



ROI Prepared for: The Business and Chamber Advisory Collaboration
Community Marketing Grant Program
For: FY 2016-2017

SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

The Squaw Valley Business Association (SVBA) membership consists 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.

The Squaw Valley Business Association was awarded \$10,000 in 2017 from the Community Marketing Program for a digital media buy with Richter7 that was geo-targeted to Southern California, specifically San Diego and Los Angeles, during the Fall shoulder season. Creative included paid search, email marketing and Conversion Optimized Facebook/Instagram News-Feed Ads. The creative linked directly to a closed landing page promoting Squaw Valley / North Lake Tahoe and a lodging offer from each of our Valley properties, equally and in alphabetical order, with a direct link to their proprietary site.

The campaign ran October 17, 2017 through October 29, 2017. Given the shoulder season and short run, results were very good with 357k impressions, 1.9k website visits and 571 clicks to our respective "Book Now" buttons.

See attached digital campaign performance report from Richter7.

The SVBA only spent \$7,500 out of the \$10,000 that was awarded for our 15-16 campaign and rolled over the savings into this digital media buy, for a total of \$12,700 spent.

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