



Marketing Committee
September 28, 2010

September 2010
Departmental Reports

Print Media for September & October

- Leisure ads: VIA Discover Insert, Adventure Sports Journal, CA Visitor Guide (annual), CTTC Golf Planners (annual), AAA Tourbook (annual)

Internet Media for June & July

- Leisure internet media running: Tripadvisor DMO Campaign, Away.com cpc buy, Facebook Northern CA, Google & Yahoo, Visiting Lake Tahoe Coop

Outdoor

- Current board is up through September

Direct Response

- August database email blast featured Cool Deals, Events and a High Notes message. Blasted on 8/5 and had a 11% open rate and a 1% click thru rate.
- Autumn Food & Wine Festival reminder email blast featured chefs/presenters, signature events and ticketing information. Blasted on 8/23 and had a 13% open rate and 2% click thru rate.
- Fabulous Fall email blast featured events and Cool Deal message. Blasted on 8/21. To-date, email had a 10% open rate and 1% click thru rate.
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GoTahoeNorth.com Website

Completed projects include:

- Special event cool deals with fall categories (AFW, Fabulous Fall, Labor Day, Hot August Nights, High Notes, Thanksgiving).
- Editable Special Event Cool Deals Categories
- AFW ticketing page ongoing updates complete.
- Updates to AFW printable schedule complete.
- Fabulous Fall Splash Page with aggregated tagged events + activities from the GTN event calendar.
- Winter and skiing/boarder sections adjusted with wider layout.
- Formatted new winter photography to replace winter photography no longer under usage site-wide.
- Add social "share" function to event detail pages.
- Video submission form created and tested.
- Hosting move and server software upgrades for lower hosting costs and improved overall performance.

Upcoming projects include:

- Google maps
- Add Donner Summit to resorts + towns. Body copy completed, need to finalize header image, color palette and personality traits.
- SEO page title updates to Tell Your Story.
- Add Happy Hour category to dining cool deals.
- Consider mobile site and mobile applications.
- Re-write of Lodging Detail Page.
- Event Calendar Improvements
- GTN re-launch

September/October Insertions

VIA Magazine - September/October

Circulation: 2,780,000

Demographics:

- 53% female
- \$75,254 median HHI
- 47 median age
- 38% visited Lake Tahoe in past year

Distribution

- 90% Northern CA
- 10% NV & UT

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north lake tahoe

n-is for north

In between the glitter of morning frost on the forest floor and evenings where the sweaters come out and fireplaces glow, North Tahoe's autumn days are warm and brilliant, accented by activities far and wide, including Fabulous Fall - a full itinerary of food, wine, adventure, art and a calendar of events that's as colorful as the season itself.

GoTahoeNorth.com | 800.Tahoe4U
Lake Tahoe No. 1 winter destination with Orbitz.com for the 3rd year straight and No. 2 with TripAdvisor

466_8360 VIA Sept/Oct
Smith + Jones, Inc. 06/18/10 gG
CMYK, 7 x 4.625, PDFX-1a

Adventure Sports Journal - September/October

Circulation: 33,000

Demographics:

- Media age 37
- Male: 60% / Female: 40%
- \$78,850 average HHI
- 94% hike
- 64% mountain bike
- 56% road bike

Distribution:

- 700 locations (Monterrey Bay Area - 20%; San Francisco - 25%; Silicon Valley - 10%; Tahoe - 20%; Sacramento - 5%; Chico - 10%; Fresno - 3%)
- 20% specialty stores and outfitters
- 18% restaurants, breweries, cafes
- 14% sporting good stores
- 13% grocery, health food and juice bars
- 12% health clubs
- 5% university campuses
- 5% races & events

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On the sidelines of the battle between who's more blue - the lake or the sky - are trails that test lungs, stretch legs, fire up the eyes, and wearers that inspire silence. To short, find for the world's adventuresomes. Visit our CoolDeals online for daily rights, shuttle info, and a taste of North Lake Tahoe.

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GoToNorth.com | 800TahoeDU

Take Tahoe by 1 minute convenience with 6400.com for the 2nd year straight and the 7 with 1000.com

486_8351 Adventure Sports Journal Fall
Smith + Jones, Inc. 07/14/10 gG
CM/YK 2/3 Page 62704 x 124375"
PDFX-1a

California Official State Visitors Guide & Travel Planner - Annual Guide
 Circulation: 500,000

Distribution:

- CA Tourism fulfillment packets requested through www.visitcalifornia.com or the toll free number
- Sales missions, consumer and travel trade shows (domestic and international)
- CA Welcome Centers and DMOs
- Overseas contractors
- Sunset Magazine events
- Newsstands

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Every season there's a reason to visit North Lake Tahoe. It's perfect powder and our 12 legendary resorts by winter. In summer there's hiking, biking and beach bombing. Come spring and fall, the Lake's soul-restoring calm will enchant you. And no matter the time of year, there's casino games and massages entertainment to suit every taste. For an easy-to-get-to escape that rests conveniently between Reno/Tahoe International and Sacramento International, now is the season to visit North Lake Tahoe.

FEATURED PARTNERS

<p>Granddazzle Lodge 877.552.0288 GrandDazzle.com</p> <p>74-acre resort with Bed & Breakfast Packages from \$74/night and interesting golf resort & 15 Stay Packages from \$114/person. Minutes from Lake Tahoe.</p>	<p>Hyatt Regency Lake Tahoe Resort, Spa & Casino 888.699.7568 LakeTahoe.Hyatt.com</p> <p>Lakefront luxury for every season. World-class amenities, 20,000 sq. ft. spa and dining, dining and Tahoe's only private beach. Minutes from skiing and golf.</p>	<p>Cal Neva Resort & Spa 800.225.6282 CalNeva.com</p> <p>The historic Cal Neva Resort offers 199 lake view rooms and suites, restaurant and spa. Skiing and golf nearby. Ask about our historic tunnel tour!</p>	<p>The Village at Squaw Valley USA 866.818.6963 TheVillageAtSquaw.com</p> <p>The Village, located atop world-class Squaw Valley USA, is a four season destination featuring world-class lodging, shopping, dining, events and four season activities.</p>
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GoTahoeNorth.com | 800.Tahoe.4U

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Gold Country Media - Tahoe Page - September

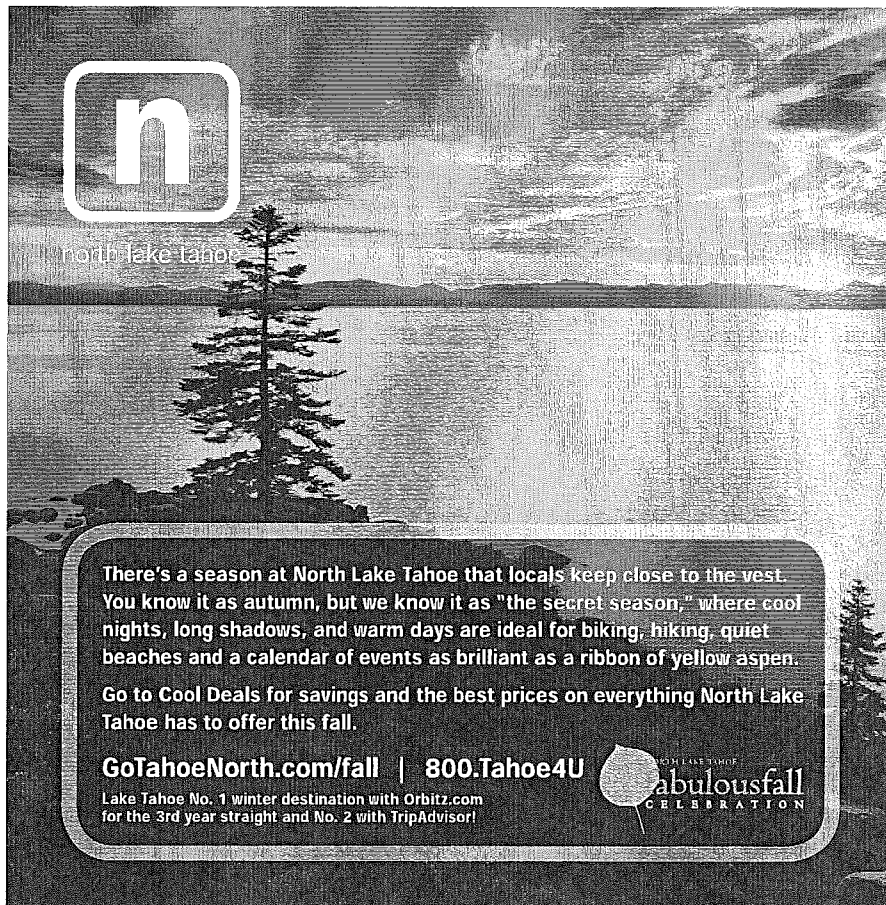
Circulation: 93,902

Demographics:

- 61% male
- 39% female
- 48% adult 25-54
- 32% visit Tahoe in past 12 months

Distribution:

- Auburn Journal
- Placer Herald,
- Loomis News
- Lincoln News Messenger
- Roseville Press-Tribune
- Folsom Telegraph
- Colfax Record
- El Dorado Hills Telegraph



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There's a season at North Lake Tahoe that locals keep close to the vest. You know it as autumn, but we know it as "the secret season," where cool nights, long shadows, and warm days are ideal for biking, hiking, quiet beaches and a calendar of events as brilliant as a ribbon of yellow aspen. Go to Cool Deals for savings and the best prices on everything North Lake Tahoe has to offer this fall.

GoTahoeNorth.com/fall | 800.Tahoe4U

Lake Tahoe No. 1 winter destination with Orbitz.com for the 3rd year straight and No. 2 with TripAdvisor!

abulousfall
CELEBRATION

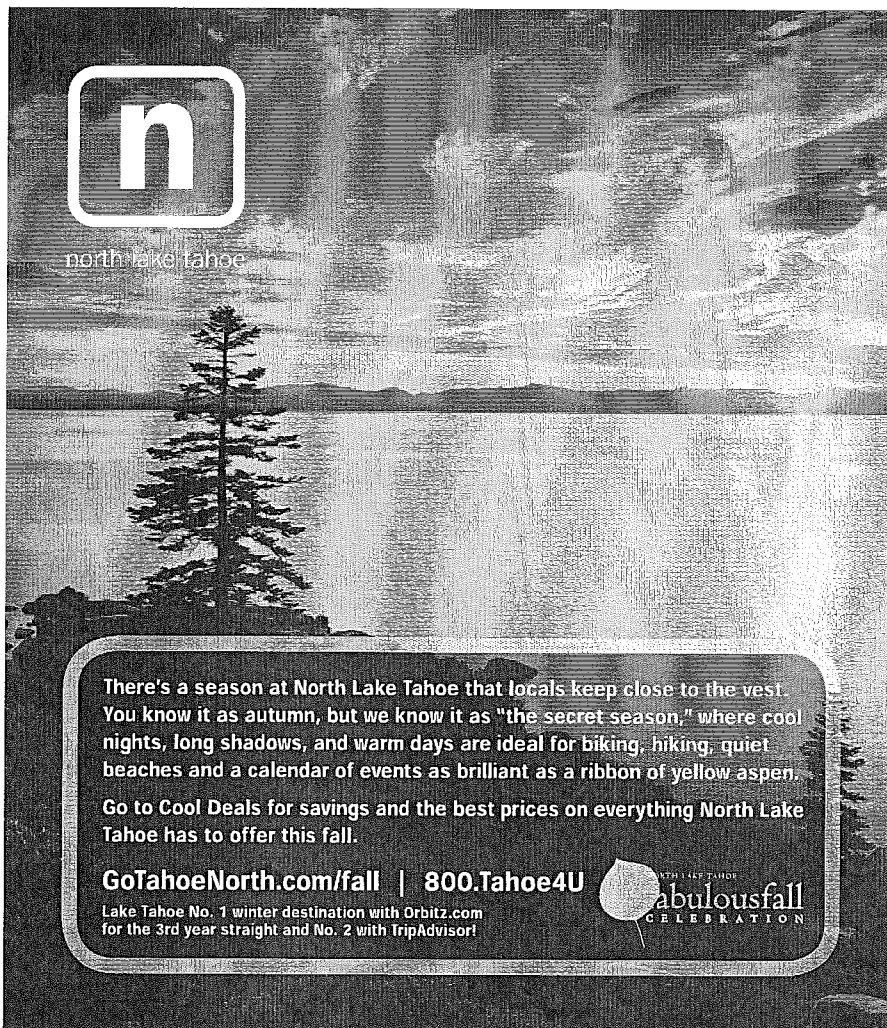
Sacramento News & Review - September

Circulation: 80,000

Demographics:

- 19.9% female
- 21.1% male
- 22.4% age 18-29
- 24.5% age 25-54
- 47.33% age 25-49; Index: 101
- 39.46% age 35-54; Index: 107
- 32.02% visit Tahoe in past 12 months; Index: 168
- 17.95% attended rock concert; Index: 187
- 23.72% attended other concert (Jazz, Big Band); Index: 231

Distribution: Sacramento market



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CELEBRATION

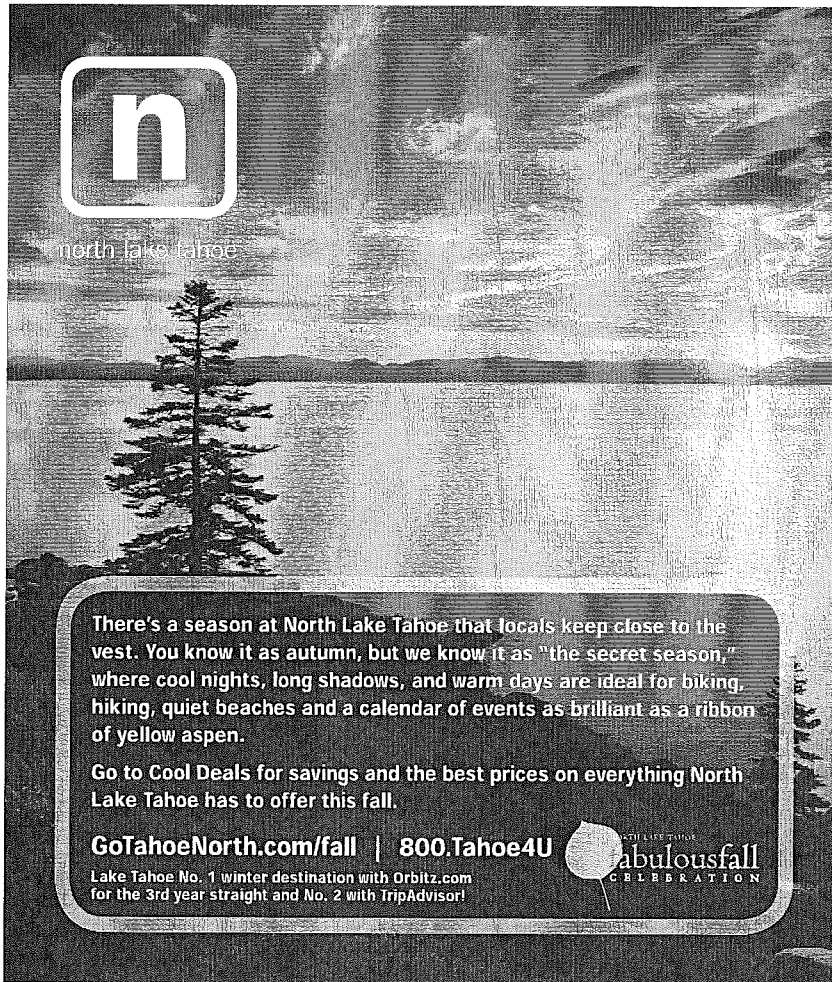
San Francisco Weekly - September

Circulation: 100,000

Demographics:

- 54.64% age 25-49; Index: 116
- 47.17% age 35-54; Index: 118
- 21.14% visit Lake Tahoe past 12 months; Index: 98
- 21.52% attended a rock concert; Index: 159
- 18.22% attended other concert (Jazz, Big Band); Index: 152

Distribution: San Francisco



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THE FALL TRIP
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CELEBRATION

CALSAE/The Executive - September/October Reno-Tahoe
Circulation: 1,500 (non-paid)

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Beyond the beauty of North Lake Tahoe are the brains: the venues, personnel and infrastructure that make getting down to business as pleasant as escaping it. It's a rare balance of mother nature and human nature that makes for one very productive gathering that won't soon be forgotten.

- More value with special rates and deals
- Free professional planning services
- Easy access to Reno/Tahoe International Airport
- Frequent & affordable daily airport shuttles

To submit an RFP to the North Lake Tahoe VCB or to download our newsletter, visit:
GoTahoeNorth.com/meetings | 800.462.5196

Lake Tahoe No. 1 winter destination with Orbitz.com for the 3rd year straight and No. 2 with TripAdvisor!

446_8363 CALSAE Sept/Oct
Smith + Jones, Inc. 06/17/10 gG
CMYK, 7 x 4.583", PDFX-1a

PMPI/Potomac Memo - September/October
Circulation: 1,300 (50% planner/50% supplier)

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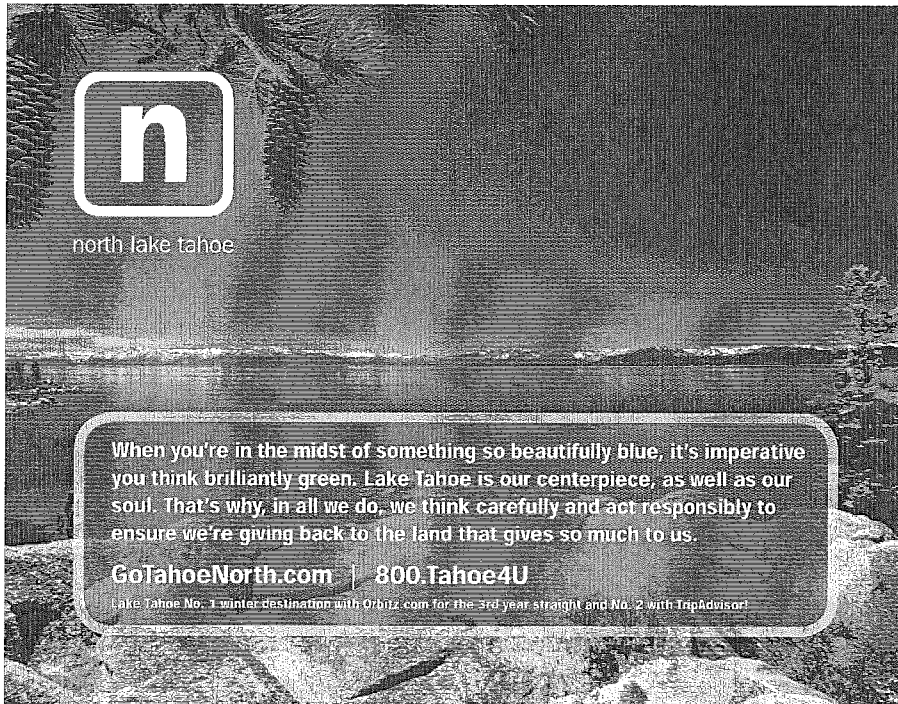
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446_8385 Potomac MPI Sept/Oct 2010
Smith + Jones, Inc. 07/15/10 gG
CMYK, 7 x 4.583", PDFX-1a

CTTC Sustainable Tourism Symposium Conference Program



Conference Department Report Marketing Committee Meeting September 2010

In September the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities

Staff attended the RSCVA Directors of Sales Meeting. This meeting is a monthly meeting that brings together the Directors of Sales of all of the Reno hotels along with the Directors of Sales from the NLTRA and LTVA. These meetings are an excellent opportunity to network with the Reno hotels and Reno bureau as well as stay current on regional activities taking place in the meetings industry.

Staff attended the Affordable Meetings Trade Show in Washington, DC. HSMIA's Affordable Meetings[®] National is the ideal forum where planners, properties and suppliers come together to do business – attracting motivated planners from all sectors of the industry who attend looking for quality resources to enhance their meetings and events. Attendees represent corporate, association and independent sectors, government, non-profit, education, religious and medical/healthcare organizations, trade show management and the military. This year's show attracted roughly 1500 meeting planners. Staff also hosted a dinner event one evening with 4 top customers.

Staff attended the first annual M&C Magazine "Interact" in Miami. M&C Interact is the premiere face-to-face event for the meetings industry. With over 40 meeting planners in attendance, we had a variety of options for our pre-scheduled appointments. During the three day event we were able to network with all of these planners and are hopeful that we will generate a number of group bookings as a result.

Staff hosted a site inspection for the National Association of State Retirement Agencies. This program is expected to bring in 1500 room nights and in excess of \$300,000 in room revenue alone. With incremental spending, this group will bring in well over \$600,000 to the area during August 2012. They are also considering Monterey for this event. We expect a final decision in mid-October.

Staff, along with Smith & Jones, has been working vigilantly collecting information for the new conference planning guide and website upgrade which are currently in production.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of September staff made over 800 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat

TRAVEL TRADE

- Conducted Canadian Sales Mission
 - Ski agents trainings at the Lodging Company reaching a total of 35 agents. The Lodging Company sells ski globally with their biggest market being the US. Canadian bookings to Lake Tahoe have potential to grow as their dollar is currently trading equally with the US Dollar. The Lodging Company is a top (if not the #1) ski wholesaler for many NLT lodging properties. Last year after staff's first time training their agents, Ski Tahoe North interchangeable bookings grew by 400% over the previous season.
 - Sales call to HotelBeds.com, operating as a huge global receptive. They have just finished building ski packaging capabilities and will be a great resource for further tapping into the Latin American markets, among others, not to mention all of the North American, UK and European bookings they are already responsible for.
- Worked with partners to finalize itinerary for a UK/Irish SuperFAM sponsored by CA Tourism and British Airways consisting of 14 call center and travel agents. Staff worked closely with the UK office and the CTTC and has an extra night dedicated to North Lake Tahoe over South Lake and Mammoth.
- Finalizing itinerary for annual Colorado sales mission with the Hyatt Regency, Northstar, Tahoe Mountain Resorts Lodging, The Ritz Carlton Highlands, The Resort at Squaw Creek, The Village at Squaw/Squaw Valley Ski Corp. and the Squaw Valley Lodge all to join.

FAMs

- Hosted Vacation Roost/Mountain Reservations' new market manager, Mark McGill on a familiarization visit after setting up his itinerary.
- Autumn Food and Wine FAM with Alpine Adventures
 - Staff hosted Lauren Carter, VP of Alpine Adventures, a high end wholesaler based out of Ft. Lauderdale as she is looking to bring a leisure group into North Lake Tahoe next fall. The event proved to be a success and she is currently putting a proposal together for the group for 2011.
 - Alpine Adventures has recently added more North Lake Tahoe hotels and has increased overall NLT exposure in their new brochure which is currently in print.
- Hosted Stefan Henseke, German freelancer on assignment for the Berlin Currier (Berlin's largest daily newspaper) to highlight late summer/early fall in North Lake Tahoe.

MISC

- Staffed the 25th annual Autumn Food and Wine Festival as the Culinary Team Leader.
- Finalized all details for Ski Lake Tahoe's domestic ski shows including designing and ordering a new booth, furniture, shipping, logo item giveaways, a Southwest Vacations co-op marketing promotion as well as additional marketing opportunities with each of the ski show promoters

Special Event Departmental Report
September, 2010
Submitted by Judy Laverty

1. Consulted with Gilwee Public Relations on their new event, Lake Tahoe Restaurant Week. Merged the event date so it spanned the week prior to Autumn Food & Wine Festival, to end on Sunday September 12 the final day of the Festival. This was a natural for cross promotion and gave LTRW and AFW more press coverage than if each event were to stand alone.
2. Produced and directed the 25th Anniversary Celebration of the Lake Tahoe Autumn Food & Wine Festival, September 10-12 at Northstar. Staff developed the program for the three day festival including vendor fair, marketplace, sponsorship development and servicing, art show, live entertainment, wine and spirits seminars, cooking demonstrations, celebrity chef appearances, luncheons, Northstar restaurant seminars, the welcome reception at the Ritz-Carlton, Lake Tahoe, Sunday Grand Tasting and incorporated North Shore restaurant special events and winemaker dinners into the program.
3. Staff wrote all copy for www.tahoefoodandwine.com maintained daily updates and content management. Copy was also incorporated into email blasts, print collateral and live media.
4. Developed email blast to membership calling for Autumn Food & Wine Cool Deals lodging packages for the www.gotahoenorth.com website.
5. Staff worked closely with Northstar events director to develop the overall operations and logistics plan. With the entire NLTRA staff and the Northstar Resort staff, executed the event onsite at the Village at Northstar. Three additional events (Welcome Reception, Celebrity Chef Luncheon and the Edible Reno/Tahoe launch party) were held mid mountain at the Ritz-Carlton. The feedback from the guests was overwhelmingly positive, the events from the operations and logistics side were seamless, and preliminary reports show revenues are on pace with last year.
6. Staff participated in numerous meetings, a 2-1/2 day site visit, and discussions with the Amgen Tour of California Bike Race producers. The NLTRA, in conjunction with the South Lake Tahoe VCB is bidding to be host cities for the overall stage one start, stage one finish, and stage two start. If we are awarded host cities status, this will event will have an enormous economic impact on the basin, and possibly the largest economic and public relations impact since the 1960 Winter Olympics.
7. Started preliminary planning and discussions with ski resort partners for the December 2010 Learn to Ski promotion.
8. With agency and Tourism Director, developed the Fabulous Fall Festival promotional launch.
9. Met with the 2010 Tahoe Stand Up Paddleboard Race director for updates on the summer long paddleboard race series.
10. Attended the Marketing Committee meeting.



professional creative services

September 2010 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- keeping up with the calendar of events
- maintaining Fabulous Fall events on its separate calendar
- posting featured events on home-page link
- keeping up with posting event videos
- making requested copy changes to organization pages
- making requested image changes to organization pages
- starting to switch out images
- going over content and creating bullet points/headers for better readability within categories
- keeping up with images on the Flickr Account
- finding better photos for properties / businesses and switching out
- posting video to individual organization pages for enhancement
- posting press releases as they come in
- corresponding with local businesses, answering questions via email/phone on the site
- checking site 7 days a week for any issues, links, errors, etc.

Shelley A. Fallon · PO Box 1468 · Kings Beach, CA 96143 · fallon@taoeguide.com · (530) 546-9393 · fax (888) 308-9108

fallonmultimedia.com

**NORTH LAKE TAHOE MARKETING COOPERATIVE: SOCIAL MARKETING REPORT
 SEPTEMBER 22, 2010
 PREPARED BY RKPR INC.**

Snapshot

SOCIAL SITE	JULY 2010	SEPT. 2010	% INCREASE
Facebook "Likes"	2492	2761	11%
Facebook Active Users	436	522	20%
Twitter Followers	1536	1690	10%

Facebook

- Launched custom Welcome page featuring images and NLT branding (screen shot attached)
- 60% Women, 38% Men and 2% DND
 - Women 25-34 comprised 19% of the fans followed by 16% of women age 35-44
 - Men 25-34 comprise 11% of the fans followed by 9.5% between the ages of 35-44
- Photos continue to increase with Fan submissions for the photo contest
 - 80 photos received from page followers since July contest started
- No current promotions running; awaiting additional prizes after fall busy season
 - Recommend: single day or multi-resort lift tickets, free equipment rental at ski resorts, tickets for Crystal Bay Club shows, dining gift certificates, room nights, etc.

Twitter

- 1690 followers
- NLT on 119 lists developed by followers
- Ranks in the 97.84 percentile for retweets (*Retweet rank is a representative of the number of times a user has been retweeted by others recently*)
- Ranked #1 in North Lake Tahoe area by Twitaholic

Blog


- Five posts August – September covering family activities, Lake Tahoe Restaurant Week, Fabulous Fall Celebration and lodge-to-lodge kayak tours
- Analytics currently set up through website

Flickr

- Benchmarking at 22 contacts, 100 items and 3,374 total views
- Securing additional photos to increase photo stream
- Joined multiple groups for photo sharing across network

YouTube

- Benchmarking at 30 subscribers and 26 friends; 2,828 channel views; 16,542 upload views; 14 uploads
- Working with TahoeTV to secure video files for consistent uploads of new content
- Enhancing playlists, page layout and friends/subscribers



Lake Tahoe North

520 Monthly Active Users







6 Daily New Likes

0 Daily Post Views

2 Daily Post Feedback

66 Friends Like This


6 of 86 Friends

 Matthew B. Brown	 John Ascuaga	 Melissa Haughey
 Brett McGinnis	 Andrea Schel	 Emily Stratton

Lake Tahoe North SWEET DEAL! Tahoe Biltmore has midweek room rates from as low as \$29/night. Check out this deal and more at <http://www.gotahoenorth.com/cool-deals> on Monday, Dec 14.

Wall Info Welcome RSS/blog Notes Photos >> +

Powered by **pagemodo**

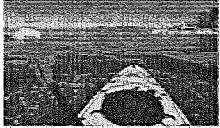




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180 Degrees of Adventure

Experience It All

north lake tahoe

Cool Deals


Lake Tahoe deals are constantly changing. With all of the specials and discounts available, it makes sense to see what you can save on before your next vacation. We'll keep you posted on resort and hotel specials and ski discounts so you can put together the vacation package of your dreams. Come back often and see what Lake Tahoe deals and discounts we've got.

Events and Adventures

Mark our words: North Lake Tahoe doesn't do boring. Summer, winter, spring or fall, we stuff our lives full of the events and activities that surround us; and we make sure those who visit Lake Tahoe's North Shore can dive in and enjoy themselves in similar fashion.

Create an Ad

Facebook Pages



Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love.

More Ads



**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
September 20, 2010**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities in North Lake Tahoe.
- B. Drafting Winter Media Materials – drafting and sending to targeted media outlets, as well as producing flash drives with pertinent information.
- C. Hosted 15 journalists as part of the Lake Tahoe Autumn Food and Wine Festival (27 total including spouses), as well as the Associate Editor of Triathlete Magazine (most widely read triathlete magazine in the world).
- D. Drafting advertorial copy for LA Magazine.

II. News Releases – 5 news releases in the works

- A. What's New this Winter in North Lake Tahoe – drafting
- B. Historic Fish Hatchery Chamber Mixer (October 1) - drafting
- C. Annual Board Meeting and Luncheon (October 13) – drafting
- D. Chamber Education Train the Trainer (TBA) – on hold
- E. Sierra Sun Haunted House Chamber Mixer (October 28) – on hold

III. News Releases – 9 news releases distributed since our August 17 report

- A. Tahoe's Fabulous Fall Celebration Kicks Off in September
- B. Community Marketing Grant Applications Due October 8
- C. North Tahoe Holiday Showcase Chamber Mixer is September 8
- D. Tahoe Lodge-to-Lodge Kayak Tour is September 23-26
- E. Lake Tahoe Food and Wine Festival Celebrates 25 Years (VNR)
- F. NLTRA Retains SearchWide to Identify ED/CEO Candidates
- G. The Art of Public Speaking Workshop is September 14
- H. Learn How to Modernize Your PC at September 21 Demo
- I. Lake Tahoe Autumn Food & Wine Festival Winners

IV. Media Leads – 40 media requests we've responded to since our August 17 report (does not include those journalists we've actively pitched)

- A. Freelancer Fred Wright – coordinating press trip via RMC, 8/17
- B. Wine blogger Melanie Ogren – coordinating AFW tickets, 8/17
- C. Reno Gazette-Journal – Johnathan Wright, AFW photo shoot, 8/20
- D. Tahoe Quarterly – Opening Day at the Lake, images, 8/20
- E. Moonshine Ink –Xterra sidebar story details, 8/20
- F. StarkSilverCreek.com – Clinton Start, AFW details, 8/20
- G. Triathlete Magazine – Lauren Ventura, press trip, 8/20
- H. Dallas Morning News – Walt Roessing, what's new this winter, 8/20
- I. CTTC Mexico Office – Victoria Osorio, major winter events, 8/20
- J. ExploretheUnexpected.com – Stone Siegel, AFW images, 8/20
- K. OntheSnow.com – Jill Adler, Tahoe nightclubs, 8/23
- L. CTTC Mexico Office – Victoria Osorio, meetings details, 8/23
- M. Mountain News Corporation – Rob Brown, press trip, 8/23
- N. Dallas Morning News – Walt Roessing, SnowFest details, 8/24
- O. The Weekly – Nicole Cheslock, AFW media materials, 8/24
- P. Budget Travel Magazine – Beth Collins, lakeside drives, 8/24
- Q. CTTC Office – Lauren Meyer, AARP Magazine, non-ski activities, 8/25
- R. Quarter Horse News Magazine – Katie Tims, images, 8/27
- S. Reno Gazette-Journal – Johnathan Wright, AFW interview, 8/27
- T. PreserveNation.org – Fabulous Fall Celebration, 8/27
- U. Freelancer Ken Van Vechten – contact information for JT Holmes, 8/30
- V. Tahoe Magazine – Amy Edgett, top 10 winter events, 8/30

- W. SF Chronicle – Will Kane, Labor Day travel statistics, 8/30
- X. Freelancer Ken Van Vechten - number of Tahoe ski resorts, 8/31
- Y. The Discovery Channel – Lake Tahoe story angles, 8/31
- Z. Thrillist.com – Grant Marek, insider travel for males 20-30, 8/31
- AA. Edge Publications – Robert Israel, press trip, 9/2
- BB. Your California Show – Randy White, interview, 9/2
- CC. Association News – Jamie Stringfellow, story angles/images, 9/8
- DD. KOWL-Radio – conducting AFW interview, 9/8
- EE. Capital Public Radio (NPR) – Ben Adler, summer statistics, 9/10
- FF. Horizon Air Magazine – Sarah Hathaway, Tahoe winter, 9/13
- GG. Reno Gazette-Journal – Siobhan McAndrews, AFW images, 9/14
- HH. CTTC Mexico Office – Victoria Osorio, fall/winter events, 9/14
- II. Nuestro Mexico – Jorge Alvarez Salazar, images, 9/14
- JJ. KGO- Radio (SF) – Terry Adams, coordinating interview, 9/14
- KK. Successful Meetings Magazine – Leo Jacobson, what’s new, 9/14
- LL. eHow.com – Zachary Choteau, AFW images, 9/15
- MM. LA Magazine – Isaac Caruso, images, 9/15
- NN. Freelancer Kay Harwell Fernandez – Chocolate Festival, 9/20