe Timber sunglasses are being given away on social media
 - Slower sales on the High Notes poster so price point was lowered to \$20
 - Ginger shared the shopping local video with the committee members.

Recommendations for Shop Local Video:

The following recommendations were made for the video: ask the merchant that are participating in this to put it on their website so that it will have a better reach. Have the stickers help promote this campaign. Maybe raise the price on the Shop Local stickers.

Recommendations for High Notes Campaign:

The following recommendations were made for the campaign: include High Notes logo on the all music posters or signage. Have conversations with music venues or event producers regarding what the High Notes Campaign is. Give them a “tool-kit” so they can include the logo on their collateral or posters. Locals don’t connect the local music scene with High Notes. There are opportunity to educate the locals with business cards, or website. It was also recommended maybe bringing in some bigger act.

6.0 **EVENT MARKETING TASK FORCE MEETING UPDATE & DISCUSSION – JT THOMPSON**

- 6.1 JT and staff met with a group of event producers last week to work on a strategy for how we can utilize existing human powered sporting events. He shared that \$25,000 has been budgeted for to market human powered sports. This is separate from the grant process that is already in place. JT shared he hopes to have a plan in place by January 2017.

Comments from the committee members:

- Bring more stakeholders to the table including our advertising agency

- Bring all the campaigns under one umbrella, including existing campaigns like Shop Local and High Notes. Maybe call it Soft Adventure as this is what most people resonant with
- Need a brand identity for this (JT is working with Augustine on this)
- Human Powered Sports was to initially to highlight and showcase all the activities we have in our area and this could be soft adventures or endurance sports competitions
- We can do a better job with extending people stay in our messaging
- Todd shared that some of the problems with the existing grant funding process is that event producers works on small budgets, it's hard to upfront \$3000-\$5000 for marketing and then get reimbursed. They also lack knowledge or education on advertising and need help
- Could this be an extension of the already existing grant program with a different criteria?
- Brett suggested maybe NLTRA puts on the money for advertising and help cross-promote the event

JT stated this is work in progress. The next meeting will be held the first week in October. Everyone is welcome to participate and a monthly update will be given at the Marketing Committee meetings.

7.0 2016/2017 WORK PLAN REVIEW AND DISCUSSION – JT THOMPSON

- 7.1 JT stated the 2016/17 Work Plan was already approved by the Board of Directors and it was sent out to the committee members last month for review. Several committee members gave positive feedback and some had questions on the key performance indicators. JT recommended meeting with each committee member regarding the Work Plan.

8.0 2016/2017 FINAL BUDGET REVIEW – JT THOMPSON

- 8.1 This item was tabled until September.

9.0 SIX MONTH PERFORMANCE MATRIX REVIEW FOR POSSIBLE REVISIONS – JT THOMPSON

- 9.1 It was recommended that a few people volunteer for a sub-committee to look at reporting matrix. What do we really want to measure for our marketing plan and strategies? This will need to come back to the Marketing Committee in September.

Action to JT: Schedule meeting with Sub-committee 2nd week of September to discuss Reporting Matrix. (Eric and Carlyne volunteered for his sub-committee)

10.0 CALL FOR PARTICIPATION ON ORG.STRUCTURE TASK FORCE/MARKETING – JT THOMPSON

- 10.1 Sandy gave a little background on how the Organization Structure Task Force was created. She shared 20 people participated on this task force and it was a very healthy exercise in looking at every function the NLTRA does including the branding of the organization. The task force felt the Marketing Department part of our organization does not need to be restructured but it was given directions to look at: 1) Review and augment comparative analysis 2) Evaluate footprint of Cooperative Partnership, look at expanding to Truckee and South Lake Tahoe or other areas for project specific marketing 3) Investigate TBID.

Action to JT: reach out to volunteers of Organization Task Force/Marketing to set-up meeting. (Todd Jackson, Carlyne Fajkos and Eric Brandt volunteered) Also contact committee members that werenot present at meeting today to volunteer (Giles, Marguerite and Gregg)

11.0 EVENTS & COMMUNICATIONS MANAGER HIRING COMMITTEE – JT THOMPSON

- 11.1 JT is looking for volunteers for and interview panel for Judy Laverty's replacement. The job description has changed to Events & Communications Manager.

Actions to JT: Todd and Christine volunteered to help with the interviews.

12.0 COMMITTEE MEMBER COMMENTS -

12.1 No committee member comments.

13.0 STANDING REPORTS

The following reports were posted on www.nltra.org:

- CONFERENCE ACTIVITY REPORT
- GOOGLE ANALYTICS REPORTING
- WEBSITE REFERRAL LISTINGS

14.0 ADJOURNMENT

14.1 The Marketing Committee meeting adjourned at 4.30 pm.

Submitted By:

Anna Atwood
Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association



north lake tahoe

Chamber | CVB | Resort Association

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MARKETING COMMITTEE MEETING MINUTES Tahoe City Public Utility District Board Room Tuesday, September 27, 2016 – 2 pm

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams, Eric Brandt, DeDe Cordell, Marguerite Sprague, Todd Jackson,

RESORT ASSOCIATION STAFF: JT Thompson, Sandy Evans Hall, Jason Neary, Anna Atwood

OTHERS IN ATTENDANCE: Liz Bowling, Kim Ericksen, Erin Casey, Annora McGarry

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 2:07pm and a quorum was not established.

2.0 PUBLIC FORUM

- 2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 There were no changes to agenda.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM AUGUST 23, 2016

- 4.1 **The approval of the marketing meeting minutes from August will be tabled until the next meeting.**

Action to JT: Add the approval of August 23rd minutes on the October agenda.

5.0 DEPARTMENTAL REPORTS (<http://nltra.org/docs/public/March%20Departmental%20Reports.pdf>)

5.1 Conference Sales – Jason reviewed the following items with the committee:

- Jason shared we are in our 2nd month with our new CRM (Customer Relations Management) system and staff is working hard getting everything up and running. We should be able to run reports next month.
- This year there is money in the budget to do customer events and Jason is working on what that will look like.
- Revenue/Bookings are trending a little weak for the future and looking at strategies on what can be done. He shared this is a trend also with the regional hotels.

5.2 Leisure Sales – JT reviewed the following items with the committee:

- Sarah just completed a Colorado road show and met with Ski Bundle, Rocky Mountain Getaways, SkiGroup.net and trained 41 agents.

- Sarah is currently at ASTA (American Society of Travel Agents). North Lake Tahoe is a gold sponsor of the event.
- Sarah will be traveling to Mexico on a sales mission early November and to UK late November.

5.3 Web – JT reviewed the following information with the committee members:

- JT shared Shelly has been updating and working on content for the website.
- JT questioned the committee members when they feel the GoTahoeNorth website should switch from summer to winter.

Comments from the committee members: Leave fall content but change it to a winter message soon as this aligns with our long term strategy of getting the destination visitors here, The timing needs to align with Augustine's messaging but keep a button on the home page "Click here for Fall", Our social efforts with Abbi Agency are really driving our fall message regionally so we still have that message out there, We should be using a unique landing page for every campaign, Brett shared that analytics are better and you can track better.

Action to JT/Shelly: Make the switch on the GoTahoeNorth website from summer to winter in October.

5.4 PR/Social – Liz reviewed the following information:

- Liz will be sharing the Marketing Work Plan at the membership luncheon in October.
- She shared the Pitch Angles and Future Public Relations Campaign.
- They had 12 media attendance at Autumn Food and Wine and it was very successful.
- Abbi had 12 ad placements for August and shared they helped Sarah with several Press Trips.
- Social Media: gained 782 followers on Facebook.
- The Instagram takeovers and Facebooks live has been really successful.

Brett recommended to update the terminology for non-stop vs. direct flights.

5.5 Advertising – Kim reviewed the following information:

- Kim shared the results from the High Notes Campaign continues to do really well.
- Spartan Race's ad is running tonight on NBC Sports. August 23rd ad had 102K impressions. The ad in August were fall focused and tonight is winter focused.
- They put together a ½ page ad focused on meetings in North Lake Tahoe for IMEX Special Show Report.
- They updated the Ski Lake Tahoe Guide for 2016/17 with new photos.
- Their focus groups has been working on the website discovery so that it's more user friendly.
- Augustine is finalizing the 2016/17 Strategic Marketing Plan and shared the two campaigns that are being tested on Social Media; Human Nature and True North. Human Nature is barely edging the True North campaign as of right now. (More Human Nature likes in this group).

6.0 DISCUSSION ON POSSIBLE APPROVAL OF NEW METRICS FOR MEASURING SUCCESS OF THE MARKETING PROGRAMS TO REPLACE THE METRICS IN THE AGREEMENT BETWEEN PLACER COUNTY AND NLTRA IN ATTACHMENT E-1. – JT THOMPSON

6.1 JT explained that the metrics attachment E-1 is used for measuring success of the marketing programs and is submitted to Placer County as an attachment to the contract between Placer County and NLTRA. He met with Augustine, Abbi Agency and some other members of the marketing committee to discuss what metrics needs to be updated and added. JT reviewed the changes that they will recommend for Board Approval in October. Brett recommended under Media Interviews Placements that he indent the percentages Southern California vs. Northern California. The committee recommended adding other relevant percentages to this section. JT shared those numbers are reported on monthly in the marketing packet.

JT questioned Erin with Placer County if it was necessary to include past events grant funding if it didn't get funding in the current fiscal year. Erin recommended just to include what event got funding in the current fiscal year.

6.2 The Marketing Committee voted unanimously to approve the new metrics for measuring the success of the marketing programs to replace the metrics in the Agreement between Placer County and NLTRA in Attachment E-1. (Vote: 5-0 plus proxy for Carlyne Fajkos)

7.0 2016/17 GRANT FUNDING REVIEW, DISCUSSION AND POSSIBLE APPROVAL – JT THOMPSON

7.1 JT reviewed the 2016/17 grant funding applications with the committee members:

- Big Blue Adventure, Great Trail Race: \$12,500
- Big Blue Adventure, Squaw Valley Half Marathon: \$4000
- Fine Arts North Tahoe Fan Club, Tahoe Sierra Century: \$5000
- Lake Tahoe Music Festival: \$5000
- Auburn Ski Club, Squaw Mountain Run: \$2500
- Sierra State Park Foundation, Experience Our Parks: \$3000
- Mourelatos Lakeshore Resort, Tahoe Vista Paddlefest: \$10,000
- TCDA, Tahoe City Wine Walk: \$2000
- TCDA, Tahoe City Oktoberfest: \$2000

A total of \$46,000 was granted by the Special Event Task Force Committee. Included in this year's Special Event Task Force: Amber Burke, Caroline Ross, Lisa Nigon, Kyle Faucher, Carlyne Fajkos, Erin Casey, JT Thompson and Sandy Evans Hall.

Todd Jackson made one recommendation that half the grant money is paid in advance. This helps the event producers when cash flow can be low. Sandy did share NLTRA can work with event producers on paying some of the marketing related bills if they bring them to us.

7.2 The Marketing Committee voted unanimously to approve the FY 2016/17 Special Event Grant Funding recommendations. (Vote: 4-0-1 Abstention Todd Jackson)

8.0 2016/17 ADVERTISING CREATIVE UPDATE AND REVIEW – THOMPSON/AUGUSTINE

8.1 This was covered under Departmental Reports.

9.0 EVENTS & COMMUNICATIONS MANAGER UPDATE AND ANNOUNCEMENT – JT THOMPSON

9.1 JT shared that Amber Burke has accepted the position as the new Events & Communications Manager and she starts on Oct 17th.

10.0 COMMITTEE MEMBER COMMENTS

10.1 Eric shared the Tourism Summit was great but maybe a little low in attendance.

11.0 STANDING REPORTS

The following reports were posted on www.nltra.org:

- CONFERENCE ACTIVITY REPORT
- GOOGLE ANALYTICS REPORTING
- WEBSITE REFERRAL LISTINGS

12.0 ADJOURNMENT

14.1 The Marketing Committee meeting adjourned at 4.20 pm.

Submitted By:

Anna Atwood
Marketing Executive Assistant



WinterWonderGrass Tahoe Music Festival EVENT SPONSORSHIP AGREEMENT

THIS EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made and entered into between WonderGrass California, a Colorado limited liability company ("WGC"), and the North Lake Tahoe Resort Association, a California nonprofit corporation ("Sponsor").

1. EVENT. WGC is the organizer, owner and operator of "WinterWonderGrass Tahoe Music Festival" which will take place on March 31, April 1 & 2, 2017 at a location in Squaw Valley in Olympic Valley, Placer County, California and times as determined by WGC during the term of this Agreement (the "Event"). Sponsor desires to obtain, and WGC desires to grant, sponsorship rights to the Event, all as set forth in this Agreement.

2. Obligations of WGC to Sponsor:

Sponsor will be incorporated into the Event marketing and receive the following benefits:

- a. Inclusion of Sponsor's name and logo in the festival poster, general event signage and activation points.
- b. Inclusion of Sponsor's name and logo on all digital, print and grassroots media.
- c. Inclusion of Sponsor's name and logo on the website home page as a presenting partner.
- d. Inclusion of Sponsor's name and logo on appropriate general event signage used to promote the Event.
- e. Sponsor shall be granted the ability to create unique onsite activations
- f. Sponsor shall be included in daily PA announcements from the stage during the Event.
- g. Sponsor is granted ability to use the official WGC trademarks and logos in promotions, marketing material, website and the like.
- h. Inclusion of Sponsor's name and logo on limited edition commemorative eco-friendly beer mug for the Event.
- i. Sponsor shall receive (10) VIP 3-day tickets / (15) GA 3-day festival passes.

3. Obligations of Sponsor to WGC:

- a. Sponsor shall contribute \$15,000.00 in cash support for the Event, payable as follows: 50% due at signing of this Agreement and 50% Due December 1, 2016.
- b. Sponsor shall provide to WGC, in a timely manner, in-kind assets, benefits and services for a value of \$10,000.00 including but not limited to the following:

- Dedicated E-blast to consumer database of 48,000 active double opt-in list.
- Dedicated outreach to chamber members of 500 local and regional businesses.
- Inclusion in February and March event email blasts to 48,000.
- Social media content inclusion on all social channels leading up to the event as appropriate.
- Public Relations and Social Media scope of work to be developed between Sponsor and WGC.
- Incorporate WinterWonderGrass Tahoe into our winter search and digital efforts.
- Include WGC promotional materials in local and regional visitor centers (Tahoe City, Incline Village, Auburn).
- Distribute information on the Event to Sponsor's international offices in the UK and Australia.
- Distribute information on the Event to Visit California to be included in their national and international efforts.
- 10 street banners to be hung in Tahoe City two weeks prior to event through event conclusion.

If it is impossible or impracticable to provide one or more of the listed benefits, WGC and Sponsor shall consult regarding a substitute therefor, and agree on a substitute promotional or other benefit having value not materially less than that of the unavailable benefit.

4. Economic Impact Assessment. WGC and Sponsor shall work together to share available information and data to develop an economic impact analysis of the Event.
5. Use of Intellectual Property. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of WGC (collectively, "WGC Properties"), including, without limitation, the Event Marks; the Event; and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorialization or other information concerning or in connection with the Event, belongs exclusively to WGC, (ii) Sponsor may use WGC Properties only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such WGC Properties shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to WGC Properties, (iv) all uses of WGC Properties by Sponsor, and all goodwill therefrom, inure to the benefit of WGC, (v) any permitted use of WGC Properties may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by WGC, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.
6. Relationship of the Parties. The relationship of Sponsor and WGC hereunder shall be solely that of independent contractors and nothing herein or in any related

document or representation shall be construed to create or imply any relationship of employment, agency, partnership or any relationship other than that of independent contractors. Sponsor and WGC acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.

7. Attorney Fees. In any proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the non-prevailing party shall pay the reasonable expenses of the prevailing party, including reasonable attorney fees and costs, expert witness fees, fees of consultants and court costs incurred in connection therewith.

8. Counterparts; Scan/Facsimile. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

NORTH LAKE TAHOE RESORT ASSOCIATION

By: _____
Name: JT Thompson
Title: Director of Tourism
Date: _____

WonderGrass California, LLC

By: _____
Name: Scott Stoughton
Title: Owner

Date: _____



BACC: TOUCH LAKE TAHOE + THE ABBI AGENCY SCOPE OF WORK

Project name: Touch Lake Tahoe
Prepared by: Connie Anderson
Projected start: October 1, 2016
Projected end: March 31, 2016

Project Purpose

Why are we doing this project?

The BACC will contract The Abbi Agency on a project basis to execute a content campaign for BACC, specifically Touch Lake Tahoe, with the goal of driving in market visitors to lakeside and communities.

Description & Timeline

What is the how, what and when of our project?

The Abbi Agency will look at creative solutions to reach the project goal. Initially, the agency suggests creating a map that will include coupons to lakeside businesses as well as engaging content on the map. The maps should be distributed to guests checking in at ski resorts.

The map will be supported by a digital map piece and social media promotion as needed.

Desired Results

How will we define success?

Since this is the first year, the agency suggests the following metrics.

1. Distribute 10,000* maps within the North Lake Tahoe area to ski resort lodging guests (*dependent on printing costs)
2. Have a minimum of 14 businesses provide a coupon for the map.
3. Throughout winter season, have 10 percent of coupons distributed turned in to businesses.

Exclusions

What must we remember to exclude?

The Abbi Agency will attempt to target all promotions to in market visitors to manage budget and achieve desired results.

Communication & Reporting

How will we communicate with, and report to, stakeholders?

- The Abbi Agency will communicate with BACC via email or phone communications as often as needed.
- The agency will also provide a monthly status report ahead of the BACC meetings.
- The agency will attend all BACC monthly meetings in person or via phone.

Acceptance Criteria

Who do we need to sign off on this project?

- JT Thompson, Tourism Direction, North Lake Tahoe Resort Association
- Ty Whitaker, Co-Founder & COO, The Abbi Agency



BACC: TOUCH LAKE TAHOE + THE ABBI AGENCY SCOPE OF WORK

Costs

\$20,000 total project budget includes management, design and printing.

BACC to assist in business outreach to confirm coupons.

Approvals

JT Thompson _____ (Sign/Date)
North Lake Tahoe Resort Association

Ty Whitaker
The Abbi Agency

DocuSigned by:
Patrick Ty Whitaker 10/12/2016 (Sign/Date)
07B79C9924FA48B...



Northstar California Resort BACC Marketing Grant Proposal

2016/2017 BACC Grant Request

In order to drive visitation to North Lake Tahoe there must be strong, authentic and targeted content promoting it as the premiere winter destination for guests of all interests and incomes. Northstar will use the BACC marketing grant to curate a team of 8-10 *diverse* ambassadors with different expertise, specialties and locations. Additionally, they will each have established and engaged social audiences on different platforms (such as one who has a strong blog audience, another who specializes on Instagram and another on Facebook) to spread the content distribution to multiple platforms.

These ambassadors will be invited to Northstar this winter, write a piece focusing on North Lake Tahoe, publish it on their proprietary website, socialize it on their social channels as well as share the content with the new Northstar blog, website and other local publications – all within the November 2016 to February 2017 timeframe.

The focus for these ambassadors will be aligning with 4 location specific markets/audiences: **Sacramento, SF Bay Area, Southern California, Local (Tahoe/Reno)**. With the resulting content focused on influencing people with the propensity to travel to choose North Lake Tahoe as their destination. Content can feature experiences, lodging, culinary and events and can be social posts, infographics, articles, listicles and/or photo essays.

Measurement for success will be reported on using:

- Social: reach, engagement, and shares
- Content: page views, outbound links
- Native Advertising: clicks, impressions, CTR

Key Partners

Sacramento - Work with 2 influential and established writers in the Sacramento area that have large Sacramento-based followings and influence.

Content Creation	\$1,500
Social Boost	\$100
Native Advertising	\$200
TOTAL	\$1,800

Southern California - Work with 2 influential and established writers in Southern California – one in the Los Angeles area focused on food and drink and one in the San Diego area who is a well-known authority in the family travel category.

Content Creation	\$1,500
Social Boost	\$200
Native Advertising	\$300
TOTAL	\$2,000

Bay Area – Partner with 2 Bay Area ambassadors. One will have a strong social following in the Bay Area centered around regional travel getaways, fun experiences and trips with friends and family. The other ambassador will have a large blog following and established influence in the Northern California family travel industry.

Content Creation	\$3,000
Social Boost	\$400
Native Advertising	\$400
TOTAL	\$3,800

Local – Partner with 3-4 local influencers. This group of influencers will be current Tahoe/Reno residents, work in the local area and have diverse affiliations and interests to North Lake Tahoe.

Content Creation	\$2,000
Social Boost	\$100
Native Advertising	\$300
TOTAL	\$2,400