



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE Thursday, September 8th, 2016 – 3:00pm Tahoe City Visitor Center

Mission of the North Lake Tahoe Chamber of Commerce

“To take specific actions to help improve the opportunity for local businesses to achieve and sustain success: to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community.”

Meeting Ground Rules inclusive of the 9 Rules of Civility

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments

Business Association and Chamber Collaborative Members

NLTRA Board:

Adam Wilson

Committee Members:

Caroline Ross, Chair

Squaw Valley Business Assoc.

Stephen Lamb

PlumpJack Inn

Stacie Lyans

Tahoe City Downtown Assoc

Jaclyn Woznicki

Trunk Show

Rob Weston

West Shore Assoc.

Lisa Nigon

West Shore Café

Brad Perry

Incline Community Business Assoc.

Blane Johnson

Sun Bear Realty

Amber Burke

Northstar California

Amy Kylberg

Northstar California

Joy Doyle

North Tahoe Business Assoc.

Ginger Karl

NLTRA

County Representative

Erin Casey

Quorum

Majority including 1 NLTRA Board Director

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

To call in: Dial (605) 475-3220

Enter Participant code: 547298#

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Business Association and Chamber Collaborative 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. (3 minutes)
- C. Agenda Amendments and Approval-MOTION
- D. Approval of the Meeting Minutes-MOTION (pg. 1)
-Thursday, August 11th, 2016
- E. RFQ Presentation & Discussion (15 Mins)
- F. Peak Your Adventure Update & Discussion (10 Mins) (pg. 4)
- G. High Notes Discussion (10 Mins)
- H. Shopping Campaign Update (5 Mins)
- I. Shop Local Holiday Contest Discussion & Action Items (15 Mins) (pg. 6)
- J. Touch the Lake Campaign Discussion & Action Items (15 Mins) (pg. 8)
- K. Northstar Marketing Grant Request Update (5 Mins)
- L. Special Event Grants Task Force Update (5 Mins)
- M. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- N. Adjournment



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PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Thursday, August 11th, 2016– 3pm

North Lake Tahoe Visitor Center Phone Conference

PRELIMINARY MINUTES

ATTENDANCE: Stacie Lyans, Lisa Nigon, Amber Burke, Adam Wilson, Erin Casey, Joy Doyle, Mike Young (everyone called-in)

NOT PRESENT: Caroline Ross, Stephen Lamb, Jaclyn Woznicki, Rob Weston, Brad Perry, Blane Johnson, Amy Kylberg

OTHER IN ATTENDANCE: Connie Anderson (Abbi Agency), Nicole Duxbury (Abbi Agency), Carlyne Fjkos (Northstar)

STAFF IN ATTENDANCE: Ginger Karl, JT Thompson, Anna Atwood

OTHERS IN ATTENDANCE:

A. Call to Order - Establish Quorum

- Meeting was called to order at 3.03 pm.

B. Public Forum

- No public forum.

C. Agenda Amendments and Approval

- **M/S/C (Doyle/Burke) (6/0) to approve the agenda as presented.**

D. Peak Your Adventure Update

- Connie with The Abbi Agency gave an update on the Peak Your Adventure Campaign. Total us of the hashtag on Instagram with #TahoeView: 700. There is advertising running on social media. 8 pairs of Tahoe Timber sunglasses are available for winners. Winners are being contacted through Instagram each week. This will continue throughout the rest of the campaign. Connie stated sometimes giving out prizes through Instagram and Facebook has been a bit challenging. Lengthy process sometimes getting a hold of the winner. Connie shared that the new photography taken this season at Squaw and Alpine is used for #TahoeView campaign and advertising.
- NTBA and Northstar shared they have had good responses on the on-site promotions give-aways of the sunglasses.
- One recommendation to the photography was to get more images from “top of mountains” with the views. Ginger and Amber shared it was a challenge and it was also very smoky on the lake due to forest fires in the area. Ginger also noted that they will add people of ethnicity to the photoshoot next time.

E. High Notes Update

- Out-of-Market Updates:
- JT stated he is looking to have visitor's complete 1,200 intercept surveys. (20% has been completed so far.) He shared it has been a struggle to find people to do this. If you have

any suggestions please forward their contact information to JT. T-shirts will be given away to the people taking the surveys. JT also gave an update on out-of-market advertising. Radio is throughout the month of August in Sacramento and Reno. (It's updated every two weeks.) Ad buys were done in addition for TV and online advertising with Spectrum Reach in Sacramento and also locally. This has been doing great. Amber shared Northstar were left out of the commercial. JT stated he can change it.

- High Notes posters update: TCDA: Sold about 10-15 posters, slow start, lower price point helped, they have been selling at Farmer's Market too, people don't know what High Notes is. Maybe highlight the venues on the posters, giveaways would be ok in the end. NTBA: sold about 7, overpriced, still thinks \$20 is on the high side, people still don't know what High Notes is. More important to get the poster distributed to get the name out. Staffing is a problem, there are no dedicated person. (Same problem with TCDA and Northstar.)
- Ginger stated moving forward there is a need to work closely with the music venues to make sure the High Notes message is incorporated in their messaging.
- Erin shared people don't know the brand. Locals don't make the connections between the free music and the High Notes Campaign. Maybe use the posters as a more promotional item to market the free music.

Action to JT: Find out why Northstar was not included in commercial and add them.

Action to Ginger: Share the results from the radio station with the committee members.

F. Shopping Campaign Update w. Final Shop Local Video

- Ginger questioned if there were any more comments on the final shop local video? Joy feels Kings Beach is not featured. Ginger explained that Kings Beach would be featured in the destination video. This video will go on ShopNorthTahoeTruckee.com. This goes to the Marketing Committee for review and then the Board of Directors. The shopping campaign will be on the agenda for discussion in September.

G. Northstar Marketing Grant Request Update

- Carlyne presented that they would like to use the \$10,000 grant funding for a new idea this year. She stated there isn't enough timely, relevant content for the Northstar magazine that was done in the past. It will be an interactive kids, family activity book that would be educational and very engaging. It would include fun facts "How to build your own s'mores", leaning sections, family skiing activity etc. It would be printed on recycled paper and have a possible pre-paid postcard on the back.
- Joy questioned how that would help market Northstar and North Lake Tahoe. Northstar will do some work on this and give the committee and update in September.

Action to Ginger: Add Northstar Marketing Grant Request Update to the September agenda.

H. Special Event Grants Update & Task Force Request

- Ginger stated the Special Event presentations to the Task Force is scheduled for Wednesday, September 21, 2016 with a follow up meeting on Thursday, September 22nd. The application deadline is Friday, September 9th. Ginger shared it's been posted to our website. Erin Casey and Amber Burke volunteer to sit on the Task Force.

Action to JT: add Special Event Grant representation on the Marketing Committee agenda.

I. Committee Member Reports/Updates from Community Partners

- **Northstar: Tahoe Stars Tours (Every Thur, Fri and Sat evening through September 3), Mountain Kids Cook-Off (Sunday, August 21st), Autumn Food and Wine (September 10 & 11), Labor Day Tent Sale**

- **Homewood: Lake Tahoe Concours d'Elegance Boat Show (Aug 12 & 13), Craft Beer & Food (Aug 28)**
- **Kings Beach: Ta-Hoe Nalu (Aug 12-14) with no concert on Friday. 3 more concert this summer.**
- **Tahoe City: 4 concerts left – ends on Labor Day Weekend, Labor Day Tent Sales, Oktoberfest – Gatekeepers Museum on Oct 1st.**

J. Adjournalment – meeting adjourned at 4:05 pm.

Submitted By:
Anna Atwood
Executive Assistant
NLT Chamber/CVB/Resort Association



BACC – Peak Your Adventure Update August 2016

Strategy

Partner with resorts around the lake by providing social followers with a summer itinerary and places to capture the perfect Lake Tahoe view. Collect user-generated content by setting up photo op spots around the properties.

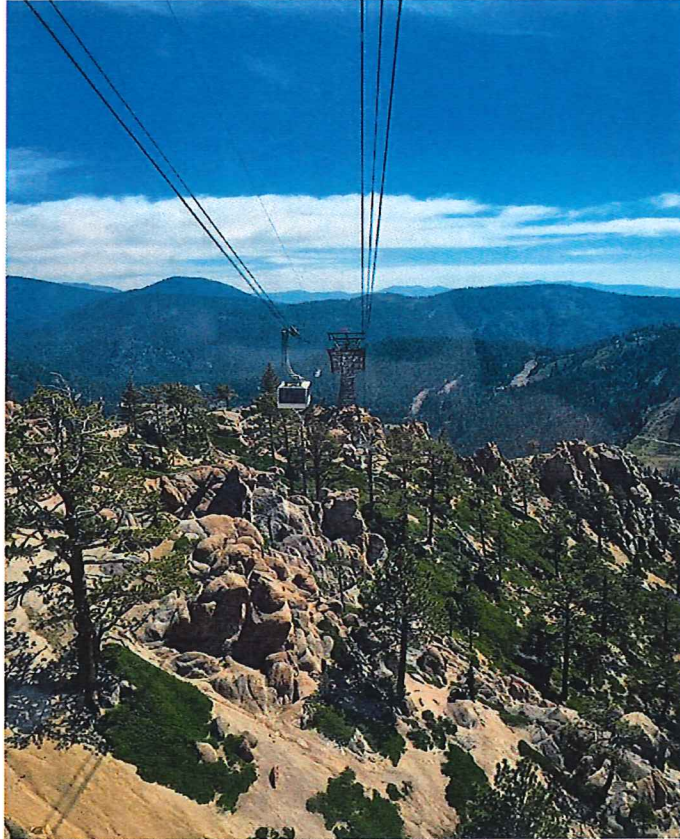
Campaign Objectives:

1. Encourage engagement with mountainside communities between the months of June and September
2. Encourage digital exploration of the Tahoe Views online via social media and the website.

Social Media Results to date:

- 902 uses of hashtag #TahoeView
- 73,067 reach
- 50,133 engagements
- 2 pairs of glasses have been delivered (3 additional addresses have been sent to Ginger & JT)
- Grand Prize: We will give away two pairs (his and hers) of Tahoe Timber sunglasses to Grand Prize winner
- *Number of shots taken at a selfie station:* We can estimate based on the number of photos that used #TahoeView and are geo-tagged at either of our resorts. However, this is not an exact number. Many people are taking photos at or near the selfie stations but are not using location tags. Alternatively, some are using a resort hashtag (i.e. #squawvalley) to demonstrate where the photo was taken. Using this method, we were able to "verify" six uses of both the hashtag and a location tag to our resorts.
- Below are a few examples of the phenomenal UGC:





Advertising:

- Tahoe.com advertisement wrapped up August 31. Will receive final report in September
- Social Media advertising will end September 5.
- Tahoe Visitors Guide ad is still in market

Shop North Tahoe Truckee Holiday Contest & Year-Round Campaign 2015 Checklist

updated November 7, 2015

TO DO NOW:

Solicit Retailers to participate in holiday contest & year-round program

All partners solicits retailers in their district (must be members of one or more of the partner organization(s) and have them fill out online registration form ASAP and no later than **Nov 16th**.

Link to Register: <http://shopnorthtahoetruckee.com/programs-events/holiday-contest-business-registration/>

Registrants receive a confirmation email, business name listed on site and link to their business website.

POST CONTEST POSTERS AROUND REGION

November 17th-21st

Marketing & Holiday Contest Materials Distribution to Participants/Business Associations by NLTRA

Shop Local Holiday Packet to include:

Shop Local Holiday Contest Cards

Sticker Sheets (154 Dots Per Sheet)

Holiday Contest Cheat Sheets (Business Instructions)

Each District will have an assigned dot color sticker:

Truckee-Hot Pink

Tahoe City-Purple

Incline Village-Yellow

Kings Beach- Hot Orange

Northstar-Pastel Green

Squaw Valley-Light Tan

West Shore-Gray

Nov 6 through December 20

Marketing to partners' constituents

Promote to members / databases and announce results and drawing winners through their normal marketing channels; newsletters, email newsletters, social media, websites, etc.

Nov. 27th

Program goes live

DECEMBER 2nd

MORE CHANCES TO WIN!

More chances to Win: to be listed on www.ShopNorthTahoeTruckee.com

Hospitality Holidays/Shop Local Event

Wednesday, December 2nd

North Tahoe Event Center, Kings Beach

5:00pm-8:30pm

Free & Open to the Community

30+ Shop Local Vendors

Live Local DJ-Mr. D DJ

FREE Photos with Santa

Kids Face Painting

Balloon Art

Sleigh Rides

Great Raffle Prizes

\$5 Drinks/No Host Bar

Food Tastings

*Locals come & spend **\$200** up to the event or that night and are entered to win 2 sets of 2 lift tickets to 10 different ski areas: Squaw Valley/Alpine, Northstar, Sugar Bowl, Royal Gorge, Mt. Rose, Tahoe Donner, Homewood, Boreal, Soda Springs and Woodward Tahoe.

Drawing to be held night of the event

Do not have to be present to win

Locals keep their contest card and a separate raffle ticket is entered for the \$200 spend.

This event will be marketed separately from the Shop Local Holiday Contest by NLTRA.

December 29

Collection of Completed holiday Contest Cards and unused cards and stamps

Partners responsible within their district

Jan 5 at 5pm

Tally of District's Results & Completed Contest Cards delivered to Ginger

Each partner is responsible for tally in writing the following and forwarding tally and completed contest cards (divided into two piles, \$300+ spending and >\$300 spending) and stickers to Ginger:

- total cards returned
- total dollars spent
- total participating retailers
- estimated number of undistributed cards
- calculate average spending per card

January 14th

BACC & Drawing Meeting

Communicate drawing meeting date/time/location to partners-All partners are not required to be present for drawing.

Jan 20th

Notification & Prize Distribution to Winners

Jan 30

Data Entry

Compile all data entry into a spreadsheet and distribute to partners

Feb 6

Thank contest participants, announce winners and tell about year-round campaign

Marketing Plan 2015:

- Moonshine Ink Print Ad-Holiday Handbook-\$250
 - Moonshine Ink Online Ad-\$60
 - Sierra Sun-\$168 x 4-(All 4 Weeks of Contest)-\$672
 - 101.5FM-(Week of Contest Launch)-\$275 Locals Special
- \$1257**

- +Social Media Marketing on all Partner Channels**
- +Lake Tahoe TV Chamber Airings-4 Weeks**
- +Hospitality Holidays Cross Promotion**
- +Contest Posters Posted Around Region**
- +Businesses Posting Contest Cards in Windows**



Touch The Lake Winter Campaign Recap

Digital Engagement



Touch the Lake Campaign

Campaign Goals:

- Reach visitors in the North Lake Tahoe region through social media channels and resort locations
- Collect User-Generated Photos
- Encourage fans to go beyond the resorts in the winter and visit the lake communities of North Lake Tahoe

Tools:

- Graphics for social posting and sharing
- Graphics for print ads
- Rack Cards designed, printed, and distributed to participating resorts
- Offerpop application to run the contest on Facebook, generate analytics and collect photo submissions
- Social measurement tools to track hashtags and other sharing data including SproutSocial, Facebook Insights, Topsy and Iconosquare

Strategy:

- Paid social media outreach through Twitter ads, Facebook boosted posts and Facebook link campaigns to target users by location
- Re-posting images shared by users
- Outreach to resorts for campaign shares

Results by the Numbers

1,563 Photo Entries

1,675 Hashtag Uses

43,860 Campaign Engagements

685,896 Campaign Impressions

Results by Channel

Facebook Data

- Paid Campaign Impressions: 273.3k
- Total Number of Likes: 90.7k *
- Gained During Campaign: 3.7k*
- Gender Demographic : 51% female; 49% male*
- Total Impressions: 11.7m*
- Total Shares and Likes: 129.1k*

Twitter Data

- Campaign Impressions: 86.5k
- Campaign Engagements: 1,3k
- New Followers: 2.8k*
- Link Clicks: 5.8k*
- Gender Demographic: 41% female, 59% male*
- Total Mentions: 626*

Instagram Data

- Total Campaign Likes: 22.1k
- Total Photos with tag: 1.7k
- New Followers: 715*

*This data is associated with the North Lake Tahoe brand pages as a whole during the time of the campaign.

**All campaign data was collected during the span of the campaign, from Nov. 1, 2014 – Apr. 30, 2015.

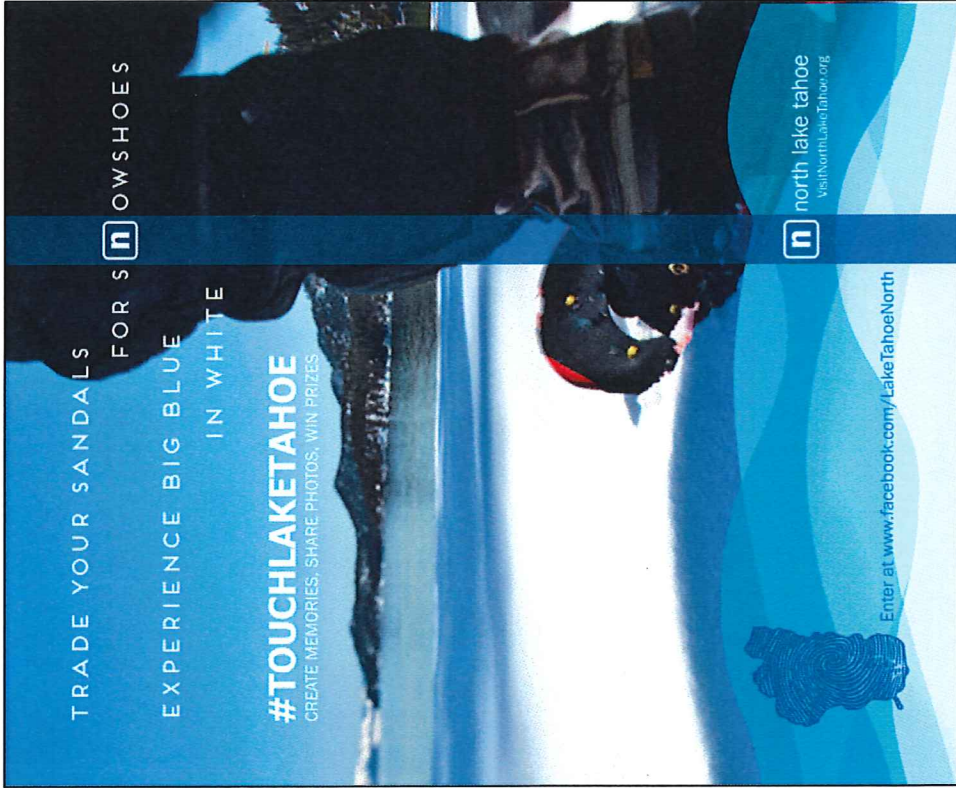
Rack Card

The Abbi Agency created and printed a rack card to distribute among participating resorts and other North Lake Tahoe locations.





Print Ads



The Abbi Agency created four ads and coordinated media buys in three publications:

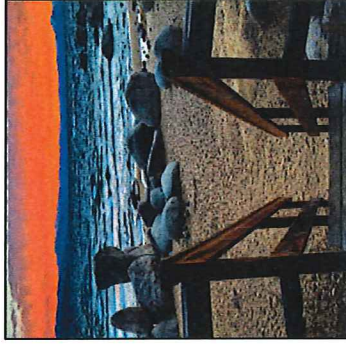
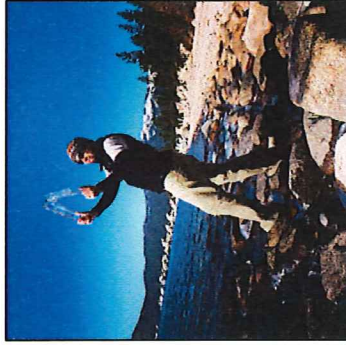
- Tahoe Weekly Banner (3x): 72,000 impressions
- Sierra Sun: 40,000 impressions
- Tahoe Quarterly: 50,000 impressions

Total Print Ad Impressions: 162,000



Contest #1: Nov. and Dec.

The #TouchLakeTahoe campaign engaged with audiences in North Lake Tahoe, prompting visitors and tourists alike to explore communities near the lake during winter months. The first two months of photo contest hinged on awareness for the hashtag and overall campaign, and drove fans and followers to social media channels to share their experience with the hashtag.



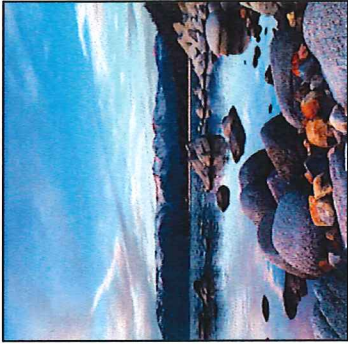
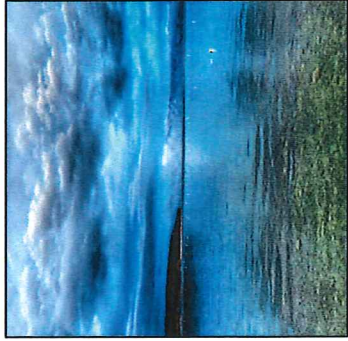
Start Date: Nov. 1
End Date: Dec. 31

Results:

- Total photo submissions: 286 (247 submitted through Instagram, 16 through Twitter)
- Number of times the #hashtag was used: 345

Contest #2: January

The #TouchLakeTahoe campaign engaged with audiences in North Lake Tahoe, prompting visitors and tourists alike to explore communities near the lake during winter months. In January's photo contest, users were encouraged to visit the North Lake Tahoe communities in the middle of winter for unique and stunning views, and then to submit photos of those views via the social media contest.



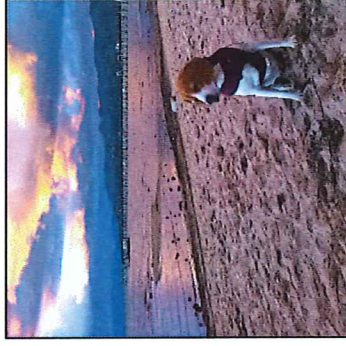
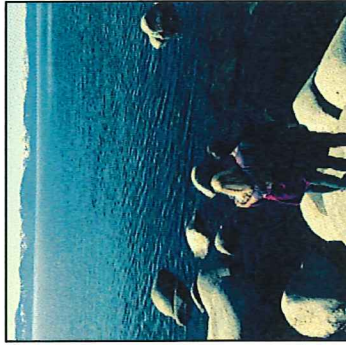
Start Date: Jan. 1
End Date: Jan. 31

Results:

- Prize: \$200 gift certificate to Plumpjack Café and Bar
- Total photo submissions: 328 (292 submitted through Instagram, 5 through Twitter)
- Number of times the #hashtag has been used: 642

Contest #3: February

The #TouchLakeTahoe campaign engaged with audiences in North Lake Tahoe, prompting visitors and tourists alike to explore communities near the lake during winter months. Through monthly photo contests with large prize packages, fans and followers were driven to social media channels and encouraged to share their experience with the hashtag. In February, the focus of “Date on the Lake” encouraged users to post pictures of those they love at the lake.



Start Date: Feb. 1

End Date: Feb. 28

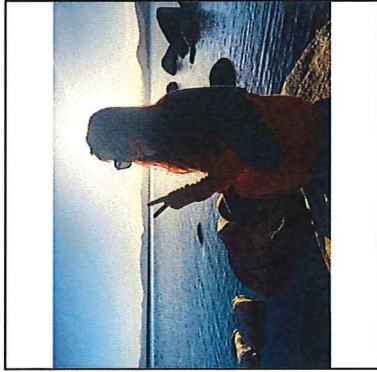
Results:

- Prize: \$200 package to Sunnyside Restaurant
- Total photo submissions: 353 (292 submitted through Instagram, 5 through Twitter)
- Number of times the #hashtag has been used: 962
- Unique visitors to contest tab: 1.7k

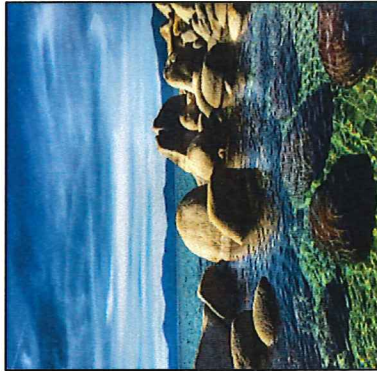
Contest #4: March

The #TouchLakeTahoe campaign engaged with audiences in North Lake Tahoe, prompting visitors and tourists alike to explore communities near the lake during winter months. Through monthly photo contests with large prize packages, fans and followers were driven to social media channels and encouraged to share their experience with the hashtag. In March, the contest had a scavenger hunt feature, asking for different types of pictures each week.

Week 1: Lake Selfie



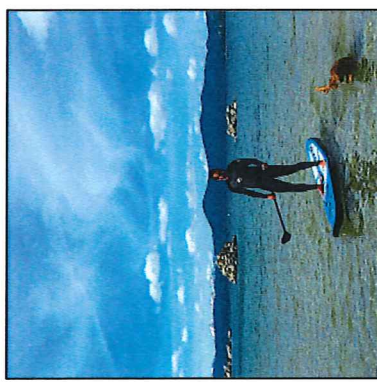
Week 2: St. Patty's Green



Week 3: Furry Friends



Week 4: Get Active



Results:

- Prize: One-night stay at Mourelatos
- Total photo submissions: 422 (398 submitted through Instagram, 11 through Twitter)
- Number of times the #hashtag has been used: 1,407
- Unique visitors to contest tab: 1.7k



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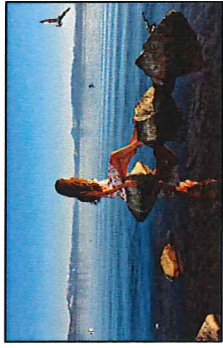
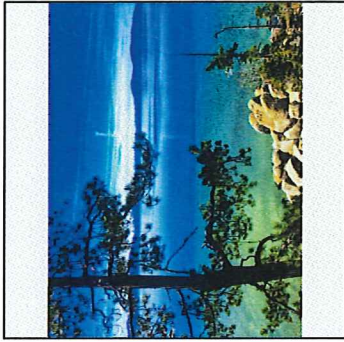
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Contest #5: April

The #TouchLakeTahoe campaign engaged with audiences in North Lake Tahoe, prompting visitors and tourists alike to explore communities near the lake during winter months. Through monthly photo contests, fans and followers were driven to social media channels and encouraged to share their experience with the hashtag. April's #TouchLakeTahoe contest encouraged users to be First on the Lake in warmer months, and to get active on the beach, paddleboarding, kayaking and other lake activities.

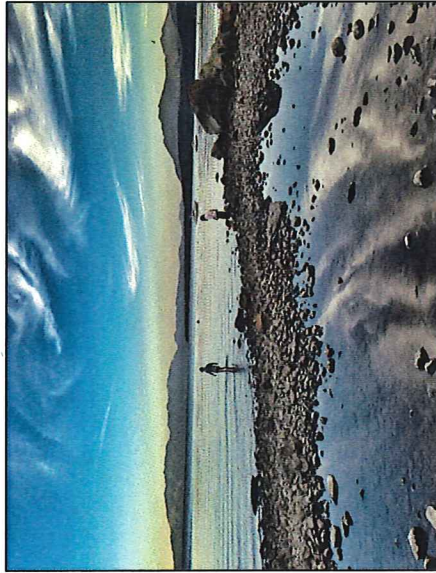


Start Date: Apr. 1
End Date: Apr. 30

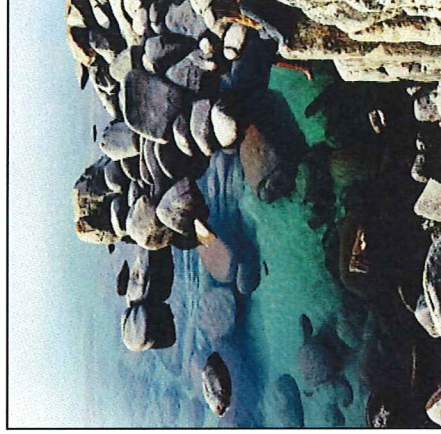
Results:

- Prize: 2-night stay at Granlibakken Resort
- Total photo submissions: 174 (163 submitted through Instagram, 5 through Twitter)
- Number of times the #hashtag has been used: 1.7k
- Unique visitors to contest tab: 1.4k

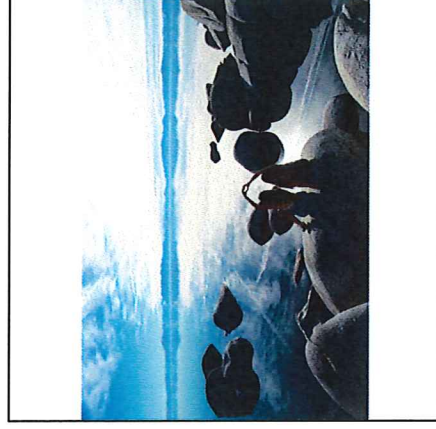
Contest Winners



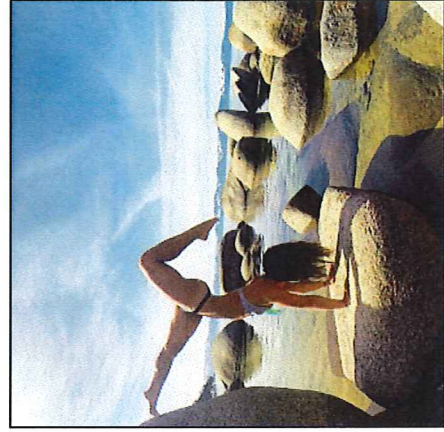
December: Jenelle Potvin



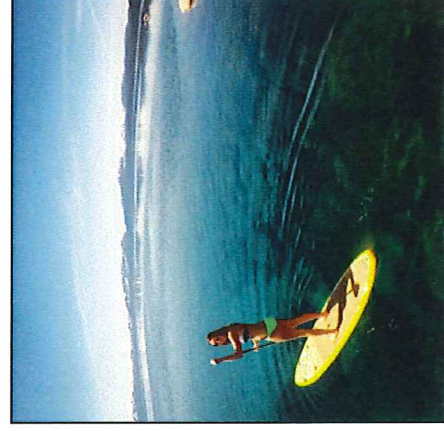
January: Heidi Peinthor



February: Britt Hobart

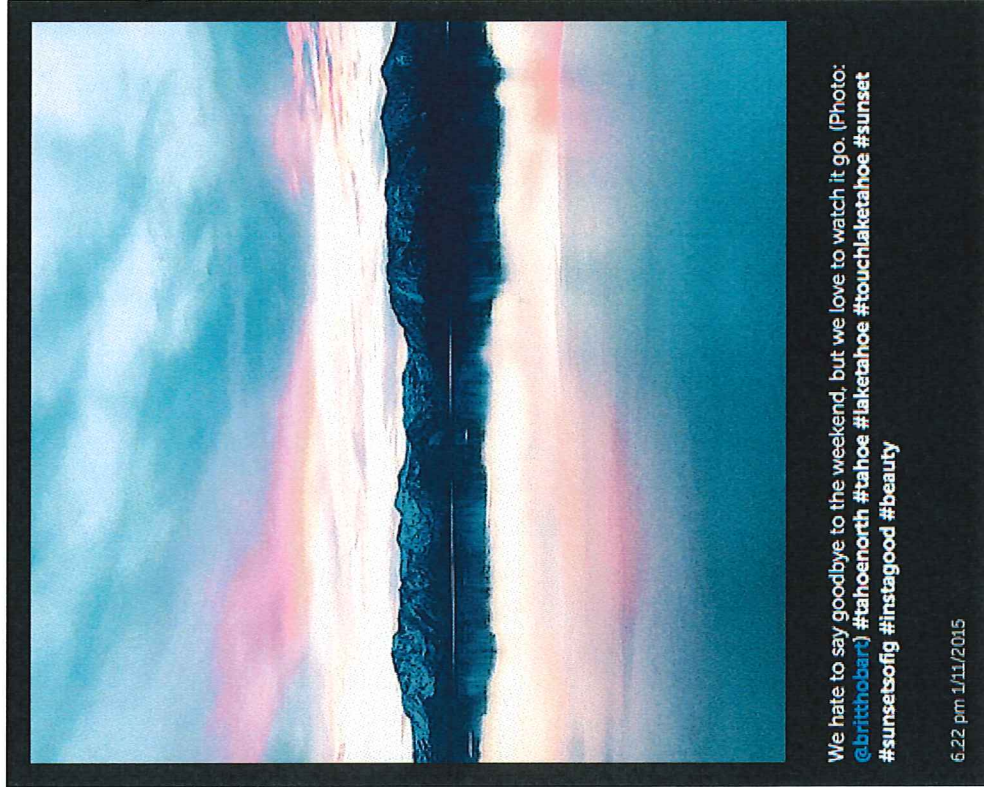


March: Alyssa Workman



April: Kristen Agaman

Post Highlights



Instagram Post, Jan. 11


- Impressions: 5,245
- Likes: 554
- Comments: 16

Campaign Post Highlights

North Lake Tahoe with Shelley Butler
17 February at 09:00 · Edited [?] ·

Incredible #TouchLakeTahoe photo from Davey H.! Have you submitted yours yet?

Show us how you "Date on the Lake" for the chance to win, enter here:
<http://bit.ly/1K5h91k>



18,312 people reached

See Results

Like · Comment · Share · 1,228 14 106

Facebook Post, Feb. 17

- Impressions: 18,312
- Likes: 1,340
- Comments: 32
- Shares: 106

Campaign Post Highlights



North Lake Tahoe
Sponsored

[Like Page](#)

Follow our weekly theme and submit your #TouchLakeTahoe photo for the chance to win!



Photo Contest

It's time for a Scavenger Hunt Photo Contest! Click here for our weekly themes, then submit your picture for the chance to win!

LAKETAHOENORTH.OFFERPOP.COM

[Learn More](#)

Like • Comment • Share

134

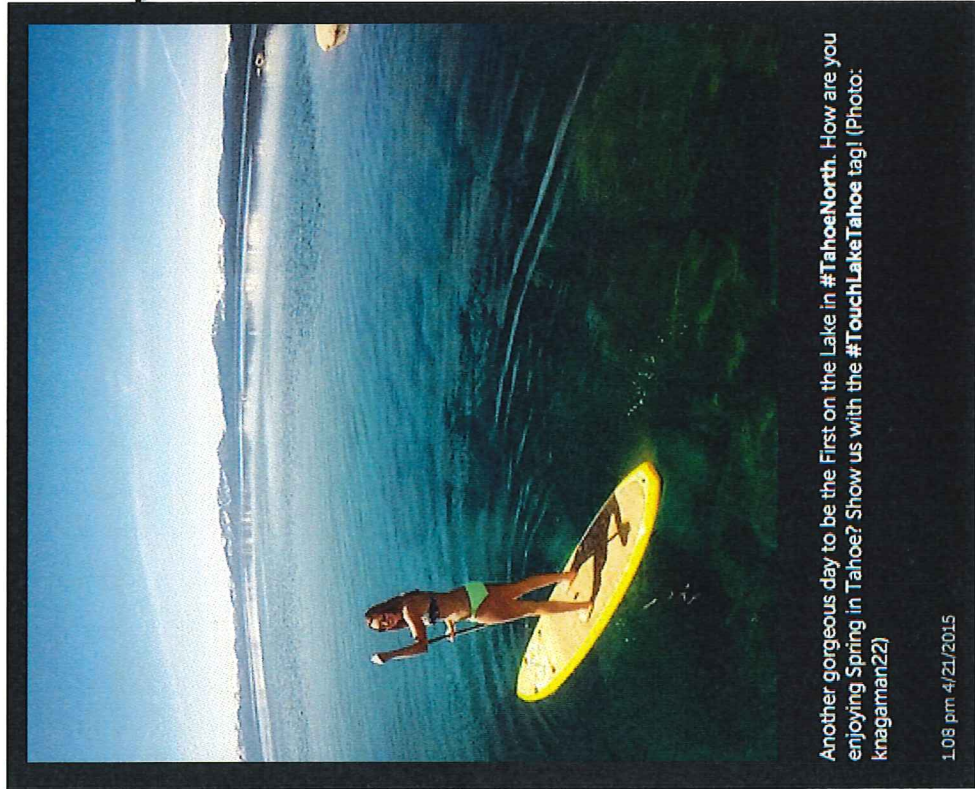
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Facebook ad, March

- Impressions: 25,452
- Clicks: 734
- Cost per click: \$0.24

Post Highlights



Instagram Post, Apr. 21

- Impressions: 5,245
- Likes: 585
- Comments: 26

Another gorgeous day to be the First on the Lake in #TahoeNorth. How are you enjoying Spring in Tahoe? Show us with the #TouchLakeTahoe tag! (Photo: knagatan22)

1:08 pm 4/21/2015



Thank You



775.323.2977



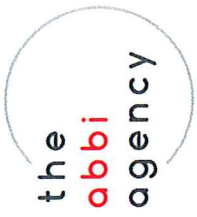
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275 Hill St. Ste. 250 Reno, NV 89501



creative + pr + digital

TOUCH LAKE TAHOE WINTER 2016 CAMPAIGN RECAP

Digital Engagement



creative + pr + digital

TOUCH LAKE TAHOE CAMPAIGN OVERVIEW

Campaign Goals:

- Reach visitors in the North Lake Tahoe region through social media channels and resort locations
- Collect User-Generated Photos
- Encourage fans to go beyond the resorts in the winter and visit (and engage with) the lake communities of North Lake Tahoe

Tools:

- Graphics for social posting and sharing
- Graphics for print ads
- Rack Cards designed, printed, and distributed to participating resorts
- Offerpop application to run the contest on Facebook, generate analytics and collect photo submissions
- Social measurement tools to track hashtags and other sharing data including SproutSocial, Facebook Insights, Topsy and Iconosquare

Strategy:

- Use a visual and interactive map with “Locals Secrets” to encourage exploration and visitation to the lakeside communities.
- Paid social media outreach through Instagram ads, Facebook boosted posts and Facebook link campaigns to target users by location
- Re-posting images shared by users



RESULTS BY THE NUMBERS

- 593 Photo Entries
- 667 Hashtag Uses
- 3,912 Campaign Engagements
 - 9,418 Webpage Views
- 6,190 Interactive Map Impressions (via social)
 - 6,270 Interactive Map Views
 - 1,000 Rack Cards Distributed
- 828,000 Getaway Reno-Tahoe Ad Impressions
 - 904,859 Campaign Impressions



RESULTS BY CHANNEL

Facebook Data

- Paid Campaign Impressions: 86,775
- Total Number of Likes: 94,000
- Gained During Campaign: 1,929
- Gender Demographic : 51% female; 49% male
- Total Campaign Impressions: 120,340
- Total Shares and Likes: 4,867

Twitter Data

- Campaign Impressions: 44,708
- Campaign Engagements: 787
- New Followers: 1,101
- Link Clicks: 9,972
- Gender Demographic: 41% female, 59% male
- Total Mentions: 298

Instagram Data

- Total Campaign Likes: 50,553
- Total Photos with tag: 667
- Total Followers: 29,777
- New Followers: 6,600

Web Analytics

- Web Page Views: 9,171
- Average Time On Page: 1:00min
- Blog Post Views: 2,979



creative + pr + digital

DESIGN: INTERACTIVE MAP



Interactive Map Results

Image Views: 6,270

Image Clicks: 698

Image Hovers: 24,335

Hover Rate: 388.12%

Click Rate: 11.21%

Time on Image: 19.9s

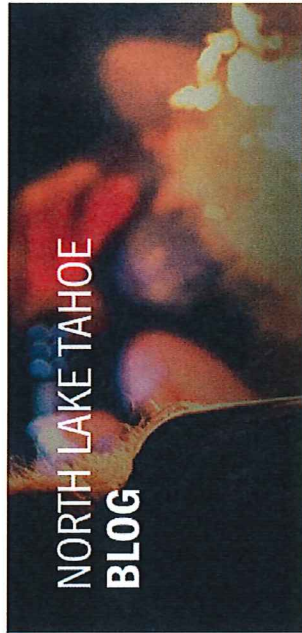
Dwell Rate: 40.9%

Web address:

www.gotahoenorth.com/touchlaketahoe/



CONTENT: BLOG POSTS



NORTH LAKE TAHOE BLOG

creative + pr + digital

CRYSTAL BAY | KINGS BEACH

A TWO STATE TREAT IN KINGS BEACH AND CRYSTAL BAY

Kings Beach earned its namesake by having one of the most popular stretches of beaches in Lake Tahoe. Centered on the northern tip of the lake, the beach provides gorgeous shore side views from sunrise to sunset. When not on the beach, the arts and local culture will keep you occupied for hours on end.



FOOD, FITNESS AND FREAKING AWESOME SIGHTS IN TAHOE VISTA AND CARNELIAN BAY



An outdoor lover's dream, gorgeous Tahoe Vista is the perfect place to begin exploring beautiful North Lake Tahoe. After a day of exercise, there are many ways to rest and relax to get you back into the groove. You can also explore Carnelian Bay, where many local businesses are right on the shoreline. Be sure to take advantage of the town's many lake front restaurants for sunrise to sundown vistas of the stunning lake. Here is a handy-dandy guide to explore Tahoe Vista and Carnelian Bay in one day.

Start the day by heading over to the Tahoe Vista Recreation Area's 800-foot beach and catching the sunrise. The northern location of the beach offers stunning views of all Lake Tahoe throughout the entire day.

URBAN LIVING IN TAHOE CITY AND SMALL TOWN COMFORTS OF HOMEWOOD



If every city in Lake Tahoe was a cheese, Tahoe City would be Swiss cheese because of all the holes in the wall cafes to explore. With antique shops, great dining, historic museums and more, it's no wonder why Tahoe City is a local favorite hotspot.

Strategy:

Write three blog posts visually highlighting the locals secrets used on the map. Blogs were strategically posted before a scavenger hunt in that community.



creative + pr + digital

ADVERTISING PLACEMENT

Getaway Reno-Tahoe

Distribution: 276,000 travelers per month (issue is in room for three months)

Estimated Total Impressions: 828,000

FOOD & DRINK READ WATCH GO

THE LAKE EFFECT: TAHOE BLUE VODKA

by Melissa Deen



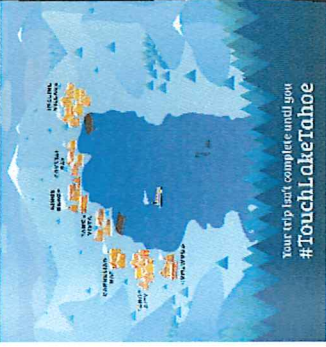
A few years ago, Matt Lovett was in his final year of college at the University of Nevada, Reno. He was a member of the Phi Kappa Phi Honor Society and a member of the Phi Kappa Phi Honor Society. He was a member of the Phi Kappa Phi Honor Society and a member of the Phi Kappa Phi Honor Society.

When he and his wife were in their final year of college, they were in their final year of college. They were in their final year of college and they were in their final year of college.

In order to make the most of his time in Reno, Lovett decided to create an anniversary gift for his wife. He decided to create an anniversary gift for his wife. He decided to create an anniversary gift for his wife.

They are quite happy every day of the year. They are quite happy every day of the year. They are quite happy every day of the year.

30 Getaway Reno/Tahoe • Winter 2015



Visit GoTahoeNorth.com for interactive map and trip ideas

Touch Tahoe
north lake Tahoe

Your trip just complete until you [#TouchLakeTahoe](https://twitter.com/TahoeTahoe)



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Open Daily

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LAKE TAHOE



SCAVENGER HUNT RESULTS



Strategy:

Highlight each lakeside community through a scheduled Instagram scavenger hunt with a series of clues leading followers to a business to claim a grand prize.

Total Number of Posts: 7

Likes: 4,452

Comments: 115

Impressions: 26,300



SOCIAL MEDIA HIGHLIGHTS



Instagram Post, February 21

- Likes: 2,251
- Comments: 47
- Reach: 27,550



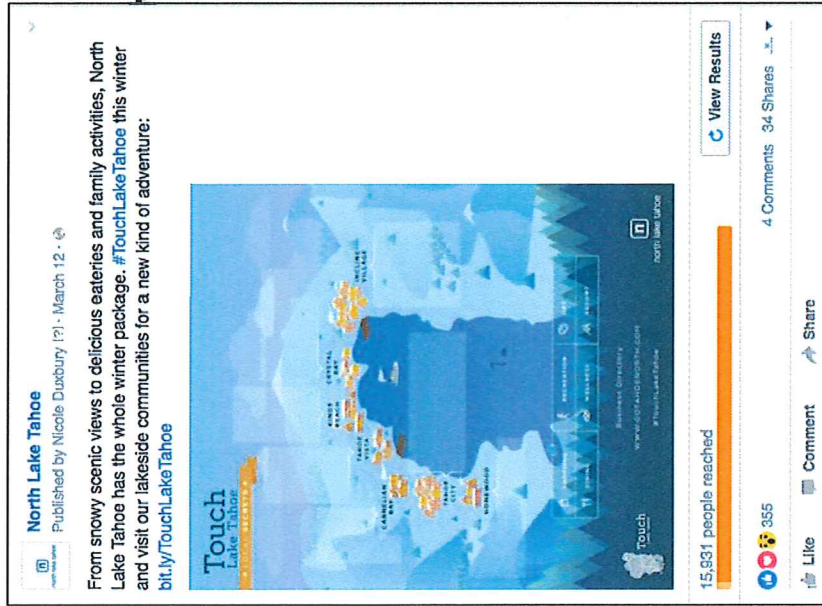
Facebook Post, Mar. 18
Lodging Feature

- Reactions: 795
- Shares: 48
- Comments: 26
- Reach: 15,153



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SOCIAL MEDIA HIGHLIGHTS



Facebook Post, March 12
Interactive Map

- Reactions: 372
- Shares: 35
- Comments: 4
- Reach: 15,931

Twitter Post, Mar. 25
Winner Announcement

- Likes: 5
- Retweets: 1
- Link clicks: 3
- Reach: 1,605





THANK YOU