

**NLTRA Mission**

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

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**Committee Members:**

**Chair:** **Caroline Ross**, Squaw Valley Business Association  
**Stephen Lamb**, PlumpJack Inn | **JT Chevallier**, Tahoe City Downtown Association  
**Joy Doyle**, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association  
**Mike Young**, Incline Community Business Association | **Misty Moga**, Incline Community Business Association  
**Kay Williams**, West Shore Association | **Liz Bowling**, North Lake Tahoe Resort Association  
North Lake Tahoe Resort Association Board Member: **Aaron Rudnick and/or Karen Plank**  
Placer County Representative: **JJ Jansen**  
**Chair:** **Brett Williams**, Agate Bay Realty | **Vice Chair:** **Christine Horvath**, Squaw Alpine  
**Eric Brandt**, Destination Media Solutions | **Terra Calegari**, Resort at Squaw Creek  
**Kelly Campbell**, Vail Resorts | **Todd Jackson**, Big Blue Adventure | **Judith Kline**, Tahoe Luxury Properties  
**Becky Moore**, Squaw Valley Lodge | **Melissa Panico**, MAP Events | **Nicole Reitter**, Tahoe Mountain Resort Lodging  
Advisory Committee: **Erin Casey**, Placer County

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**AGENDA**

TO CALL IN: 1-712-451-0011, access code: 871234

1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the BACC 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. Agenda Amendments and Approval
4. Approval of Meeting Minutes from September 13, 2018 **Page 1**
5. Review of Protocols and Voting
6. Review of Current BACC/In-market Campaigns – Peak Your Adventure, NLT Summerlong Music, Shopping, Touch Lake Tahoe **Page 4**
7. Strategic Discussion on Future of In-market Advertising Funds
8. **Action/Motion Items:**
  - a. Review and Approval of Special Event Partnership Funding Recommendations **Page 48**

**Other Items:**

9. Committee Member Reports/Updates from Community Partners (1-2 mins each)

**10. Adjournment**

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*

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**BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE (BACC)**

Date: Thursday, September 13th, 2018

Time: 3:00pm

Location: Tahoe City Visitors Information Center,  
100 North Lake Blvd., Tahoe City, CA 96145

**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.”

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**Committee Members:**      **Chair: Caroline Ross**, Squaw Valley Business Association  
   **Stephen Lamb**, PlumpJack Inn | **JT Chevallier**, Tahoe City Downtown Association  
   **Joy Doyle**, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association  
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   Placer County Representative: **JJ Jansen**

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**AGENDA**

TO CALL IN: 1-712-451-0011, access code: 871234

**1. Call to Order – Establish Quorum**

Committee Members in Attendance/on Phone: Caroline Ross, Stephen Lamb, Joy Doyle, Jody Poe, Liz Bowling, Aaron Rudnick (NLTRA Board Member)  
Others in Attendance: Amber Burke

**2. Public Forum-Any person wishing to address the BACC 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. Agenda Amendments and Approval – MOTION  
MOTION TO APPROVE Agenda: M/S/C Joy/Steve/6-0-0**

**4. Approval of Meeting Minutes**

a. Thursday, August 9, 2018 – **MOTION**

**MOTION TO APPROVE August 9, 2018 Meeting Minutes with the following change:**

- **Under 6. Strategic Discussion, remove the word defunct in the 12<sup>th</sup> bullet point**  
**M/S/C Joy/Steve/6-0-0**

**5. BACC Budget & Calendar Overview – Amber Burke (10 min)**

a. 17.18 Budget

- Within the Music Campaign, \$3,326 is remaining to be billed which will make the campaign total \$20,190. The remaining line items are scheduled to be billed by November 2, 2018.
- Within the Peak Your Adventure Campaign, \$4,166 is remaining to be billed which will make the campaign total \$20,000. The remaining line items are schedule to be billed by November 2, 2018.

b. 18.19 Budget

- No changes have been made to the 18.19 budget at this time.

- The only budget with approved charges is the Shopping Campaign. JVP Communications will bill upon consumption so the number listed is the forecast amount.

**Action/Motion Items:**

**6. Discussion and approval of proposed BACC Restructure – Amber Burke & Liz Bowling (20 mins) – MOTION**

- Amber reviewed the Committee Restructure document. She stated that Amber, Liz and Cindy met with JT (TCDA), Joy (NTBA) and Caroline (SVBA) prior to the meeting to review the document.
- NLTRA would like to keep the BACC committee members still involved in the discussion and approval process for the \$80,000 earmarked for in-market advertising. The recommendation is to have the BACC members co-attend five (5) Tourism Development Committee meetings, as voting members, to advise on the funds. The Tourism Development Committee will adjourn from their meeting and reconvene with both the Tourism Development and BACC Committee members, all as voting members.
- Discussion on what would be required to establish a quorum of the BACC Committee members was discussed and the recommendation is that four of the business association groups needed to have at least one voting member present.
- Joy said she would like to see mention within the document or in initial discussion with the Tourism Development Committee to highlight the BACC's strategy to encourage visitors to experience the entire region both seasonally and geographically.
- Amber said she would send a final meeting schedule to the current BACC members after the Tourism Development approves the changes. One item she is considering is having the BACC members at the November Tourism Development Committee meeting since that is where the 2019 Partnership Funding recommendations will be made for approvals.
- The intention is to bring the Tourism Development Committee up to speed on the past year of BACC campaigns at the first joint meeting.
- BACC members will additionally be invited to join the Chamber Advisory Committee to keep them involved with the Chamber and to be able to focus on initiatives for them to work in conjunction.
- Joy wanted to make sure staff are thinking about the potential size of the group when selecting meeting locations for the joint Tourism Development/BACC meetings.

**MOTION TO APPROVE the proposed BACC Restructure: M/S/C Steve/Caroline 6-0-0**

**Discussion & Strategy:**

**7. August Campaign Recaps – Amber Burke (10 mins)**

a. Peak Your Adventure

b. Summerlong Music

- Music campaign saw the highest impressions, engagement, clicks to GTN.com and new Facebook followers among the PYA, Music and Shopping canvas ads.

c. Shopping

- The shopping canvas ad saw higher engagements periporally with the number of impressions.
- Joy wanted to make sure we craft messaging to regional retailers regarding the cancellation of the Holiday Shopping Contest and that all entities sync when the messaging goes out.
- Amber agreed to craft a draft message.
- Amber/Liz will notify the Truckee Chamber of Commerce.

**8. Shopping Video Update – Amber Burke & Liz Bowling (15 mins)**

- Amber reported that the video shoots were going well and that it had been great to see all the interesting content being collected through them. Once the initial videos are complete, it might be worthwhile to see if we should utilize the remaining footage to highlight a few of the interviewees in a Luminaries Short format.
- The hope is to still launch the video series in October/early November 2018.

**Other Items:**

**9. Committee Member Reports/Updates from Community Partners (1-2 mins each)**

- Amber let the committee know the proposed schedule for the 2019 Partnership Funding Cycle
  - Applications Due: 11/2
  - Applicant Presentations: 11/20
  - Recommendations Presented to the Tourism Development Committee: 11/27
  - Recommendations Presented to the Board of Directors: 12/5
- She asked BACC committee members to let her know if they'd be open/interested in serving on the selection committee as long as they are not planning to apply for funding. The goal is to have a diverse selection committee.

**10. Adjournment**


*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*

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# | Business Association and Chamber Collaborative (BACC) Update

 north lake tahoe



# Mission

## *Mission of 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.”**

A person in a kayak is on a lake with a forested shoreline. The water is a deep blue-green color, and the trees are lush green. The scene is captured from an elevated perspective, showing the kayaker's path across the water.

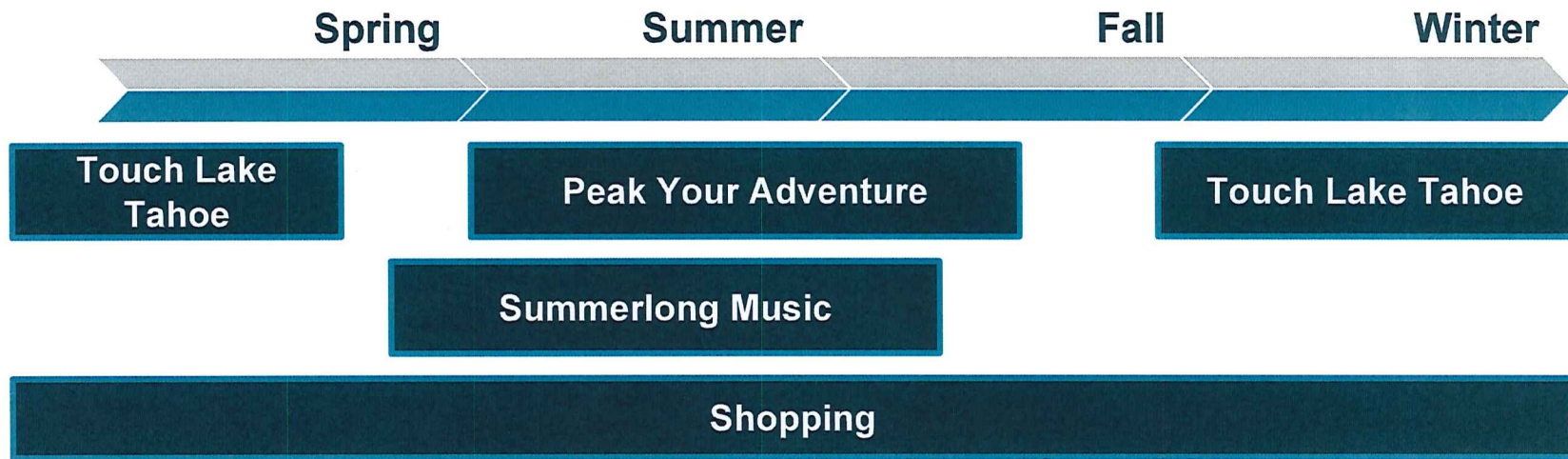
# Purpose

*With this mission in mind, purpose of the BACC has shifted based on season, campaign and evolving priorities.*

- Highlight key communities and businesses in North Lake Tahoe
- Balance tourism throughout the region during high seasons
- Reach in-market visitors with specific key messages



# BACC Campaign Overview



BACC Strategic Update | Nov. 27, 2018

# | Peak Your Adventure



 north lake tahoe

# PEAK YOUR ADVENTURE - Strategic Overview

## Campaign Goal

“Peak” in-market visitors’ interest in summertime mountain activities, encouraging them to experience North Lake Tahoe’s *mountain resorts* during the summer.

## Campaign Timing: Summer

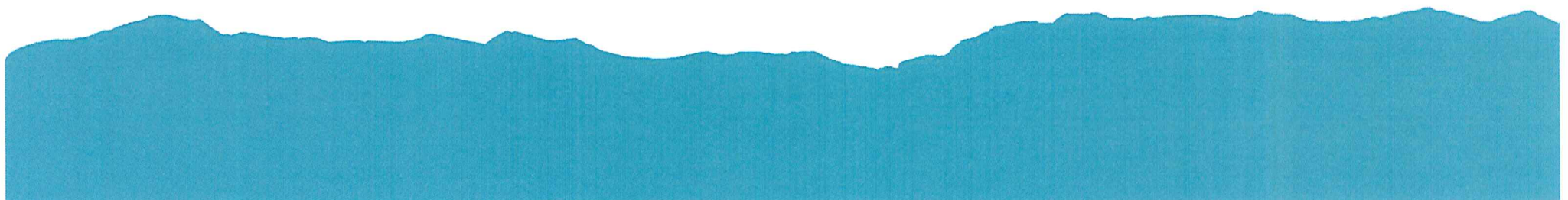
*June - September*

## Challenges

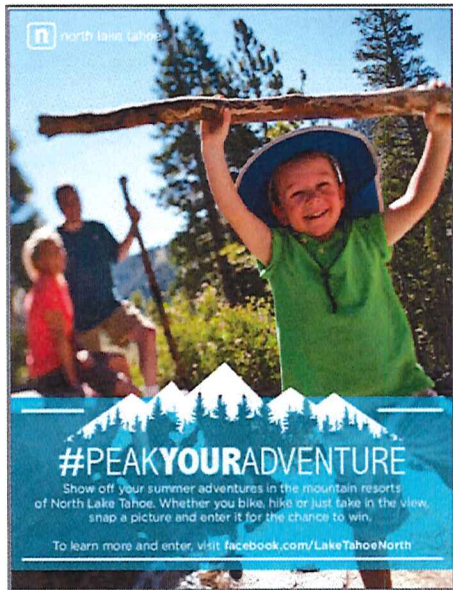
- Highlights 4 mountain resorts, strictly (Homewood, Squaw, Northstar, Diamond Peak)
- Resorts’ participation in promoting campaign by name
- Balance of outdoor activities vs. other experiences
- Proof of success and consumer participation

## PYA - Campaign Highlights and Evolution

<b>2015</b>	<ul style="list-style-type: none"><li>● Developed “Peak” logo and visual brand, including photography</li><li>● Established #MyTahoeAdventure, ongoing photo contesting</li><li>● Focus on media buy: both traditional and digital</li></ul> <p><b>Performance Highlights:</b> 499,612 impressions, 26,832 engagements, 1,066 hashtag uses, 582 photo contest entries</p>
<b>2016</b>	<ul style="list-style-type: none"><li>● Social photo contesting and engagement continued</li><li>● Digital and traditional advertising continued</li><li>● Guerilla on-site promotions: selfie stations, sunglasses, collateral</li></ul> <p><b>Performance Highlights:</b> 73,067 Reach, 51,029 engagements, 612 photo entries</p>



# PEAK YOUR ADVENTURE - Highlights, 2015 - 2016



## PYA - Campaign Highlights and Evolution

<b>2017</b>	<ul style="list-style-type: none"><li>● Printed maps and digital coupons, specific business focus</li><li>● Creation of interactive digital map</li><li>● Additional photography</li></ul> <p><b>Performance Highlights:</b> 520.3k impressions, 449 coupon page views, 10 redemptions, 2,632 digital map impressions, 5,000 printed maps distributed</p>
<b>2018</b>	<ul style="list-style-type: none"><li>● Real, authentic and inspirational experiences</li><li>● Beyond just outdoors - events, family activities, shopping, etc.</li><li>● Authentic social engagement: canvas ad, influencer promotion, contest</li><li>● Itineraries tie into digital map and website</li></ul> <p><b>Performance Highlights - Highest Performing Year</b> 740.9k impressions, 37.2k engagements, 292k photo contest impressions, 127 entries</p>

# PEAK YOUR ADVENTURE - Highlights, 2017



**North Lake Tahoe**  
August 15 at 11:49am · 📍

Discover mountain-sized savings with the Peak Your Adventure coupons of North Lake Tahoe 🏔️. Visitors can enjoy discounts for dining, activities, wellness, gear and more at select mountainside businesses by texting MYADVENTURE to 24587. See what you can score before summer ends and make your way into the mountains today!

PEAK YOUR ADVENTURE

See what you can find before summer ends

TEXT: BIGBLUE TO 24587 FOR 15% OFF EVENT REGISTRATION AT BIG BLUE ADVENTURE

15% Off Event Registration

PEAK YOUR ADVENTURE

**Coffeabar**  
UN NERO NUNTI ITALIANO

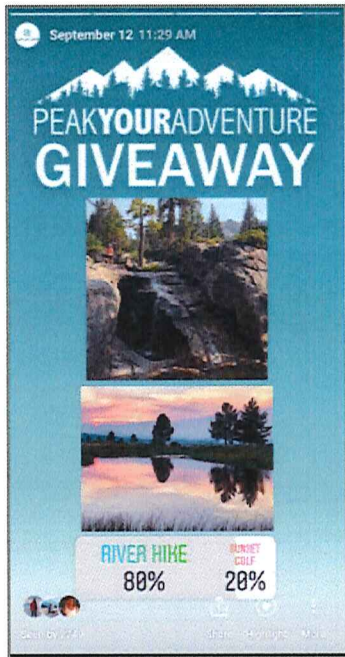
**SAVE \$1 OFF ALL BEVERAGES AT COFFEEBAR**

Located in The Village at Squaw Valley

Text **COFFEEBAR** to **24587** to download coupon to your mobile device and present to cashier at checkout.

Must be 21 and over to receive this offer. Excludes alcohol. Coupon good only at participating locations. Offer valid only on select dates. Offer expires 8/31/17.

# PEAK YOUR ADVENTURE - Highlights, 2018





# PEAK YOUR ADVENTURE - Insights & Looking Ahead

## Learnings and Insights

- Campaign is more powerful when focusing on inspirational and aspirational content around experiences - not specific business / purchase highlights.
- Creative content is much more effective than tactical coupons or maps.
- Influencers have assisted in building up authentic stories around experiences.

## Looking Ahead

- Create cohesion and participation among mountain resorts.
- Leverage unique experiences, like Via Ferrata, AF+W, mountaintop dinners, wildflower hikes, etc.
- Consider renaming - “PYA” may not resonate or be clear for consumers.
- Leverage abundance of assets created and develop video.

# | Summerlong Music

 north lake tahoe

# SUMMERLONG MUSIC- Strategic Overview

## Campaign Goal

Encourage attendance of the free summer musical offerings in North Lake Tahoe and increase ticket sales of summer music festivals and drive mid-week occupancy.

## Campaign Timing:

June - September

## Challenges

- Naming: “High Notes”
- Adoption and promotion of “High Notes” or campaign messages by event producers
- “Year-long” music?
- Mix of in-market and out-of-market
- Establishing brand differentiation of music offerings from SLT’s brand of music

## MUSIC - Campaign Highlights and Evolution

<b>2015</b>	<ul style="list-style-type: none"><li>● Created High Notes visual brand and “schedugraphic”</li><li>● Traditional Media Buys: In-market print pubs</li><li>● Build out of social pages, social advertising, giveaways, contesting</li></ul> <p><b>Performance Highlights:</b> N/A</p>
<b>2016</b>	<ul style="list-style-type: none"><li>● Production of Owned Photos and Videos</li><li>● Social Media Giveaways</li><li>● Promotion of #TahoeHighNotes</li><li>● Regional PR Outreach</li></ul> <p><b>Performance Highlights:</b> owned assets launched</p>

# SUMMERLONG MUSIC - Highlights, 2015 - 2016



**highnotes**  
north lake tahoe

**MUSIC FESTIVALS**

**TOCCATA-Tahoe Symphony & Chorus**  
Summer Solstice Serenade, June 17-18  
10th Anniversary Celebration, July 14-15

**Beerfest & Bluegrass Festival**  
Northstar California, July 1

**Art, Wine & Music Fest**  
The Village at Squaw Valley, July 11 & 12

**Wanderlust**  
Squaw Valley, July 10-12

**Lake Tahoe Music Festival**  
August 13-22

**Lake Tahoe SummerFest Season Four**  
Sierra Nevada College, July 25-August 1st

**Brews, Jazz and Funk Fest**  
The Village at Squaw Valley, August 9 & 10

**SUMMERLONG MUSIC**

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	<b>BLUESDAYS</b> The Chapel Squaw Valley	<b>WEDNESDAY MUSIC IN THE PARK</b> Tuckahoe/Silver Regional Park	<b>TRUCKEE THURSDAYS</b> DownTown Truckee	<b>MUSIC ON THE BEACH</b> Kings Beach	<b>LIVE MUSIC</b> Northstar California	<b>LIVE MUSIC</b> Northstar California
	<b>RETRO SKATE NIGHTS</b> Northstar California				<b>CONCERTS at SKIPOWDER CENTER</b> Squaw Valley	<b>SUNDAY FUNDAY</b> Hale Original SSC





**highnotes**  
north lake tahoe



High Notes Music Series

GoTahoeNorth - 1 / 4

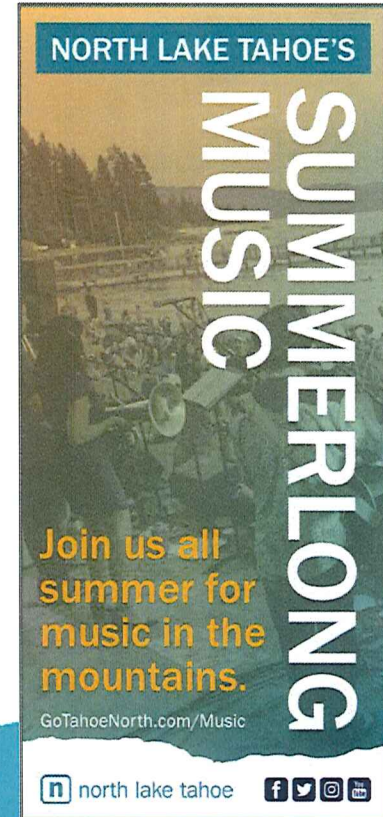
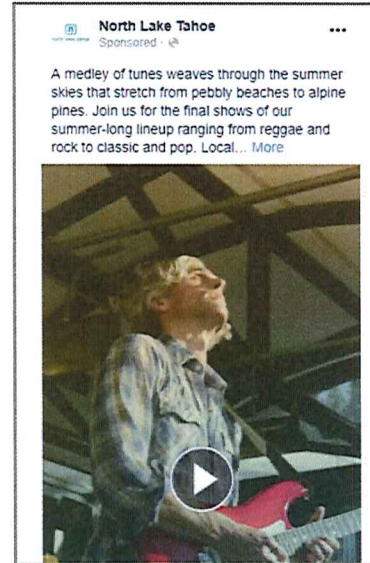
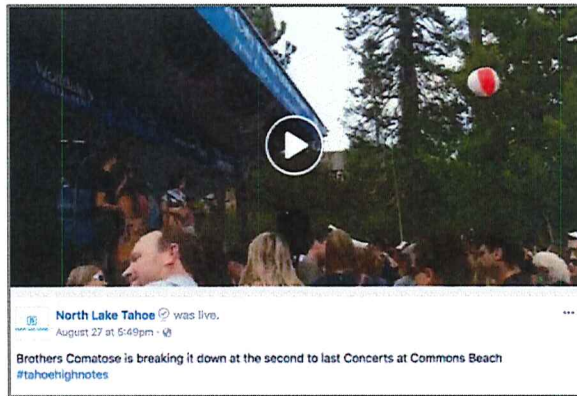
🔄 🔍 ☰

- ▶  **High Notes Music Series in Tahoe City**  
GoTahoeNorth  
1:51
- 2  **High Notes Music Series in Squaw Valley**  
GoTahoeNorth  
1:30
- 3  **High Notes Music Series at Kings Beach**  
GoTahoeNorth  
1:24
- 4  **High Notes Music Series at Northstar**  
GoTahoeNorth  
0:56

## MUSIC - Campaign Highlights and Evolution

<b>2017</b>	<ul style="list-style-type: none"><li>● Inspirational venue content (new photography) &amp; BTS experiences</li><li>● Weekly social advertising to promote individual concerts/artists</li><li>● Instagram Takeovers and Facebook Lives; Tahoe.com digital ads</li></ul> <p><b>Performance Highlights:</b> 14,546 web page views, 364.8k impressions, 3.1k clicks to GTN site, social ads and Facebook Lives = highly effective, logistically challenging</p>
<b>2018</b>	<ul style="list-style-type: none"><li>● Moved from “High Notes” to “Summerlong Music,” cohesive messaging and toolkits with partners</li><li>● Mobile-first Strategy</li><li>● Social engagement, Tahoe.com promotion, Facebook Lives, Canvas Ad</li></ul> <p><b>Performance Highlights - 2017 and 2018 are Highest Performing Years</b> 352.1k impressions, 3.7k clicks to GTN site, 16.5k web page views</p>

# SUMMERLONG MUSIC - Highlights, 2017 - 2018



# SUMMERLONG MUSIC - Insights & Looking Ahead

## Learnings and Insights

- Engagement levels on canvas ads, posts, Facebook lives, etc. are VERY high comparatively, indicating that this content resonates with audiences.
- This campaign has the broadest library of rich visual content, which could be why it performs so well.

## Looking Ahead

- Create cohesion across entire “series” and better integrate with music event producers.
- Redefine NLT’s “Music” offering and determine competitive advantage with SLT’s series, then build messages to articulate this.
- Look at campaign holistically, align in market and out of market.



# | Shopping



**n** north lake tahoe

# SHOPPING - Strategic Overview

## Campaign Goal

Promote shopping to in-market visitors to North Lake Tahoe, encouraging exploration of shopping “districts” and promoting shopping-specific events

## Campaign Timing: Year-round

## Challenges

- Focus on “districts,” not individual businesses.
- “Shop Local” vs. “Shop Tahoe” vs. “Holiday Shopping”
- Shopping is more of a pillar and message focus than a full-fledged “campaign”

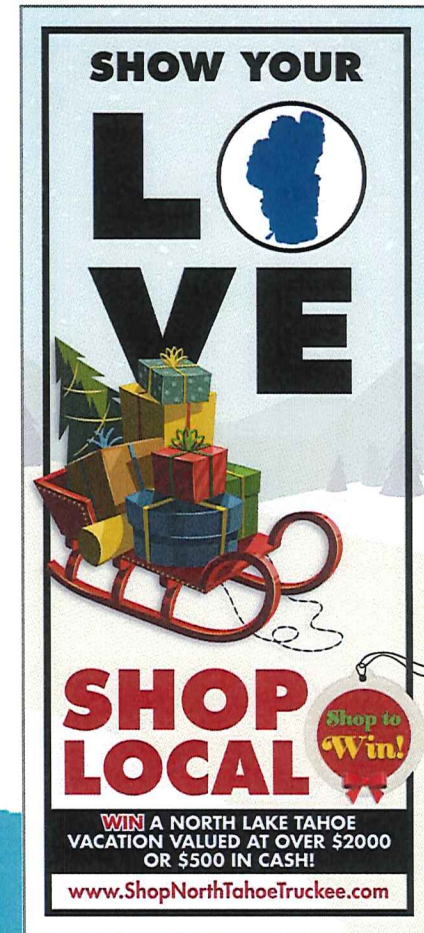
# HOLIDAY SHOPPING CONTEST

## Seven Year Program - 2010 through 2017

- Tracked over \$1.7 million dollars in spending at retail locations throughout NLT and Truckee
- Late November through Christmas

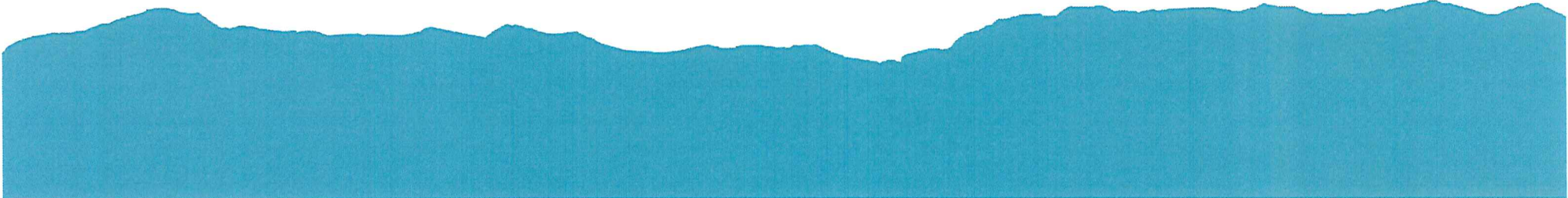
## Committee decided to eliminate contest for 2018

- Participation declining
- Gathered sufficient information
- No differentiation between visitors, locals and second home owners
- Confusion between Shop Local and Shopping

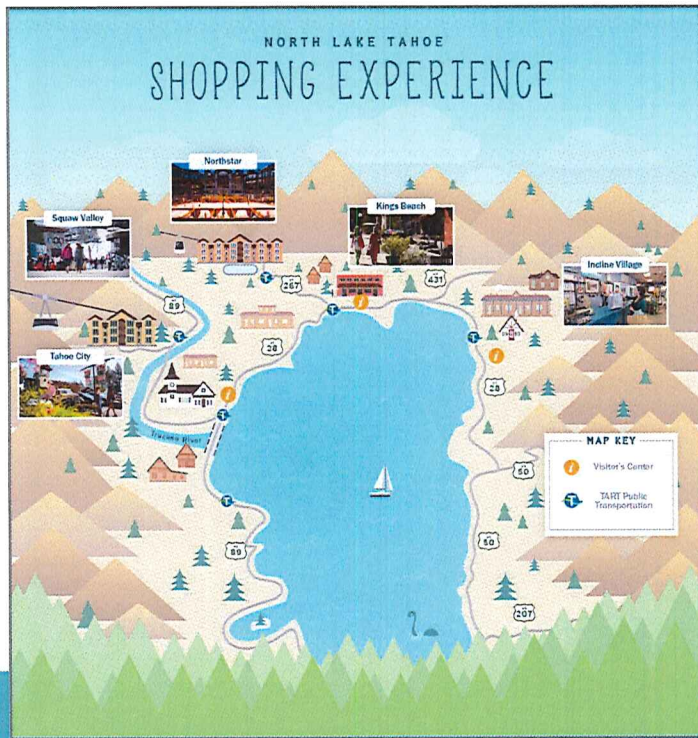


# SHOPPING - Campaign Highlights and Evolution

<b>2017</b>	<p><b><i>First official year of year-round shopping campaign</i></b></p> <ul style="list-style-type: none"><li>● Creation of 5 shopping “districts” in North Lake Tahoe as well as interactive map and educational content</li><li>● Ongoing Social Media Promotion and Messaging</li><li>● Photography asset build-out</li></ul>
<b>2018</b>	<ul style="list-style-type: none"><li>● Videos to highlight districts and artisans (in development)</li><li>● Seasonal Canvas advertising and ongoing social promotion</li><li>● Shopping-specific Event Promotion to in-market visitors (in development)</li></ul> <p><b>Performance Highlights:</b> 3,066 hovers and 366 clicks on map</p>




# SHOPPING - Highlights, 2017 - 2018



**North Lake Tahoe**  
Sponsored (demo) · 🌐

You know North Lake Tahoe is home to pristine alpine waters, world-renown skiing, and panoramic views - but did you know it's also a shopping destination? Click to learn more about our local vendors and craftsmen.



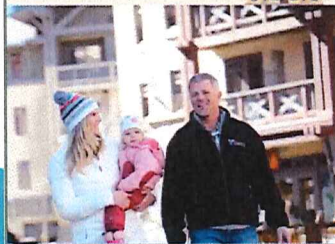
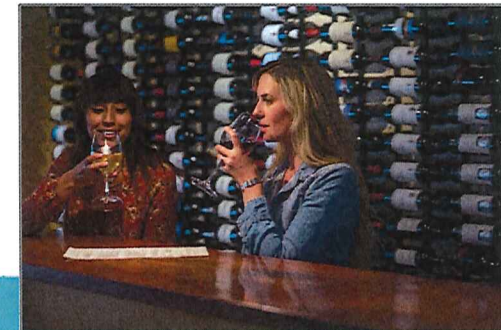
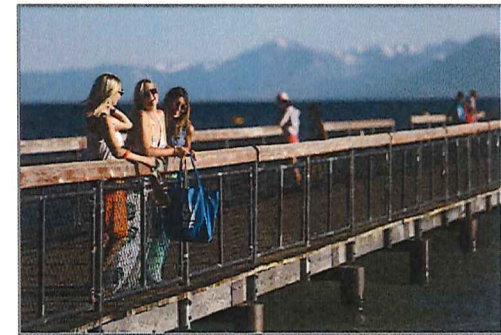
Your Guide to North L

👍 Like

**YOUR GUIDE TO THE 5 DISTRICTS**

North Lake Tahoe is home to makers and doers who offer incredible shopping experiences all around the lake. Our interactive shopping map celebrates shopping around the lake and gives you all of the information you need to explore the region's 5 shopping regions.

**SQUAW VALLEY**

# SHOPPING - Insights & Looking Ahead

## Learnings and Insights

- “Shop Local” is not a visitor-facing message, “Shop Tahoe” is.
- Challenging to create authentic & compelling consumer messages without highlighting individual vendors.
- Moving toward highlighting district shopping events and promotions vs. creating our own

## Looking Ahead

- Consider how to incorporate shopping messages into all initiatives.
- Must identify what the true goal of this campaign is, and articulate competitive advantage of shopping in North Lake Tahoe.

# | Touch Lake Tahoe



**n** north lake tahoe

# TOUCH LAKE TAHOE - Strategic Overview

## Campaign Goal

Encourage in-market North Lake Tahoe visitors to visit *lakeside communities* during their winter visit.

Campaign Timing: Winter  
*October - April*

## Challenges

- Snow significantly impacts messaging.
- Balance of messaging on experiences vs. businesses.
- While campaign performs well by engagement, consumers miss the point on seasonality.
- Proof of consumer participation.



## TLT - Campaign Highlights and Evolution

<b>2014.15</b>	<ul style="list-style-type: none"><li>● “Touch the Lake” Campaign naming</li><li>● Development of visual brand and assets: rack cards, graphics</li><li>● Photo contest with prompts and social engagement campaign</li></ul> <p><b>Performance Highlights:</b> 685,896 impressions, 43,860 engagements, 1,675 hashtag uses, 1,563 photo contest entries - outperformed PYA</p>
<b>2015.16</b>	<ul style="list-style-type: none"><li>● Moved away from “Touch the Lake” to specific “Touch Lake Tahoe”</li><li>● Develop and launch interactive map, highlighting businesses</li><li>● Positioning experiences as “Local Secrets”</li><li>● Paid social outreach; Getaway Reno-Tahoe ad (most impressions)</li></ul> <p><b>Performance Highlights:</b> 904,859 impressions, 6,270 interactive map views, 593 hashtag uses</p>

# TOUCH LAKE TAHOE - Highlights, 2015 - 2016

TRADE YOUR SANDALS FOR SNOWSHOES  
EXPERIENCE BIG BLUE IN WHITE

**#TOUHLAKETAHOE**  
CREATE MEMORIES. SHARE PHOTOS. WIN PRIZES.

north lake tahoe  
www.nltahoe.org

Enter at [www.facebook.com/LakeTahoeNorth](http://www.facebook.com/LakeTahoeNorth)

**STEP 1** TAKE A PICTURE WITHIN THE COMMUNITIES OF NORTH LAKE TAHOE.

**STEP 2** POST YOUR PHOTO TO TWITTER OR INSTAGRAM WITH THE TAG #TOUHLAKETAHOE, OR UPLOAD TO THE TAB AT [FACEBOOK.COM/LAKETAHOENORTH](http://FACEBOOK.COM/LAKETAHOENORTH)

**STEP 3** CHECK TO SEE IF YOU ARE THE WINNER OF ONE OF OUR \$200 PACKAGES

GET CLOSE ENOUGH TO **#TOUHLAKETAHOE**

north lake tahoe

Touch Lake Tahoe  
\* LOCAL SECRETS \*

Business Directory

[WWW.GOTAHOENORTH.COM](http://WWW.GOTAHOENORTH.COM)

#TouchLakeTahoe

north lake tahoe

## TLT - Campaign Highlights and Evolution

<b>2016.17</b>	<ul style="list-style-type: none"><li>• Expansion of map into printed coupons</li><li>• Social engagement and photo contest</li></ul> <p><b>Performance Highlights:</b> 10 coupon redemptions, 96,633 campaign impressions, 5,000 print maps distributed, 54,916 interactive map impressions</p>
<b>2017.18</b>	<ul style="list-style-type: none"><li>• Move back to inspirational and aspirational content, highlighting lakeside communities, not businesses</li><li>• Winter itineraries and influencer activations</li><li>• Social engagement, canvas ad and photo contest</li></ul> <p><b>Performance Highlights:</b> 303,223 impressions, 60,255 engagements, 4,926 map views, 502 posts with #TouchLakeTahoe</p>

# TOUCH LAKE TAHOE - Highlights, 2017



**Touch**  
LAKE TAHOE

**North Lake Tahoe**  
Published by Cbi Taa 771 - March 26 at 4:00pm - 18

Spend the first few weeks of spring in North Lake Tahoe and discover a whole new world of adventure. #TouchLakeTahoe and share your photos for the chance to win a North Lake Tahoe prize. Details here: <http://a.pgtb.me/N17skX>

**Touch**  
LAKE TAHOE

#TouchLakeTahoe  
@wendyudnallphotography

**HYATT** CUTTHROAT SALOON  
800 OFF APRIL-NOVEMBER, GET ONE FREE (LOCAL RESIDENCE)

**SUSIE SCOOPS** ICE CREAM & FROZEN YOGURT  
\$1 OFF APODNKAGE

**WEST SHORE CAFE & INN**  
100 OFF FOOD AND BEVERAGE PURCHASES

**TAHOE BREW TOURS**  
\$30 OFF ANY BEER

**TAHOE BILTMORE LODGE & CASINO**  
\$40 OFF DINNER, GET ONE FREE

**VILLAGE TOYS**  
100 OFF ENTIRE PURCHASE

**WELL BEING SPA & SKIN CARE**  
150 OFF A 60-MINUTE COUPLET MASSAGE

**NORTH LAKE MASSAGE & SKIN CARE**  
100 OFF

**TAHOE FLOW ARTS STUDIO**  
\$5 OFF Aerial class and \$2 OFF Yoga, Dance and Fitness class

**HYATT** STILLWATER SPA & SALON  
\$200 OFF FULLY-PRICED TREATMENT OR FACIAL, GET ONE OFF A SAME-DAY RESERVATION OR POSTCARD

**TAHOE ART HAUS & CINEMA**  
\$10 & BEER OR LAKE SIDE SNACKS & FREE REGULAR POPCORN

**TAHOE BILTMORE LODGE & CASINO**  
\$5 OFF WATCH PLAY

**TAHOE CROSS COUNTRY SKI AREA**  
\$5 OFF PURCHASE OF TAHOE RE TRAP TOUG SKI PASSAGE

**TAHOE CITY WINTER SPORTS PARK**  
\$5 OFF PURCHASE OF TICKETS FROM ALL DAY TUG PASSAGE

**TAHOE CITY WINTER SPORTS PARK**  
\$5 OFF PURCHASE OF ICE SKATE PASSAGE AND ONE PASSAGE

**NORTH LAKE TAHOE EXPRESS**  
\$2 OFF ONE-WAY TICKET AND RETURN SHUTTLE FROM SKI TRIPLET FOR ONE DAY

**AIR TAHOE AIRTAHOE**  
\$10 OFF WITH STENO HALLOWEEN RIDE OVER LAKE TAHOE

**TART**  
TAKE PUBLIC TRANSPORTATION!  
The Tahoe Truckee Area Regional Transit provides a safe and timely mode of transportation for Tahoe visitors looking to explore the North Shore. Complimentary TART offers three routes that connect all major ski resorts and towns.  
Download the TART app to find when the next bus will be arriving at your location. Visit [www.tart.net](http://www.tart.net)

**north lake tahoe** [WWW.GOTAHOCENTH.COM/TOUCHLAKETAHOE](http://WWW.GOTAHOCENTH.COM/TOUCHLAKETAHOE) **north lake tahoe**

# TOUCH LAKE TAHOE - Highlights, 2018

LAKE ACTIVITIES | THINGS TO DO | TRIP IDEA | WINTER

## YOUR FAMILY GUIDE TO TOUCH LAKE TAHOE THIS WINTER

With a number of resorts and lodges, North Lake Tahoe is a premiere destination for a winter vacation for the whole family. With an array of activities perfect for parents and kids alike, there's no shortage

During your stay at experience Lake Ta resorts and easy pu water's edge of Am

Check out some of Tahoe's winter won

### Next, Jump in the Snow



North Lake Tahoe is the perfect place for adventures your little ones will treasure for a lifetime. Photo courtesy of Granlibakken.



## EXPERIENCE LAKE TAHOE UP CLOSE

to complete your winter visit





# Touch

LAKE TAHOE

#TouchLakeTahoe to experience Tahoe's magical lakeside communities this winter.

With only a 15-minute drive from cozy North Star resorts and easy public transit options, winter is the perfect time to play, eat, and sleep at the water's edge of America's largest Alpine lake.

[touchlaketahoe.com/TouchLakeTahoe](http://touchlaketahoe.com/TouchLakeTahoe)







north lake tahoe  
Discover | Eat | Sleep | Relaxation

# TOUCH LAKE TAHOE - Insights & Looking Ahead

## Learnings and Insights

- Audience has a hard time understanding campaign purpose and seasonality.
- Need to be prepared to promote in any weather conditions - “lakeside winter wonderland” is not applicable YoY.
- Lakeside experiences should be a driving message in all winter promotions - “get the full NLT experience.”

## Looking Ahead

- Create cohesion and participation among lakeside businesses - turn into truly collaborative experience.
- Create cohesion and packages combining mountain with lakeside experiences.
- Make campaign creative more cohesive with overall NLT winter.

# TOUCH LAKE TAHOE - 2018.19 Campaign?

Need to dive into launch of 2018.19 campaign, if moving forward.

Proposed Plan:

- Refresh Digital Content, Web Page, Canvas Ad
- Activate 2 Influencers
- Social Engagement Promos & Ads

*Management & Development: \$6,000*

*Hard Costs: \$5,000*

*Total: \$11,000*



# | Strategic Discussion



**n** north lake tahoe



## **STRATEGIC DIRECTIONS**

**Over campaign lifespans, targeting has expanded from strictly in-market to a mix, due to integration into NLT channels.**

### **In-Market Targeting**

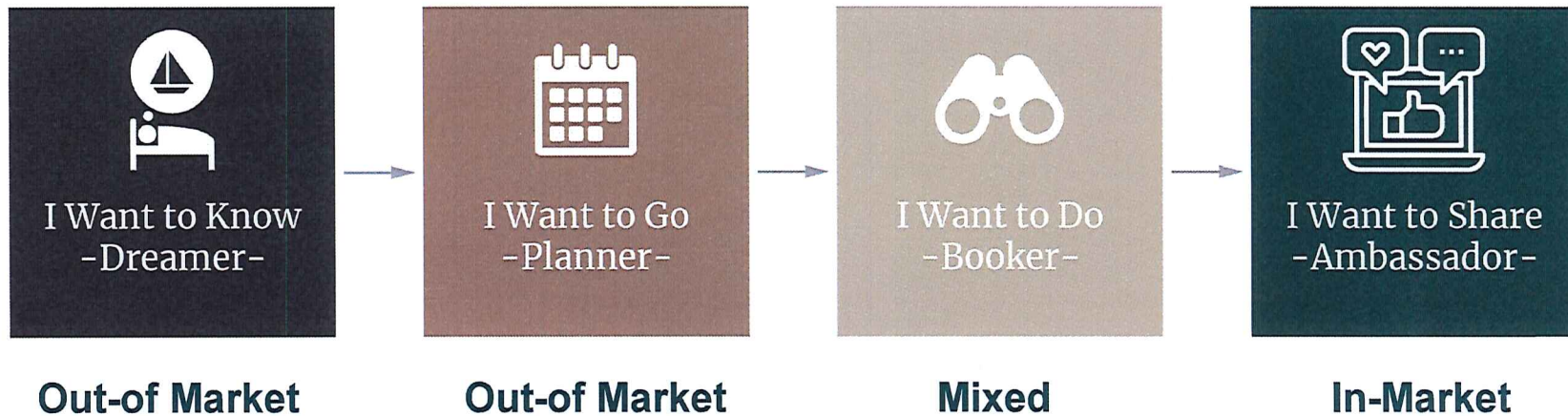
- All canvas ad and paid social media efforts
- Visitor Guide, Tahoe.com and other paid advertising
- Collateral: rack cards, etc.

### **Mixed Targeting**

- Organic social media posting and engagement
- User Generated Content (UGC)
- Influencer activations
- Website content and pages
- Newsletter Features

# STRATEGIC DIRECTIONS

## Current Traveler Booking Habits: Google Micro-moments



# STRATEGIC DIRECTIONS

## Current Traveler Booking Habits: Google Micro-moments



# STRATEGIC DIRECTIONS

## Current Traveler Habits: Google Micro-moments

### I Want to Do - Booker

- 94% of leisure travelers switch between devices as they plan or book a trip.
- 40% of U.S. travel site visits come from mobile (as of 2016 - has grown since).
- 31% of leisure travelers have booked travel on a smartphone.
- 46% of travelers with smartphones say they make their decision on mobile, but then book on another device.

**\*OPPORTUNITY:** Leverage lodging partners' systems for campaign messaging

# STRATEGIC DIRECTIONS

## Current Traveler Habits: Google Micro-moments

### I Want to Explore and Share - *Ambassador*

- 85% of leisure travelers decide on activities only after having arrived at the destination.
- Nearly 9 out of 10 travelers expect their travel provider to share relevant information while they are on their trip.
- 67% of travelers feel more loyal toward a travel company that shares information during their trip that improves their travel experience.

**\*OPPORTUNITY:** Close the loop on visitors pre- and during trip with retargeting

# STRATEGIC DIRECTIONS

## Current Traveler Habits: Google Micro-moments

Brooke's can't-wait-to-explore moments included over 40 digital travel touchpoints\* over 2 weeks leading up to and during her 3-day trip.



**100%**  
of those touchpoints  
occurred on mobile



**17**  
Google interactions

### Types of sites visited:



**30%** Google



**9%** YouTube



**23%** Navigation



**7%** Restaurants & reviews



**16%** Lifestyle



**4%** Weather



**11%** Flight providers

\*Touchpoints = searches, website visits, video views, clicks

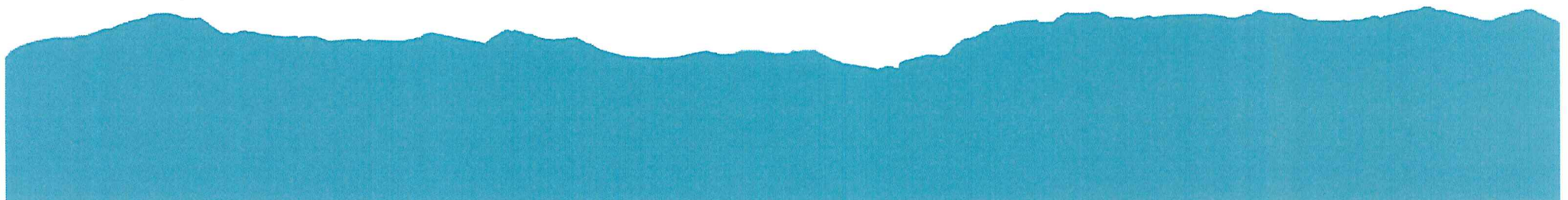
# STRATEGIC DIRECTIONS

Must consider conflicting purposes of BACC Initiatives.

In-Market Marketing Efforts

vs.

Tourist Distribution Campaigns



# STRATEGIC DIRECTIONS

Must consider conflicting purposes of BACC Initiatives.

## In-Market Marketing Efforts

- ONLY target visitors while in market - major limitations
- Provide education and resources to affect trip decisions
- Mobile-only strategies & tactics

vs.

## Tourist Distribution Campaigns

- Target visitors who are booking / have booked to provide activity-specific inspiration, both in-market and out-of-market
- Long-term strategy to spread out visitor distribution throughout the region and create synergies with greater NLT marketing efforts
- This allows us to provide and complete a brand promise for a visitor





**Thank you!**

Event	Presenter	Event Dates	Location	Amount Requested	Amount Awarded	Notes
Lake Tahoe Dance Collective	Christin Hanna	7/24 - 7/26	Gatekeeper's Museum (7/24, 7/25), West End Beach (7/26)	\$20,000	\$5,000	Aligns with NLT cultural pillar. Timing is not ideal as a lot of lodging is already booked at this time frame but the event is midweek. Would like to see funds used for out of market advertising, specifically to Bay Area and SoCal. Like the idea of utilizing an arts specific agency.
Homewood - Beer & Gear	Lisa Nigon	3/16 - 3/17	Homewood Mountain Resort	\$3,500	\$0	High season in the winter at a ski resort. Committee sees this as more of an onsite marketing activation vs. a special event. See potential for positive PR coverage.
Homewood - Craft Beer & Food Truck Festival	Lisa Nigon	10/5	Homewood Mountain Resort	\$2,500	\$0	Like the concept but don't see this delivering a stong out of market drive. Committee felt the Harvest Festival component would fit better with the Halloweekends event.
Homewood - Halloweekends at Homewood	Lisa Nigon	10/25 - 10/27	Homewood Mountain Resort	\$6,000	\$6,000	Recommend an additional \$5,000 from the oportunistic funds within the marketing sponsorship funds to assist with operational costs. Would like Homewood to consider the Harvest Festival component associated with this event. The haunted chair rides is a very itereesting idea and is a good hook to drive overnight lodging and give visitors a reason to visit during this off peak period. Recommend exploring timing to coincide with local minimum school week and/or look at moving it a weekend early as to not conflict with Halloween activities. Another suggestion is to look at connecting the Beer & Food Truck and Halloweekends event, one weekend after another to create a week long event.
Homewood - Tahoe 200 Running Festival	Lisa Nigon	9/13 - 9/15	Homewood Mountain Resort	\$10,000	\$2,500	Committee sees a potential to greater leverage partnership with Destination organization to promote the event and the new festival component. Like the addition of events that are more accessible to a wider audience. Recommend looking for revenue streams to fund operations (booth space, f&b, etc.).
TCDA - Oktoberfest	Katherine Hill	9/28	Commons Beach	\$3,000	\$0	Recommend selling more glasses to cover marketing costs. The event has been funded for a number of years. Food could be another revenue source. Would like to see additional offerings to extend visitor stays. Lodging is close to capacity that weekend due to Spartan so it's not as much of a need period.

TCDA - Tahoe City Food & Wine Classic	Katherine Hill	6/15	Downtown Tahoe City	\$7,500	\$0	Like the idea of incorporating other events to create a longer event but need concrete plans. Currently, we don't see enough room for growth in regards to the Wine Walk/F&W Classic to warrant the funds.
Snowfest	Gail Scoville	2/28 - 3/10	North Shore - Lakeside	\$5,000	\$5,000	Really like the new direction and rebranding. Recommend sending information to all regional lodging and asking them to utilize it as a way to drive visitors to the region.
Lake Tahoe Music Festival	Sue Rae Irelan	8/18 - 8/25	West Shore Café, Skylandia Park, West End Beach	\$6,000	\$6,000	Like the new direction the event is going and would like to see these funds utilized for out of market digital advertising. This event falls within the NLT cultural pillar. Need to see more information on lodging this year.
Skate the Lake	Curtis Sterner	8/17 - 8/18	Commons Beach	\$10,410	\$5,000	Leverage big names/connections, unique audience, has potential, like Friday requirement. Dedicate money to out of market - Sac/Bay/SoCal - we want access to photos/videos for advertising purposes. How can this money also help with presence at big events (Dew, XGames, etc.). Can they do a fundraising component to get participants to help raise more money.
Kids Adventure Games	Helene Mattison	6/21 - 6/23	Squaw Valley or Northstar California	\$6,500	\$2,500	Good time of year, like the kid/family component.
Family Science Day	Sarah Hockensmith	8/3	Kings Beach State Recreation Area	\$3,985	\$0	Doesn't drive overnight lodging. Like the ecotourism/responsible visitor messaging - could we tie in to visitor services messaging/partnership. Recommend applying for EpicPromise grant via Vail Resorts/Northstar.
TaHoeNalu	Ernie Brassard	8/10 - 8/11	Kings Beach State Recreation Area	\$5,000	\$2,500	Good participation, want to support the event. Generates a good amount of out of market visitors.
Bands & Brews on the Summit	Kevin Roop	9/7 - 9/8	Sugar Bowl Judah Lodge	\$20,000	\$0	Would like to have further discussions and possibly fund out of the marketing sponsorship opportunistic funds. Would like to discuss the date and see a more defined plan.
Alpenglow Mountain Festival	Brendan Madigan	2/16 - 2/24	North Lake Tahoe	\$7,500	\$5,000	Not ideal timing as the first half is Presidents Weekend but does continue thought midweek and into the next weekend. Like that the event locks participants in advance with deposit to reserve spots in some of the events. Need more lodging tracking. Would want to have a discussion about KQED. Leaning towards the out of market social and the Adventure Sports Journal options.

Adventure Van Expo	Neil Morse	9/7	Homewood Mountain Resort	\$5,000	\$3,500	Demographic that has alot of money, impressed with first year growth, like current vendor/sponsor partnerships - want to see those better utilized for promotional purposes. Like that it's expanding to two days, the event is unique and falls within a growing industry. Need to see more tracking. Potential to tie to Interbike vendors and keep them in the region the week in between the two events.
Lake Tahoe Paddle Racing Series	Jay & Anik Wild	6/1, 6/29, 7/13, 8/24, 9/14-9/15	Donner Lake (6/1), Carnelian Bay (6/29), Sunnyside (7/13), Meeks Bay (8/24), Tahoe Vista (9/14-9/15)	\$10,000	\$5,000	Currently recommend funding via Partnership Funding, however, if they solidify a partnership with the Hyatt for the Tahoe Cup event, would like to consider moving this funding to the NLT Coop per their approval. Recommend looking into getting permits to cover both weekend days as a weather backup. Need more tracking of lodging.
Donner Party Hike	Bill Oudegeest	9/14 - 9/15	Donner Summit/Sugar Bowl	\$1,000	\$0	Would like to offer in-kind assistance and incorporate this messaging into the NLT consumer messaging via blogs, social media, etc. See value in the product and it's uniqueness.
Trails & Vistas	Nancy Lopez	9/7 - 9/8		\$5,000	\$0	Need additional information. Location for event was not confirmed/specified.
Restorative Arts & Yoga	Shawna Lee West	5/31 - 6/2	Granlibakken	\$10,000	\$5,000	Aligns with the NLT health & wellness pillar. The timing is a great time of year to drive lodging and the results from 2018 show over 100 room nights and tracting with the event.
<b>Total</b>				<b>\$147,895</b>	<b>\$53,000</b>	