

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 | **Kylee Bigelow**, Tahoe City Downtown Association
 Alyssa Reilly, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association
Greg Long, Incline Community Business Association | **Paul Raymore**, 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:
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: (712) 770-4010 Access code: 775665#

- 1:00 p.m.** **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.
- 1:05 p.m.** **3. Agenda Amendments and Approval**
- 4. Approval of In-Market Tourism Development meeting minutes from May 28, 2019** Page 1
- 5. Action/Motion Items:**
 - 1:10 p.m. 1. Winter Lakeside Plan for Discussion & Approval Page 3
 - 1:30 p.m. 2. Year-round Shopping Plan for Discussion Page 7
- Other Items:**
 - 1:50 p.m. **6. Partnership Funding Application Process Update** Page 10
 - 1:55 p.m. 7. Committee Member Reports/Updates from Community Partners (1-2 mins each)
 - 2:00 p.m. 8. Adjournment



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Chamber | CVB | Resort Association

In-Market Tourism Development Draft - Meeting Minutes – Tuesday May 28, 2019

The In-Market Tourism Development Meeting was held at Tahoe City PUD board room, 221 Fairway Dr., Tahoe City, CA 96145.

Committee member in attendance: TCDA: Kylee Bigelow, NTBA: Jody Poe, Incline Village Community Business Assoc.: Greg Long, West Shore Association: Travis Mraz, Squaw Valley Business Association: Caroline Ross, Stephen Lamb, Judith Kline, Nicole Reitter, Amber Kennedy, Tyler Gaffaney, Wendy Hummer, Christine Horvath, Kim Kilburn, Becky Moore, Brett Williams (1.50pm)

Staff in attendance: Sarah Winters, Amber Burke, Anna Atwood

Other in attendance: Shelley Fallon

Summary

Public Comment: none

Motions/Action Items:

- Item 3. MOTION to approve the agenda as presented M/S/C Moore/Williams (14-0-0)
- Item 4. MOTION to approve the meeting minutes from March 26, 2019 M/S/C Williams/Kennedy (14-0-0)
- Item 6.1 MOTION to recommend for Board approval the Marketing Grant request for Squaw Valley Business Association for \$10,000 for an updated map/guide M/S/C Williams/Kennedy (11-0-3 Moore, Horvath, Ross/Lamb abstained)
- Item 6.2 MOTION to recommend for Board approval the Marketing Grant request for Northstar for \$10,000 for a production of a video, in partnership with other entities to channel into different interest groups M/S/C Moore/Horvath (13-0-1 Kilburn abstained)
- Item 6.3 MOTION to recommend for Board approval the Marketing Grant request for West Shore Association for \$10,000 for Social Media, increase engagement, creating quarterly newsletter and support business partners M/S/C Kline/Moore (13-0-1 Mraz abstained)
- Item 6.4 MOTION to approve the Abbi Agency Scope of Work for up to \$4,000 for shopping video launch campaign M/S/C Ross/Kline (14-0-0)

Direction to staff:

- Follow up for Emily's contact information from Northstar and add her to distribution list for our next meeting.
- Amber/Anna: Share the shopping videos with the committee members.
- Amber/Brett: Follow up with Placer County regarding additional shopping funds to be used in out-of-market efforts, or additional ideas for these funds to be used in-market.
- Share a revised meeting schedule with the committee members.

Suggestions/Comments:

- Shopping videos: pull out the verbal "www" and put the text on the bottom as it looks too text heavy.
- It was recommended to utilize the remaining funds in the shopping budget by enhancing the media buy and possibly doing it in conjunction with the existing lodging buy. Run the shopping video and then have a lodging ad that compliments it. Amber shared these funds are for in-market and not out-of-market but Brett suggested there might be some leeway and maybe this warrants a discussion with Placer County.

- Partnership Funding – In-Kind Support: The committee members were in support and thought it would be more efficient to change the Partnership Funding recommendations. One member shared she would like to have a say² in which publications the money goes towards and one member recommended exploring a model where maybe you do \$25K on old model and \$25K on new model.

North Lake Tahoe

In-Market Campaigns 2019-2020

Winter & Year-Round Shopping



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In-Market Winter Campaign



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Goal: Bring visitors from mountain to lakeside communities in winter to increase spending in lakeside restaurants, retailers and experience providers.

Audiences

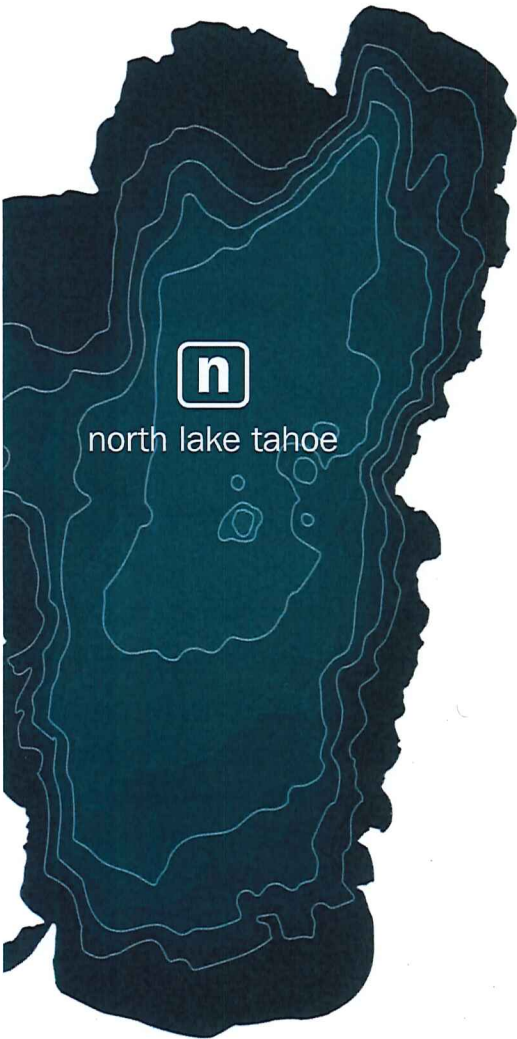
- Outdoor enthusiasts
- Multigenerational Families

Lakeside Businesses

- Dining (restaurants / bars)
- Retail
- Experiences (i.e. sled parks, sleigh rides, yoga studios)

Strategy: A well-rounded trip to North Lake Tahoe involves a look at the lake from all perspectives—mountaintop to lakeside. Combine national travel trends with SMARI insights to develop a set of #WinterWOW “moments” that can only be experienced lakeside. Use a digital advertising strategy to maximize marketing dollars, and drive traffic to our Winter landing page.

Budget \$20k (primary focus on advertising spend)



Call to Action: Find your #WinterWOW Lakeside

Tactics

- **Digital Ads Series:** 4-6 digital ads will each feature a #WinterWow moment within our three main verticals: dining, retail and experiences
- **Blog:** Find your #WinterWow: A list of lakeside experiences and surrounding attractions
- **Social Campaign**
 - Take a photo at one of our #WinterWOW locations, and pick up a piece of North lake Tahoe Swag at our visitors center!

#WinterWOW Moments

- **Catch the alpenglow** (best places to watch a sunset)
- **Sip a Tahoe Toddy** (favorite bars and cocktails)
- **Buy a handcrafted souvenir** (feature local artisans)
- **Capture the Deep Blue** (best lookout points along the lake)
- **Snowshoe on the Beach** (best spots for lakeside treks)
- **Get your ski gear** (local shops featuring ski/ride gear and services)
- **Catch a live show** (entertainment at CBC or Snowfest)

In-Market Shopping Campaign



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Goal: Showcase North Lake Tahoe's 5 distinct shopping communities and increase traveler spending, year-round.

Audiences

- Workaholics / Bleisure
- Outdoor Enthusiasts
- Multigenerational Families

Shopping Districts

- Kings Beach
- Northstar California
- Squaw Valley
- Tahoe City
- Incline Village

Strategy: In the 2019 SMARI research, shopping shifted into a higher motivator bucket than the year prior. We also saw that ad-aware respondents had a significantly more positive perception of the North Lake Tahoe shopping product over ad-unaware respondents. Shopping is also at the top of the list of activities that visitors engage in while in-market.

National travel trends tell us that visitors are looking for unique experiences, and are especially interested in immersive opportunities with locals. Therefore, leverage the local experts in North Lake Tahoe to sell products and knowledge that can only be found here.

Budget: \$14,550

(Annual Budget: \$20K; spent \$5,450 on shopping video promotion through September)



Call to Action: Shop from an expert!

Tactics

- **Digital Ad Series** featuring a local expert in outdoor gear, handmade jewelry, wellness products, etc
- **Shopping Videos** intermittent boosting via social media throughout the year
- **Blog** featuring downtown shop owners and their expertise
- ****Shopping Landing Page** (NLTMC Priority)

Ad Series

- **Meet a Mountaineer!** [Photo: Brendan Madigan, Alpenglow Sports, Tahoe City]
Brendan is a mountain gear guide who will equip you for your next backcountry excursion.
- **Meet an Artist!** [Photo: Amanda Dabel, Blue Wolf Studios, Kings Beach]
Amanda is a master of ceramics and one of many local artisans who will give you a piece of Tahoe to treasure forever.
- **Meet a Wellness Guru!** [Photo: Walter Lightner, Tahoe Yoga & Wellness, Northstar California]
Walter is a mind-body-spirit sage who will help you find balance and rejuvenation after a day in the mountains.
- **Meet a Winter Gear Guide!** [Photo: Brett Scott, Ledge, Village at Squaw]
Brett is one of many winter gear outfitters who will help you shred the pow!



MEMORANDUM

Date: September 20, 2019
TO: NLTRA In-Market Tourism Development Committee
FROM: Katie Biggers, Event Specialist
RE: 19.20 Partnership Funding Application Process

Action Requested:

No action is being requested at this time.

Background:

The North Lake Tahoe Resort Association (NLTRA) facilitates a Special Event Partnership Funding program for annual special events in the North Lake Tahoe region. Submissions will now be accepted for events in the 2020 calendar year.

The final deadline for submission of applications and supplemental documents is Friday, October 18, 2019 (5:00pm PST).

Awarded funds must be used for marketing and public relations purposes only - they cannot be used on operational costs. Events must generate overnight visitors for at least one (1) Placer County lodging partner to be considered for funding

Applicants will need to present their application to a selection panel on Thursday November 7, 2019. Times will be assigned after the applications have been submitted.

Following the application and evaluation process, a number of events will receive funds through the program. The total amount of funding to be awarded, among all recipients collectively, is \$50,000.

Fiscal Impact:

Board Allocated Funding \$50,000