



Proposal for consideration by:
The Business and Chamber Advisory Collaboration
Community Marketing Grant Program
For: FY 2017-2018

SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

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

The purpose of the Association is to:

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

SVBA Tax ID # - 68-0471187

Currently the SVBA maintains an annual operating budget of approximately \$45,000. The funding is made up solely by contributions from the above businesses to cover expenses associated with the signage and propane at the base of Route 89/Squaw Valley Rd, marketing and normal business expenses to operate a non-profit corporation.

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

The Squaw Valley Business Association respectfully requests \$10,000 from the Community Marketing program for FY2017-2018 for an off-peak Spring, digital advertising campaign. The \$10k grant would be inclusive of media agency fees and spent with Richter7. We would spend the dollars similarly to our last grant-funded Fall 2017 campaign, by targeting the Southern California market this Spring 2018. The

digital ads will direct guest to a landing page that represents all of our lodging properties equally and in alphabetical order. Our total spend for this campaign will be at a minimum of \$10,000.

Project: Spring shoulder season SVBA digital marketing campaign
Timeframe: For stays post-Easter into May
Messaging: Spring skiing, events and lodging. CTA will be book lodging
Who: SV to design landing page portal that drives traffic to each Lodging Property
Agency: Richter 7
Geo: Targeting Southern California
Campaign: 100% digital spend on social, programmatic and email (similar mix to fall campaign)

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

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

The success of the project will be measured by impressions, clicks and click through rate as well as, most importantly direct click revenue, provided by Richter7. It will also be measured by the referral traffic to partners and revenue tracking by Village at Squaw Valley, Resort at Squaw Creek and SV Lodge

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

Sincerely,

Caroline Ross
Squaw Valley Business Association Representative
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