

NLTRA Mission

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

Committee Members: **Chair: Caroline Ross**, Squaw Valley Business Association
 Stephen Lamb, PlumpJack Inn | **Kyle Bigelow**, 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/Lynn Gibson**
Placer County Representative:
Chair: Brett Williams, Agate Bay Realty | **Vice Chair: Christine Horvath**, Squaw Alpine
 Terra Calegari, Resort at Squaw Creek | **Kimberley Kilburn**, Vail Resorts
 Judith Kline, Tahoe Luxury Properties | **Becky Moore**, Squaw Valley Lodge
 Melissa Panico, MAP Events | **Nicole Reitter**, Tahoe Mountain Resort Lodging
 Amber Kennedy, Tahoe Getaways | **Tyler Gaffaney**, Tahoe Biltmore
 Wendy Hummer, EXL Media
Advisory Board Member: **Erin Casey**, Placer County

AGENDA

TO CALL IN: (605) 475-4842 Access code: 120318

1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the In-Market Tourism Development Committee 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 In-Market Tourism Development meeting minutes from Mar 26, 2019** **Page 1**
5. NLTRA & The Abbi Agency Staffing Update
6. **Action/Motion Items: (BACC Budget – Page 2)**
 1. Business Association Grant Request – Squaw Valley Business Association **Page 8**
 2. Business Association Grant Request – Northstar California
 3. Business Association Grant Request – West Shore Business Association **Page 20**
 4. Shopping Video Launch Campaign – Amber Burke
- Other Items:**
 7. Update on 2019 Summer Campaigns (Music & Mountain) – Amber Burke **Page 25**

8. Discussion on In-Kind Marketing Support for 19.20 Partnership Funding Program – Amber Burke –
Page 26

9. Meeting Schedule Review – Amber Burke

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

11. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

IN-MARKET TOURISM DEVELOPMENT MEETING – Minutes Draft

Tuesday, March 26, 2019 at 1pm

North Tahoe Event Center

8318 North Lake Blvd., Kings Beach, CA 96143

PRELIMINARY MINUTES

Committee members in attendance: TCDA: Kylee Bigelow, NTBA: Jody Poe, SQUAW VALLEY BUSINESS ASSOCIATION: Caroline Ross and Stephen Lamb, INCLINE COMMUNITY BUSINESS ASSOCIATION: Greg Long, NORTH LAKE TAHOE CHAMBER OF COMMERCE: Liz Bowling, WEST SHORE ASSOCIATION: Travis Mraz, Brett Williams, Amber Kennedy, Judith Kline, Nicole Reitter, Amber Kennedy, Tyler Gaffaney, Wendy Hummer, Christine Horvath (called-in)

- 1.0 **CALL TO ORDER – ESTABLISH QUORUM** - Quorum was established at 1.10pm.
- 2.0 **PUBLIC FORUM** – Amber did a quick review of In-Market campaigns.
- 3.0 **AGENDA AMENDMENTS AND APPROVAL** – M/S/C (Caroline Ross/Judith Kline) (14/0) to accept the agenda as presented.
- 4.0 **APPROVAL OF IN-MARKET TOURISM DEVELOPMENT MEETING MINUTES FROM JAN 29, 2019** – M/S/C (Caroline Ross/Nicole Reitter) (13/0/1 – Brett Williams abstained) to approve the meeting minutes.
- 5.0 **SUMMER LONG MUSIC CAMPAIGN PROPOSAL** – M/S/C (Kylee Bigelow/Stephen Lamb) (13/0/1 – Jody Poe abstained) to approve \$12,800 and complete an e-mail vote on the remaining funds of \$7,200 prior to April 5, 2019.

Direction to staff (Amber): Research the cost of a print ad in the Weekly, Moonshine Ink and Sierra Sun and splitting the cost of a visitor guide ad.

- 6.0 **SUMMELONG MOUNTAIN CAMPAIGN PROPOSAL** – M/S/C (Wendy Hummer/Greg Long) (14/0) to approve Summer Mountain Campaign with evaluation of optimizing visitor guide ad across both campaigns.

Direction to staff (Amber): Research a number of options of what this ad would look like and work with the Abbi Agency on the creative.

- 7.0 **UPDATE ON 2019 WINTER LAKESIDE CAMPAIGN** - Allegra with the Abbi Agency reviewed the Winter Lakeside Campaign.

- 8.0 **SMARI RESEARCH UPDATE** – Cindy reviewed the SMARI Research findings with the committee members.

Direction to staff: Share the SMARI Research document with the committee members.

- 9.0 **COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS:** TCDA: Get you Wine Walk tickets soon before they sell out. Squaw Valley Business Association: WinterWonderGrass is happening in Squaw this weekend. Chamber of Commerce: The Chamber is accepting donations for the Community Awards dinner.

- 10.0 **ADJOURNMENT** – The meeting adjourned at 2.30pm.

Submitted by Anna Atwood

In-Market Tourism Development
2018.2019 Budget - Community Marketing Grants

EXPENSES

Line Item	Forecast Amount	Actual Amount	Account Code	Forecast Month	Actual Month	Notes
Tahoe City Downtown Association	\$0					
North Tahoe Business Association	\$0					
Northstar California	\$10,000		6018-00-11	April		
Squaw Valley Neighborhood Company	\$10,000		6018-00-11	April		
West Shore Association	\$10,000		6018-00-11	April		
Total Spend	\$30,000	\$0				

	Forecast	Actual
Allocated Budget	\$30,000	\$30,000
Expenses	\$30,000	\$0
Remaining Budget	\$0	\$30,000

In-Market Tourism Development 2018.2019 Budget

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
Summerlong Music Campaign	\$20,467	\$20,852	Account Code: 6743-04
Summer Mountain Campaign	\$20,375	\$19,970	Account Code: 6743-05
Winter Lake Campaign	\$18,000	\$18,000	Account Code: 6743-03
Shopping Campaign	\$17,400	\$8,593	Account Code: 6743-01
Total Spend	\$76,242	\$67,415	

REVENUES

Line Item	Forecast Amount	Actual Amount	Notes
Summerlong Music Campaign	\$0	\$0	
Summer Mountain Campaign	\$1,000	\$0	
Winter Lake Campaign	\$1,000	\$1,000	
Shopping Campaign	\$0	\$0	
Total Revenue	\$2,000	\$1,000	

	Forecast	Actual
Additional Revenues	\$2,000	\$1,000
Allocated Budget	\$80,000	\$80,000
Expenses	\$76,242	\$67,415
Remaining Budget	\$5,758	\$13,585

In-Market Tourism Development
2018.2019 Budget
North Lake Tahoe Summerlong Music Campaign (Summer 2019)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Summerlong Music - Summer 2019	\$20,467	\$20,852			
TAA Campaign	\$12,800	\$13,454	May - October		
<i>Digital Content Refresh & Creative Dev.</i>	\$3,500	\$3,500			
<i>Social Posting & Coordination</i>	\$1,500	\$1,500			
<i>Music Treasure of Tahoe</i>	\$2,500	\$2,500			
<i>Instagram Meet-Up</i>	\$1,300	\$1,300			
<i>Rack Card Printing Costs</i>	\$500	\$1,154		May	<i>Not final - doesn't include tax (my estimate)</i>
<i>Project Management & Reporting</i>	\$1,500	\$1,500			
<i>Social Advertising</i>	\$2,000	\$2,000			
Advertising	\$7,277	\$7,008			
<i>NLT Visitor Guide</i>	\$1,795	\$1,795	June		
<i>Moonshine Ink - Summer Lovin' Issue</i>	\$658	\$658		May	<i>5/21 submitted check request</i>
<i>South Lake Tahoe Rack Card Distribution</i>	\$1,024	\$942		May	<i>5/21 submitted check request</i>
<i>Tahoe.com</i>	\$3,800	\$3,613	June	May	<i>5/16 submitted check request</i>
2018 Rack Card Printing Costs	\$390	\$390	June	Aug-18	<i>\$390 was accrued from 17.18 budget for 2018 rack cards</i>
Total Spend	\$20,467	\$20,852			

	Forecast	Actual
Additional Revenues	\$0	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,467	\$20,852
Remaining Budget	(\$467)	(\$852)

In-Market Tourism Development
2018.2019 Budget
Summer Mountain Campaign (Summer 2019)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Summer Mtn. Campaign - Summer 2019	\$20,375	\$19,970			
<i>Digital Content Refresh</i>	\$3,675	\$3,675	May - October		Invoice #6586 submitted 5/1 (1 of 5)
<i>3 Winter Treasures</i>	\$7,500	\$7,500			Invoice #6586 submitted 5/1 (1 of 5)
<i>Social Canvas Ad Advertising</i>	\$3,000	\$3,000			Invoice #6586 submitted 5/1 (1 of 5)
<i>Treasure Ads</i>	\$1,500				
<i>Canvas Ads</i>	\$1,500				
<i>In-Market Instagram Meet Up</i>	\$2,500	\$2,500			Invoice #6586 submitted 5/1 (1 of 5)
<i>Project Management</i>	\$1,500	\$1,500			Invoice #6586 submitted 5/1 (1 of 5)
NLT Visitor's Guide	\$2,200	\$1,795	June		
Total Spend	\$20,375	\$19,970			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$1,000		May		
Total Revenue	\$1,000	\$0			

In-Market Tourism Development
2018.2019 Budget
Winter Lakeside Campaign (November 2018 - April 2019)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Digital Content Refresh	\$3,000	\$3,000		March	3/6: Invoice #6453 (2 of 4), 3/12 Invoice #6452 (1 of 4), 4/2 Invoice #6512 (3 of 4), 5/1 Invoice #6576 (4 of 4)
3 Winter Treasures	\$7,500	\$7,500		March	3/6: Invoice #6453 (2 of 4), 3/12 Invoice #6452 (1 of 4), 4/2 Invoice #6512 (3 of 4), 5/1 Invoice #6576 (4 of 4)
Social Canvas Ad Advertising	\$4,000	\$4,000		March	3/6: Invoice #6453 (2 of 4), 3/12 Invoice #6452 (1 of 4), 4/2 Invoice #6512 (3 of 4), 5/1 Invoice #6576 (4 of 4)
Treasure Ads	\$1,500				
Canvas Ads	\$2,500				
In-Market Instagram Meet Up	\$2,000	\$2,000		March	3/6: Invoice #6453 (2 of 4), 3/12 Invoice #6452 (1 of 4), 4/2 Invoice #6512 (3 of 4), 5/1 Invoice #6576 (4 of 4)
Project Management	\$1,500	\$1,500		March	3/6: Invoice #6453 (2 of 4), 3/12 Invoice #6452 (1 of 4), 4/2 Invoice #6512 (3 of 4), 5/1 Invoice #6576 (4 of 4)
Total Spend	\$18,000	\$18,000			

REVENUES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Incline Community Business Association	\$1,000	\$1,000	November		3/6 submitted request to invoice ICBA to accounting
Total Revenue	\$1,000	\$1,000			

	Forecast	Actual
Additional Revenues	\$1,000	\$1,000
Allocated Budget	\$20,000	\$20,000
Expenses	\$18,000	\$18,000
Remaining Budget	\$3,000	\$3,000

In-Market Tourism Development
2018.2019 Budget
Shopping Campaign (July 2018 - June 2019)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Forecast Month	Actual Month	Notes
Year Rounds Shopping					
TAA Campaign	\$13,200	\$4,400			
<i>Social Media & Project Management</i>	\$8,000	\$2,667			8/9 approved at August meeting - 8/31 Invoice: #6050, 10/2 Invoice: #6113, 11/1 Invoice: 6168, included Nov. but haven't been billed yet (\$666.67/month)
<i>Social Media Hard Costs</i>	\$5,200	\$1,733			8/9 approved at August meeting - 8/31 Invoice: #6050, 10/2 Invoice: #6113, 11/1 Invoice: 6168, included Nov. but haven't been billed yet (\$433.33/month)
Event Promotion Campaign	\$4,200	\$0			
Video Series	\$0	\$4,138	August		
Generikal Design		\$217		April	Transcription & Music License - 4/2 check request submitted
JVP Communication Production Services	\$2,610	\$3,441		November	11/1 submitted check request (\$741) - came in quite a bit under budget; \$2700 was accrued from 17.18 for JVP Work
JVP Communications Script		\$480		November	4/15 submitted check request
Shop Local URL		\$55		April	Lindsay Thayer put my credit card on file and it renewed for 3-years. Can't cancel.
Total Spend	\$17,400	\$8,593			

	Forecast	Actual
Additional Revenues	\$0	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$17,400	\$8,593
Remaining Budget	\$2,600	\$11,407



ROI Prepared for: The Business and Chamber Advisory Collaboration
Community Marketing Grant Program
For: FY 2017-2018

SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

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

The purpose of the Association is to:

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

The Squaw Valley Business Association was awarded \$10,000 in 2018 from the Community Marketing Program for a digital media buy with Richter7 that was geo-targeted to Southern California, specifically San Diego and Los Angeles, during the Spring shoulder season. Creative included paid search, email marketing and Conversion Optimized Facebook/Instagram News-Feed Ads. The creative linked directly to a closed landing page promoting Squaw Valley / North Lake Tahoe and a lodging offer from each of our Valley properties, equally and in alphabetical order, with a direct link to their proprietary site.

The campaign ran April 30, 2018 through May 22, 2018. Digital ads served 534K impressions, which exceed our prior Fall campaign and resulted in 2148 landing page visits. 276 users clicked one of the book now buttons, the largest share stemming from email ads.

See attached digital campaign performance report from Richter7.

Thank you for the opportunity to promote our spring lodging offerings collaboratively.

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



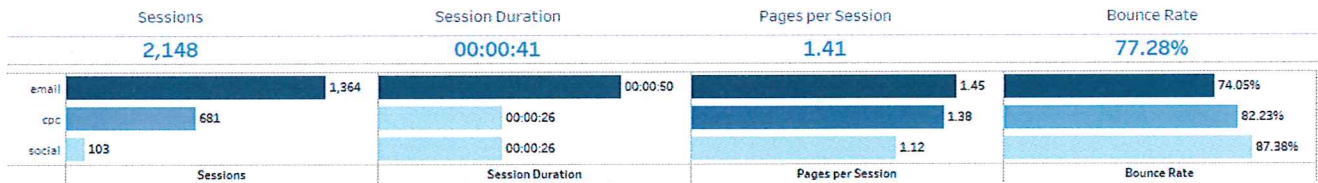
SQUAW VALLEY DIGITAL REPORT

MAY 2018

EXECUTIVE SUMMARY

- **Digital ads served 534K impressions**
 - From Apr 30th through May 22nd, email, social, and search ads combined for over 534K impressions. Paid search ads were responsible for the largest share of impressions (Social ads were responsible for the largest share of impressions (47%).
- **This resulted in 2,148 landing page visits**
 - During the same time period, digital ads directed over 2.1K users to the campaign's landing page. Users who landed on the Spring Lodging page spent on average 41 seconds on the site and averaged 1.41 pages per session.
- **276 users clicked on one of the "Book Now" buttons**
 - The largest share of "Book Now" button clicks stemmed from email ads (82%). Overall, the Spring Lodging campaign resulted in a \$31 cost per booking click.

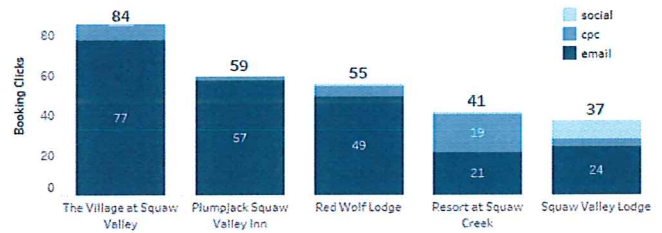
Website Performance // MAY 2018



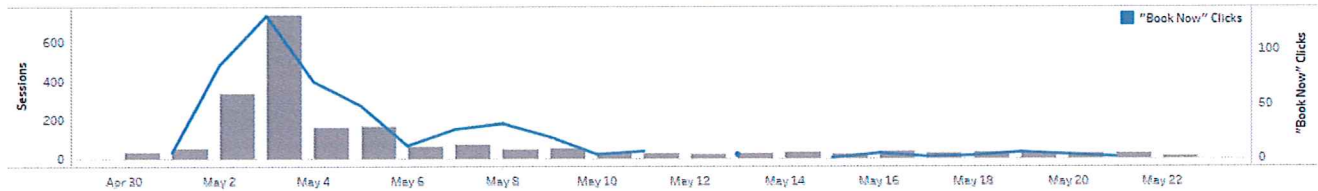
From April 30 thru May 22nd, social, email, and paid search ads directed over 2,100 users to Squaw Valley's website. Email was the most successful medium in every measure for the Spring campaign, driving the majority of the landing page's traffic just after it was sent on May 2nd.

- The breakdown of lodging clicks for Spring was similar to Fall: The Village at Squaw Valley led the way, followed by Plumpjack Squaw Valley Inn. The new Resort at Squaw Creek link performed the best with paid search, while the majority of social leads came via Squaw Valley Lodge clicks.

Most Popular Lodging Options from the Landing Page



Web Traffic & Bookings Over Time



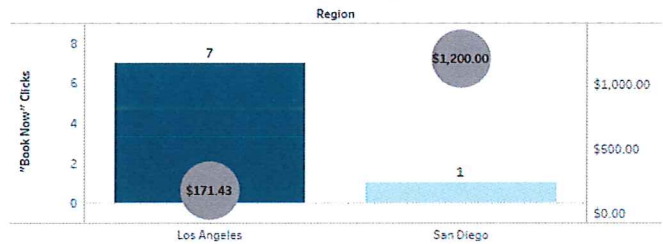
Social Performance // MAY 2018



	Impressions	Click Through Rate	"Book Now" Clicks	Cost per "Book Now" Click
	113,948	0.12%	8	\$300.00
Facebook	61,563	0.18%	6	\$254.14
Instagram	52,385	0.05%	2	\$437.58

- The Spring social ads failed to perform as well as they did in the Fall campaign. Overall, the spots brought in just over 113K impressions and 8 Booking Now clicks on the landing page.

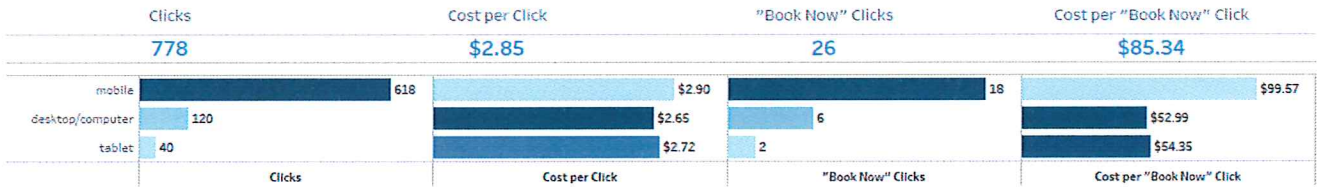
Social Performance by Region



Social Data Table

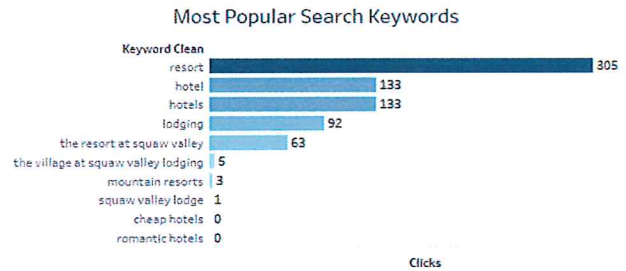
Platform	Region	Impressions	Link Clicks	Click Through ...	Spend	Cost per Click	Total Engagem..	Engagement R..	Cost per Engag..	"Book Now" Cl..	Booking Rate	Cost per "Book..
Facebook	Los Angeles	32,154	57	0.18%	\$803.86	\$14.10	20	0.06%	\$40.19	5	8.77%	\$160.77
	San Diego	29,409	54	0.18%	\$720.98	\$13.35	34	0.12%	\$21.21	1	1.85%	\$720.98
	Total	61,563	111	0.18%	\$1,524.83	\$13.74	54	0.09%	\$28.24	6	5.41%	\$254.14
Instagram	Los Angeles	24,972	13	0.05%	\$396.14	\$30.47	16	0.06%	\$24.76	2	15.38%	\$198.07
	San Diego	27,413	15	0.05%	\$479.02	\$31.93	21	0.08%	\$22.81	0	0.00%	
	Total	52,385	28	0.05%	\$875.17	\$31.26	37	0.07%	\$23.65	2	7.14%	\$437.58
Grand Total		113,948	139	0.12%	\$2,400.00	\$17.27	91	0.08%	\$26.37	8	5.76%	\$300.00

Paid Search Performance // MAY 2018



- Paid search performance improved from the Fall campaign, as cost per click decreased by more than 50% to \$2.85, and cost per Book Now click decreased by over 30% to \$85.

- The Alpine Meadows/Squaw Valley and Resorts ad groups performed particularly well, resulting in the highest click through rates and lowest cost per booking figures. Searches under the "resort" keyword resulted in the most clicks to Squaw Valley's website.



Paid Search Table

Ad Group	Impressions	Clicks	Click Through Rate	Cost	Cost per Click	"Book Now" Clicks	Cost per "Book Now" Click
Hotels	179,659	259	0.15%	\$819.43	\$3.06	4	\$204.86
Resorts	45,135	308	0.68%	\$932.36	\$3.03	16	\$58.27
Lodging	17,569	95	0.54%	\$284.33	\$2.99	2	\$142.17
Spring Skiing	5,470	24	0.44%	\$75.16	\$3.13	0	
Alpine Meadows/Squaw V..	1,752	71	4.05%	\$78.84	\$1.11	4	\$19.71
Spring Snowboarding	891	12	1.35%	\$28.66	\$2.39	0	
Grand Total	250,476	778	0.31%	\$2,218.78	\$2.85	26	\$85.34

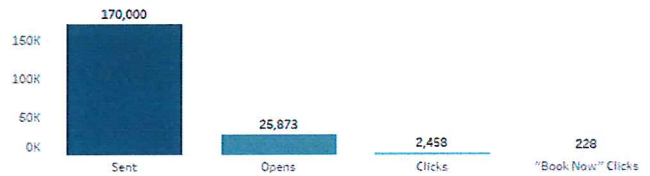
Email Performance // MAY 2018



Sent	Open Rate	"Book Now" Clicks	Cost per "Book Now" Click
170,000	15.22%	228	\$17.54

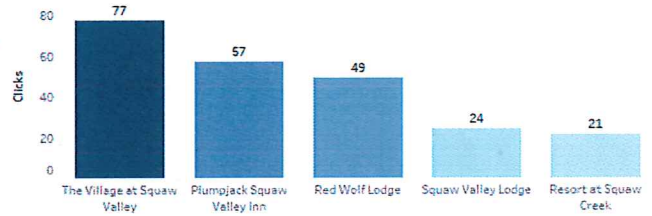
Email Performance - User Funnel

- We sent the Spring e-blast out on May 2nd and led the medium to the best results of the campaign. We switched the strategy somewhat from the Fall e-blast, which had links directly to the booking sites; Spring's message linked to the Spring campaign landing page, and so delivered more site visits than last year and 228 Book Now clicks.



Most Popular Lodging Options

- The open and click through rates were down slightly in Spring from the Fall campaign. The Spring email still managed to generate by far the most Book Now clicks. Leading the way was The Village at Squaw Valley and Plumpjack Squaw Valley Inn, which accounted for a little over half of the overall Book Now clicks.



		Sent	Opens	Open Rate	Clicks	Click Through Rate	"Book Now" Clicks	Booking Rate
October 19, 2017	Enjoy North Lake Tahoe this fall	45,635	8,077	17.70%	1,228	15.20%	367	29.89%
May 2, 2018	Enjoy North Lake Tahoe this spring	170,000	25,873	15.22%	2,458	9.50%	228	9.26%

Facebook

Squaw Valley Alpine Meadows
Sponsored

Squaw Valley is open for skiing thru Memorial Day Weekend. Visit the Spring Skiing Capital to enjoy fun turns, live après music and work on your goggle tan.

SPRING SAVINGS IN LAKE TAHOE

SAVE UP TO 33% ON LODGING

SQUAW VALLEY ALPINE MEADOWS

SQUAWALPINE.COM
Save up to 33% on Lodging
 Save Big on Your Lake Tahoe Spring Ski Vacation

Shop Now

30 Reactions · 2 Comments · 3 Shares

Like Comment Share

Instagram

Squaw Valley Alpine Meadows
Sponsored

SPRING SAVINGS IN LAKE TAHOE

SAVE UP TO 33% ON LODGING

SQUAW VALLEY ALPINE MEADOWS

Shop Now

squawalpine Squaw Valley is open for skiing thru Memorial Day Weekend. Visit the Spring Skiing Capital to enjoy fun turns, live après music and work on more

Email

SQUAW VALLEY ALPINE MEADOWS

STAY AT SQUAW VALLEY THIS SPRING

Spring offers endless possibilities for your next ski vacation. Enjoy the beauty of Lake Tahoe and the thrill of skiing on the best slopes in the region. Stay at Squaw Valley this spring and enjoy the best of both worlds.

APRIL 29 - MAY 19
Spring Ski Pass
 Enjoy the best of both worlds. Ski the best slopes in the region and enjoy the beauty of Lake Tahoe. [Shop Now](#)

APRIL 28 - MAY 28
Spring Skiing & Dining Package
 Enjoy the best of both worlds. Ski the best slopes in the region and enjoy the beauty of Lake Tahoe. [Shop Now](#)

MAY 26-27
Make a Tahoe Tradition
 Make a Tahoe tradition. Enjoy the best of both worlds. Ski the best slopes in the region and enjoy the beauty of Lake Tahoe. [Shop Now](#)

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REFERENCE SHEET

Session - a group of interactions one user takes within a given time frame on your website.

Pageview - A pageview is recorded every time a page is viewed. Or, more technically, a pageview is recorded every time the Google Analytics pageview tracking method is executed.

Session Duration - This is the sum of the time on page for all pageviews in a visit. Or, more accurately, it is the difference between the time they viewed the first page and last page in a visit.

Bounce Rate - Bounce Rate is the percentage of single-page sessions (i.e. sessions in which the visitor only visited one page on a site without interacting with the page).

Pages Per Session - The average number of pages viewed during a session on your website.

Impression - Counted each time your ad is shown on a search result page or other site on the Google Network.

Click - When someone clicks your ad, like on the blue headline of a text ad.

Click through Rate - A ratio showing how often people who see your ad end up clicking it.

Engagement - The total number of reactions, comments, and shares a social post earns.

Engagement Rate - The rate at which users engage with your content. Total Engagements/Reach.

Fall Booking (Conversion) - A click on the "Book Now" button on the Fall Lodging landing page.

THANK YOU

- **RICHTER7 Contacts**
Tal Harry, CEO
tharry@richter7.com
+1 801 303 1538

Andrew Velasco, Account Manager
avelasco@richter7.com
+1 801 303 1517

Joni Carrillo-Harry, Media Buyer
jcharry@richter7.com
+1 801 521 2903

Jim Faulkner, Digital Analytics Manager
jfaulkner@richter7.com
+1 801 303 1518

FUSION **F**
7 SEVEN

RICHTER7



Proposal for consideration by:
The Business and Chamber Advisory Collaboration
Community Marketing Grant Program
For: FY 2018-2019

SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

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

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- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

SVBA Tax ID # - 68-0471187

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

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

The Squaw Valley Business Association respectfully requests \$10,000 from the Community Marketing program for FY2018-2019 for the re-production and distribution of the Squaw Valley Area Shopping, Dining & Lodging Guide during Summer 2019. Thanks to the support we received over the years, the SVBA successfully has produced and printed over 175,000 copies of this Guide. This collateral has proven great value over the course of the years, not only to the SVBA members but also to our

business partners and visitors alike. We plan to update the guide with new photos and content for Summer 2019 and distribute them via Certified Public Folder Display at 395 sites around Lake Tahoe and Reno/Carson City, June through September, as well as here in the Valley.

Project Expense Breakdown:

DYNAGRAPHICS = \$7207.00
40K – Printing of Brochure

CERTIFIED PUBLIC FOLDER DISPLAY = \$3769.00
26K – Copies needed for distribution in 395 sites in NLT, SLT and RENO/CARSON
3 Months of Distribution – June through September of July through October TBD

- 2018 International research conducted by Bentley University’s Center for Marketing Technology says maps & guides are the #1 influencer of visitors during their trip!

EXTRA COPIES
4K – To be distributed amongst our members for distribution in the Valley

CREATIVE DESIGN/UPDATES TO GUIDE = \$500.00

Total Project Expense = \$11,476.00
NLTRA Grant Request = \$10,000.00
SVBA Expense = \$1146.00 (or 11%)

The project is consistent with the NLT Tourism and Community Investment Plan because it promotes Squaw Valley as a summer destination that offers lodging, shopping, dining, events and recreational activity year-round and off the Lake.

The continued success of the project will be measured by our guest and visitor’s pleasure when they are handed the piece, by increased visitation and consumer satisfaction because they will be able to easily find the places they want to go and by increased room nights which will be tracked via a unique #. Distribution numbers for the map will also speak for themselves.

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

Sincerely,

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



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

WELCOME TO THE MAGICAL WEST SHORE.

Spend a day or two on the West Shore and you'll understand immediately why it's called the "Magical West Shore". Known for its beauty, history, and outdoor activities, there is so much to see and do on Lake Tahoe's Magical West Shore...you may never want to leave!

Lead by a volunteer board The West Shore Association is an organization of West Shore businesses and individuals working together to promote the "Magical West Shore" to residents and visitors. WSA represents our members as a voice to all of our various government agencies.

2017 – 2018 BACC Grant Request Review

WSA Social Media Campaign, Website and eBlast Campaign **Allocated \$6,500** Spent \$7,410.26

We continued to use Andria / Ideal Wild for our social media channels, website updates and help with eBlast campaigns. For social media, her team utilized allocated funding for organic posts and content creating vs advertising based on the trends they were seeing. The funding that was set aside for eBlasts was reallocated to website updates throughout the year. Last year our focus was to continue to grow our email list. While we did see overall email list growth the giveaways, we anticipated hosting did not happen.

			Allocated	Actual
Social Media	Andria Gutierrez	Social M. Proposal	\$3,500	\$6,168.26
		Facebook & Instagram Ads	\$1,550	0
Website Updates		Member/Event updates	\$750	\$1,242
eBlast Campaigns		Content Creation	\$200	0
		Quarterly Newsletters	\$500	0

WSA Advertising Campaigns

Allocated \$3,500

Spent \$969

The WSA continued to push Opening Day at the Lake by placing ads in Moonshine Inc, Tahoe Weekly and Sierra Sun. Funding originally allocated to the Tahoe Music Festival and Tahoe Dance Collective for advertising wasn't spent in full.

		Allocated	Actual
Opening Day/Lake	Local Media Placements including: The Weekly Moonshine Ink, Sierra Nevada Media	\$1,000	\$969
Tahoe Music Festival	Local Media Placements including: The Weekly Moonshine Ink	\$1,000	\$500
Tahoe Dance Collective	Local Media Placements Including: Sierra Nevada Media, The Weekly,	\$1,000	\$0



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WSA Non Profit Support - Tahoe Maritime Museum Brochure Allocated \$500 **Spent \$0**
 Funding was provided to the Tahoe Maritime Museum for them to produce a brochure for their customers.

Total Spend \$8,379.26

Total grant funding spend came in \$1,620.74 under the \$10,000 allocated. We would like to request to roll over the remaining funding to this budget cycle.

Social Media & Website Recap

Decreases in impressions YOY due to reallocating efforts to organic posts and content gathering.

	5/16 – 5/17	5/17 – 4/18	5/18 – 4/19	Increase YOY
FANS				
Facebook	6,978	8,062	8,932	10%
Instagram	13,400	16,200	17,986	10%
Twitter	1,297	1,370	1,442	5%
FACEBOOK				
CLICKS TO WEBSITE (from google analytics)	1,932	1,053	730	-44%
TOTAL LINK CLICKS (tahoewsa.com and other West Shore promoted links)	5,285	4,098	1,819	-125%
NEWSLETTER SIGN UP	13	841	203	-314%
REACH (TOTAL)	4,100,000	4,200,000	2,500,000	-68%
Organic + Viral	3,702,500	3,986,700	2,500,000	-59%
Paid	497,900	206,600	0	NA
IMPRESSIONS (TOTAL)	7,200,000	7,300,000	510000	-1331%
Organic + Viral	6,631,700	7,096,500	510000	-1291%
Paid	500,600	210,300	0	NA
ENGAGED USERS	302,400	353,700	299,000	-18%
ENGAGEMENT RATE	6.70%	7.84%	11.15%	30%



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PAGE VIEWS	3,131	3,224	5,931	46%
TWITTER				
CLICKS TO WEBSITE	44	39	99	61%
TOTAL LINK CLICKS (tahoewsa.com and other West Shore promoted links)	244	587	1,819	68%
IMPRESSIONS (TOTAL)				
Organic	139,300	141,500	155,400	9%
Paid	77,141	141,500	155,400	9%
	62,159	0	0	NA
RETWEETS				
	181	245	228	-7%
LIKES				
	662	1,367	1365	0%
INSTAGRAM				
CLICKS TO WEBSITE	210	751	239	-214%
ENGAGEMENTS	52,116	61,000	78,517	22%
Average ENGAGEMENT per post	543	642	491	-31%
IMPRESSIONS	-	-	877,000	NA
WEBSITE				
Sessions	12,522	15,397	17,425	12%
Users	10,761	13,321	15,282	13%
Page Views	25,438	29,440	33,409	12%



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2018 – 2019 BACC Grant Request

WSA Digital Marketing **\$7,520.74** (\$620.74 Roll Over)

Our plan is to continue to grow our email list and send, at the minimum, biannual emails to our visitor list promoting happenings on the West Shore. In addition we plan on running a summer giveaway, similar to our winter giveaway, to encourage sign ups. A portion of this fund will be directed toward content creating for the eblasts including, gathering content from WSA members, blog writing that focuses on the area and other engaging content. Social media ads and website updates continue to remain a focus for us and we plan on allocating a large portion of our money to this avenue.

We recognize that we are small volunteer organization that needs support from outside vendors to continue to reach our audience. Because of this we have decided to increase our spend specifically through digital marketing.

			Allocated	Actual
Social Media	Andria Gutierrez	Social M. Proposal	\$3,570.74	
		Facebook & Instagram Ads	\$1,550	
Website Updates		Member/Event updates	\$1,000	
eBlast Campaigns		Content Creation	\$700	
		Quarterly Newsletters	\$700	

WSA Advertising Campaigns **\$4,100** (\$1,000 Roll Over)

Similar to the previous year, the WSA will continue focusing print advertising towards marquee West Shore events such as Opening Day at the Lake, Lake Tahoe Music Festival and Lake Tahoe Dance Festival.

Opening Day at the Lake – Memorial Day Weekend

Opening Day at the Lake is a West Shore tradition, an official summer “kick off” that lets visitors know that shops are open and to stop by the West Shore. Advertising focuses on businesses that host deck opening parties and other events around Memorial Day.

Lake Tahoe Music Festival – August 21 – 26, 2018

The Lake Tahoe Music Festival 20-Piece Academy Orchestra is comprised of elite student musicians from across the United States under the direction of Maestro Timm Rolek. Five concerts are held over days during the month of August and consist of music, ballet, food, and wine.

Tahoe Dance Collective – Annual Lake Tahoe Dance Festival

The Lake Tahoe Dance Festival is a presentation of the Lake Tahoe Dance Collective, a 501c3 organization, whose mission is to promote classical, modern and contemporary dance of the finest quality in the Lake Tahoe area through performance, education and outreach, enriching the community as a whole and as a cultural destination. <http://www.laketahoeandancefestival.org/>

WSA Member Event Support

The WSA is interested in supporting events on the West Shore. Public facing events ultimately result in additional traffic to our side of the lake and will help increase business, provide additional impressions and in turn solidify our brand. In order to be considered the organizer must be a current WSA member and the event must include the WSA as a sponsor in all marketing materials. The WSA board will vote on each event proposal.

		Allocated	Actual
Opening Day/Lake	Local Media Placements including: The Weekly	\$1,100	



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Tahoe Music Festival	Moonshine Ink, Sierra Nevada Media		
	Local Media Placements including: The Weekly Moonshine Ink	\$1,000	
Tahoe Dance Collective	Local Media Placements Including: Sierra Nevada Media, The Weekly,	\$1,000	
WSA Member Event Support	West Shore Café Wine vs Beer Event Sponsor	\$500	
	Other TBD	\$500	

Total Ask 2018-19	\$10,000
Roll Over 2017-18	\$1,620.74
Total Budgeted Spend	\$11,620.74

WSA Organization Status

Over the past year the WSA has lost several key board members and has been searching for more volunteers. In April we held a “WSA Revival Party” where we gauged interest in keeping the organization going. Over the next year the goal is to rebuild and redefine the organization by reviving the membership base, holding regular meetings, appointing chairs and community outreach. The people who contributed to this grant proposal want to see the WSA continue and felt it was necessary to address the status of the organization.

WSA Meetings will be held on the first Thursday of every month at 4pm at Granlibakken.



MEMORANDUM

Date: May 22, 2019

TO: NLTRA In-Market Tourism Development Committee

FROM: Amber Burke, Dr. of Marketing

RE: Shopping Campaign – June Shopping Video Launch

Action Requested:

Approve up to \$4,000 for shopping video launch campaign to take place in June 2019.

Background:

The In-Market Tourism Development committee commissioned Generikal Designs and Jessica VanPernis Communications to create three shopping videos highlighting knowledge of local staff, local artisans and North Lake Tahoe's unique shopping districts. The videos are now complete and are ready to be rolled out.

Initially the committee discussed potentially utilizing a portion of the shopping budget funds for a launch when the videos were complete.

The Abbi Agency has developed a launch plan including boosting/advertising videos via social media, social posts, a blog highlighting shopping which will be distributed via the NLT consumer channels and Instagram takeovers in partnership with a few of the shopping partners highlighted.

Fiscal Impact:

The shopping line item currently has \$11,407 remaining in the preapproved budget for the remaining 18.19 fiscal year. Therefore, sufficient funds remain to support the proposed launch campaign.



MEMORANDUM

Date: May 22, 2019
TO: NLTRA In-Market Tourism Development Committee
FROM: Amber Burke, Dr. of Marketing
RE: 19.20 Partnership Funding – In-Kind Marketing Support Discussion

Action Requested:

No action is being requested at this time.

Background:

In the past, the Partnership Funding program has provided funding directly to event producers to be used solely on marketing.

It is proposed that in the 19.20 fiscal year, the \$50,000 be used to supply in-kind support versus a cash sponsorship. NLTRA staff would work with agencies to create social, digital and PR ads/content to advertise the selected events. Event producers would work with staff and agency contacts to determine appropriate audience and markets.

This approach was vetted through a select group of past Partnership Funding recipients during the creation of the 2-Year Tourism Development Plan in 2018 and was met with positive feedback.

This would allow for greater control of the funds from the NLTRA and would take a burden off the advertising producers.

Fiscal Impact:

In the 19.20 fiscal budget, \$50,000 is being allocated for the Partnership Funding like in years past. An additional \$7,500 would need to be allocated to cover approximately 15% in agency fees.