

2:20 p.m. 8. Committee Member Reports/Updates from Community Partners (1-2 mins each)

2:25 p.m. 9. Adjournment

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north lake tahoe

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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

Others 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.



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In-Market Tourism Development Draft - Meeting Minutes – Tuesday Sept 24, 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, Incline Village Community Business Assoc.: Greg Long, Paul Raymore, Squaw Valley Business Association: Caroline Ross, Chamber of Commerce: Liz Bowling Tourism Development Committee: Judith Kline, Amber Kennedy, Tyler Gaffaney, Christine Horvath, Becky Moore

Staff in attendance: Amber Burke, Liz Bowling, Katie Biggers, Bonnie Bavetta, Sarah Winters, Anna Atwood

Other in attendance: Walt McRoberts, Jessica Pauletto, Lindsay Moore, Cathy Nanadiego

Summary

Meeting called to order at 1:05pm

Public Comment: none

Motions/Action Items:

- Item 3. MOTION to approve the agenda as presented. No quorum was established. No changes to the agenda.
- Item 4. MOTION to approve the meeting minutes from May 28, 2019. This will be tabled until next month.
- Item 5.1 MOTION to approve Winter Lakeside Plan for Discussion & Approval. No quorum was established but directions given to proceed.

- Item 5.2 MOTION to approve Year-Round Shopping Plan for Discussion. No quorum established but directions given to proceed.

Direction to staff (Amber):

- Amber will follow up with the committee members for a more solid scope of work on the Winter Lakeside Plan. She will look at timing and how to best utilize the funds.
- Amber will look at ad buys and the cost of different creatives for the year-round shopping campaign and get back to the committee with more specifics.

Suggestions/Comments:

Item 5.1 Winter Lakeside Plan for Discussion & Approval – Abbi Agency

The goal with the Winter Lakeside Campaign is to bring visitors from mountain to lakeside communities in winter to increase spending in lakeside restaurants, retailers and experience other activities.

- How will you track success? Jessica shared on digital ads they track success through Click thru rate and the amount of session on site. They also track bounce rate. Amber reminded these are already in-market.
- What is the time frame for this? Amber shared in the past it was December 1 though end of March and into April.
- It was suggested that the timeline be condensed. Amber shared most of the spend will be focused on advertising spend. Jessica will come up with a more strategic action plan for the committee to review.
- It was recommended to use some of the influencer content that has been completed.

- Amber also brought up towns come up high on the google analytics and this should also be a focus.
- It was suggested to include pier photos in the #WinterWow moments.

Item 5.2 Year-Round Shopping Plan for Discussion

The goal is to showcase North Lake Tahoe's 5 distinct shopping communities and increase traveler spending, year-round. (Shopping District: Kings Beach, Northstar California, Squaw Valley, Tahoe City & Incline Village)

- Amber stated that about 3 years ago, this committee was given direction from the TD and the Board of Directors to focus on the year-round shopping product and was given a budget of \$20K. Amber stated there hasn't really been a shopping campaign, but they have focused on building up assets such as videos, photos and built some itineraries.
- The shopping needs to be timed in a way so it's not competing with some of the WinterWow moments.
- One of the metrics could be measured in how much traffic you are driving to the business listings on the website.
- There are only 15 business listings under our shopping landing page. Amber suggested spicing up the shopping landing page and referring out to the individual business organization for more information.
- What does the timing look like on this and when is good timing for the villages? It was suggested to do it for need periods versus seasonal. For the villages a need period would be Mid November to pre-holiday. Don't spend the money for this campaign when the people aren't here.
- Amber questioned if we push this message out during the holiday season. It was recommended that we change the messaging to be more of a "Shop Local" message.
- Think about the traffic impact when pushing for "Catch the alpenglow" message. It would help push to an earlier time and not when everyone leaves the ski areas.

Partnership Funding Application Update

- Katie stated that applications and documents are now available for Special Event Partnership Funding program for events taking place in 2020 calendar year. The final deadline for submission is Friday, October 18, 2019.

Committee Member Reports

- Spartan World Championships is taking place in Squaw Valley this weekend.
- Oktoberfest is at Common's Beach is this weekend.
- TBID Town Hall meeting at the North Tahoe Event Center this Thursday.

The In-Market Tourism Development meeting adjourned at 2.02pm.



MEMORANDUM

Date: November 14, 2019
TO: NLTRA In-Market Tourism Development Committee
FROM: Katie Biggers, Event Specialist
RE: 2020 Special Event Partnership Funding Allocation Recommendations

Action Requested:

Review and approval of 2020 Special Event Partnership Funding allocation recommendations.

Background:

Applications for funding of events taking place in 2020 were submitted on October 18th. A selection panel reviewed applications and met with all applicants before making funding recommendations based on existing criteria. All applications can be found here:

<https://www.dropbox.com/sh/ibsrlec0szg1r5x/AADYdWZfwbf7EOFiu88bD8GEa?dl=0>

Fiscal Impact:

\$50,000 per the Partnership Funding

The current budget has a line item of \$50,000 budgeted for this purpose.

The panel also made recommendations on events to receive some Opportunistic Funds but this needs to be further vetted by the Tourism Development committee, so no official funding recommendations are being made at this time.

Attachments:

- Partnership Funding Recommendations Spreadsheet

2020 Partnership Funding Recommendations

Event	Presenter	Event Dates	Location	Amount Requested	Amount Awarded	Notes
FUNDED						
Alpenglow Mountain Festival	Brendan Madigan	February 15-23, 2020	North Lake Tahoe	\$10,000	\$5,000	Dates are not ideal as it falls over President's week. However, panel felt this is a good event for the NLTRA to be associated with for reach into the festivals audience. The event is also putting \$20k into completely redoing the website so the panel felt it would be good to support these efforts. NLT would like explore options to attend to get assets during the week.
Snowfest	Bryn Merrell	February 28-March 8, 2020	North Shore - Lakeside	\$8,000	\$5,000	Love the direction they're going in and would like to support again. Impressed in taking the organization from being in the red to having \$14K in the bank. Shows they should be able to be self-sustaining soon if they continue in that direction. They still have a large opportunity to expand marketing reach and have plans to further engage participating businesses and utilize their resources to expand reach.
Homewood - Pride	Lisa Nigon	March 28-29, 2020	Homewood Mountain Resort	\$5,000	\$5,000	LGBTQ event, not much like this in the region. Talked about incorporatino of community events as the event progresses - turn it into a week. Panel would like to see them move in that direction. Panel recommends \$0 in opp funds.
Wild and Scenic Film Festival	Lynn Baumgartner	April 17-18, 2020	Tahoe City, Tap Haus	\$3,500	\$750	The panel fully supports the event and loves that they are including small events in Northstar and Tahoe City. However, the panel felt these will likely sell out with or without the funding so allocated a small amount to help specifically push the Placer County events that are new this year. Panel recommends the event to apply next year if they decide to expand and have a full film fest date in Placer County. NLTRA, Northstar and Squaw have committed to including this event in their Earth Day messaging as in-kind support.
Tahoe Spark	KC Kent	May 2-3, 2020	Kings Beach, Event Center	\$1,000	\$500	Panel was inspired by the producers passion for the event. It's a small second year event that could use a boost. The panel is concerned that the evnet is too niche to be able to draw a large audience but was impressed with the health and wellness influencers associated with the event. It's good timing and fits into the Health & Wellness pillar.
Lake Tahoe Paddle Racing Series	Jay & Anik Wild	May 30, July 25, August 22, September 19	Donner Lake, Carnelian Bay	\$10,000	\$5,000	The event has a new marketing staff member with new ideas for the series. Even though they are technically single day events, marketing will include info on 2-3 day adult camps which will take place immediately prior to the race. Panel like this direction to drive more overnight lodging.

Lake Tahoe Dance Collective	Christin Hanna	July 22-24, 2020	Gatekeeper's Museum	\$20,000	\$10,000	Aligns with NLT cultural pillar. Timing is not ideal as a lot of lodging is already booked during this time frame but the event is midweek which is positive. Contributed \$5K from PF in 2019 and \$15K from opp funds. Committee recommends supporting the event at a similar level to keep the momentum of growth going. Will ask Christin to present in Feb. to TD regarding opp funds.
TaHoeNalu	Ernie Brassard	August 1-2, 2020	Kings Beach State Recreation Area	\$5,000	\$5,000	The panel appreciate that the producer is taking into account outside forces that could be hampering the event, therefore picking a new date (even though it's earlier in the summer). The event will help to get the NLT message out to avid paddlers and the panel recommends taking advantage of that with broader NLT messaging through this partnership.
Lake Tahoe Music Festival	Sue Rae Irelan	August 12-16, 2020	West Shore Café, Skylandia Park, West End Beach	\$2,500	\$2,500	Shifted dates to be able to get back to venues the event took place in the past. They say a decline in 2019 ticket sales and attribute it to new venues and that their messaging wasn't accurately telling their story. They plan to spend the PF funds on new messaging collateral/branding and some digital. They are also including some new events to appeal to a younger audience with the panel appreciated.
Skate the Lake	Jen/Lisa	August/Early September	Commons Beach	\$12,000	\$5,000	Recommend moving forward but want to make it contingent on date change which the producer was wide open to - the last two weekends of August. GoPro produced a video for them after the 2019 event and the panel would like to see them push the video with funds. Recommend moving more of their marketing funds to social media. Event needs to show lodging success.
Homewood - Tahoe 200 Running Festival	Lisa Nigon	September 11-13, 2020	Homewood Mountain Resort	\$3,100	\$1,250	The panel recommends supporting this event for a second year but at a lower level. They feel it's a saturated market for this region so wonder how much it can expand. It's only the second year, so the panel would still like to support it to see if it can take off.
Homewood - Halloweekends at Homewood	Lisa Nigon	October 23-25, 2020	Homewood Mountain Resort	\$6,000	\$5,000	second year. Now that there are good marketing assets including video, panel recommends focusing on visuals in marketing push. Also discussed opportunities in attracting teenagers, kids, teams. Also promoting a full fall weekend. A little concerned about the pricing, proposal mentioned a possible entry fee, don't want to price people out. Would also recommend a tie in to pass sales. Recommends \$5K of opp funds.
NOT FUNDED						
Kids Adventure Games	Helene Mattison	June 19-21, 2020	Squaw Valley or Northstar California	\$10,000	\$0	The event does not have a signed venue contract at this time. If it happens at Northstar (they are in talks), the panel felt confident that Northstar would put proper resources behind getting the message out. PF has funded this event in the past and haven't seen traction in tracking lodging and timely follow up.

						The event does not have a signed venue contract at this time. They are in talks with Homewood. If the event is confirmed, the panel recommends they come back and apply for opp funds. The data from the 2019 Vail event were impressive. There were some logistical concerns regarding traffic, parking, etc. but the panel was impressed by the scope of the Vail operations and feel those can be remedied once they get into further planning.
Powabunga	Austin Gavlak	March 20-22, 2020	Homewood Mountain Resort	\$7,500	\$0	
Adventure Van Expo	Neil Morse	September 16-17, 2020	Homewood Mountain Resort	\$5,000	\$0	Didn't make the presentation. Panel was impressed with the continued growth of the event and was glad they could sponsor it for the first two years.
Big BLUE Grass	Denise Tran	August 7, 2020	Sugar Pine Park	\$2,500	\$0	Unfortunately the date for this event doesn't fall into a need period, a Friday in August on the lake. It's a small number of attendees and is essentially a day event. NLT will help to push the message in-kind. Panel recommends some type of bounceback deal for attendees to push them to state parks in the fall. If they come up with a package, NLT can certainly help to get the word out and that would be more appealing to the PF panel.
Shred the love	Jen/Lisa	March 28, 2020	Alpine Meadows	\$7,000	\$0	The panel saw this more as an activation versus an event. And don't see that it will drive much additional overnight stays. They work with buses but they arrive and leave on the same day. NLTRA is also putting quite a bit of money into WWG that takes place the same weekend along with the recommended funds for Homewood's Pride event.
Total				\$98,100	\$50,000	



MEMORANDUM

Date: November 14, 2019

TO: NLTRA In-Market Tourism Development Committee

FROM: Amber Burke, Dr. of Marketing

RE: 19.20 Winter Lakeside Campaign & 19.20 Year-Round Shopping Campaign – Scopes of Work

Action Requested:

Review and approval to move forward with and 19.20 Year-Round Shopping Campaign and 19.20 Winter Lakeside Campaign Scopes of Work.

Background:

At the September In-Market Tourism Development Committee meeting, staff along with The Abbi Agency, presented ideas for both the Year-Rounds Shopping Campaign and the Winter Lakeside Campaign. Staff and Agency took committee feedback and direction and now have scopes or work for approval.

Fiscal Impact:

- Year Rounds Shopping: \$14,550
- Winter Lakeside Campaign: \$21,000

Both amounts were included in the 19.20 fiscal year budget, approved by Placer County.

Attachments:

- 2019/2020 In-Market Budget
- 2019/2020 Year-Round Shopping Campaign Scope of Work
- 2019/2020 Winter Lakeside Campaign Scope of Work

In-Market Tourism Development 2019.2020 Budget

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
Summerlong Music Campaign	\$20,000	\$0	Account Code: 6743-04
Summer Mountain Campaign	\$21,000	\$0	Account Code: 6743-05
Winter Lakeside Campaign	\$21,000	\$0	Account Code: 6743-03
Year Round Shopping Campaign	\$20,000	\$5,450	Account Code: 6743-01
Total Spend	\$82,000	\$5,450	

REVENUES

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

	Forecast	Actual
Additional Revenues	\$2,000	\$0
Allocated Budget	\$80,000	\$80,000
Expenses	\$82,000	\$5,450
Remaining Budget	\$0	\$74,550

In-Market Tourism Development
2019.2020 Budget
North Lake Tahoe Summerlong Music Campaign (Summer 2020)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
Summerlong Music - Summer 2020			
TAA Campaign	\$20,000		
Advertising	\$0		
<i>NLT Visitor Guide</i>			
<i>Moonshine Ink - Summer Lovin' Issue</i>			
<i>South Lake Tahoe Rack Card Distribution</i>			
<i>Tahoe.com</i>			
Rack Card Printing Costs			
Total Spend	\$20,000	\$0	

	Forecast	Actual
Additional Revenues	\$0	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,000	\$0
Remaining Budget	\$0	\$20,000

In-Market Tourism Development
2019.2020 Budget
Summer Mountain Campaign (Summer 2020)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
Summer Mtn. Campaign - Summer 2020			
TAA Campaign	\$19,200		
NLT Visitor's Guide	\$1,800		
Total Spend	\$21,000	\$0	

REVENUES

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

In-Market Tourism Development
2019.2020 Budget
Shopping Campaign (July 2019 - June 2020)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
Year Rounds Shopping			
July - September Campaign	\$5,450	\$5,450	
<i>Social Media Ads</i>	\$3,450	\$3,450	8/1 submitted Invoice #6832, 9/1 submitted invoice #6887
<i>Carousel Ads</i>	\$1,000	\$1,000	8/1 submitted Invoice #6832, 9/1 submitted invoice #6887
<i>Agency Management</i>	\$1,000	\$1,000	8/1 submitted Invoice #6832, 9/1 submitted invoice #6887
January - August Campaign	\$14,550		
<i>Agency Management</i>	\$3,000		
<i>Creative Development</i>	\$3,500		
<i>Digital Ad Spend</i>	\$6,050		
<i>Shopping Video Ad Spend</i>	\$2,000		
Total Spend	\$20,000	\$5,450	

	Forecast	Actual
Additional Revenues	\$0	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,000	\$5,450
Remaining Budget	\$0	\$14,550

In-Market Tourism Development
2019.2020 Budget
Winter Lakeside Campaign (December 2019 - April 2020)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
Winter Lakeside Campaign - Winter 19/20			
The Abbi Agency Campaign	\$21,000		
<i>Project Management</i>	\$4,000		
<i>Creative Development</i>	\$5,000		
<i>Social Media Contest</i>	\$1,500		
<i>Social Media Boosting</i>	\$500		
<i>Advertising Spend</i>	\$10,000		
Total Spend	\$21,000	\$0	

REVENUES

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

	Forecast	Actual
Additional Revenues	\$1,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$21,000	\$0
Remaining Budget	\$0	\$20,000

**In-Market Tourism Development
2019.2020 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



NLT In-Market Year-Round Shopping Campaign SCOPE OF WORK, Nov. 2019

Client and/or Project Name: North Lake Tahoe In-market year-round shopping

Completed by: Jessica Pauletto, Brand Manager, The Abbi Agency

Point of Contact: Amber Burke, Director of Marketing

Project Dates: Campaign run: Jan 15 2019 - March 15 2020; June 15, 2020 - Aug 15, 2020

Timeline:

- Internal review (winter ads) - Dec. 18, 2019
- Client Review (winter ads) - Dec. 19, 2019
- Winter ad launch - Jan. 15, 2019

- Internal review (summer ads) - May 8
- Client Review (summer ads) - May 15
- Summer ad launch - June 15, 2020

Goal

Promote and encourage local shopping, artisan goods and regional expertise to visitors to North Lake Tahoe while they are in-market.

Strategy

Leverage North Lake Tahoe's experts and artisans to be the figure heads of each shopping district. This strategy weaves in a level of personality and culture, and integrates the visitor with the region's vibe. Consumers tend to trust people over brands, and this strategy is meant to generate a higher number of clicks through relatability.

Description

The Abbi Agency will develop a social media ad campaign on Facebook and Instagram—two (2) winter ads and two (2) summer ads for each platform (8 ads total). The "mixed placement" ad series will promote shopping to North Lake Tahoe's five shopping districts by highlighting local artisans and experts. The call to action is: "Shop Local" and/or "Buy from an expert." All ads will click through to the "Shopping Page" on the GTN website. The campaign will also pepper in video advertisements from the pre-filmed shopping videos (3 for Instagram / 3 for Facebook)

Target Audience

In-market visitors to North Lake Tahoe; high median income.

Strategies and Tactics

The Abbi Agency chose the two most trafficked seasons (winter / summer) to target in-market visitors for the highest engagement and travel spending. Ads will geo-fence the North Lake Tahoe region, including Truckee. We chose to kick off the winter campaign in January, as to not compete with our "WinterWOW" campaign, and the expensive ad chatter of holiday shopping that many other ads will be competing for. Since the bulk of winter travelers come between January - March, we are right on target.

DIGITAL AD SERIES - FACEBOOK & INSTAGRAM**Winter** - Ad run: Jan - March, 2020

- **WINTER AD #1 - Meet a Winter Gear Guide!** [Photo: TBD, Tahoe Dave's Skis & Boards , Kings Beach]
Copy: TBD is an expert boot fitter and will get you, and your feet, ready to take on powder days.
 - **Geofence:** North Lake Tahoe, Truckee

- **WINTER AD #2 - Meet an Artist!** [Photo: Jaclyn Woznicki, Trunk Show, Tahoe City]
Amanda is a master of ceramics and one of many local artisans who will give you a piece of Tahoe to treasure forever.
 - **Geofence:** North Lake Tahoe, Truckee

Summer - Ad run: June - Aug, 2020

- **SUMMER AD #3 - Meet an Artist!** [Photo: Keoki Flagg]
Copy: Keoki is a world-renowned fine art and extreme sports photographer who calls North Lake Tahoe Home and is proud to capture the region's magic and unique culture.
 - **Geofence:** North Lake Tahoe, Truckee

- **SUMMER AD #4 - 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.
 - **Geofence:** North Lake Tahoe, Truckee

SHOPPING VIDEO ADS

The Abbi Agency will strategically boost shopping videos (provided by NLTRA) intermittently throughout the ad run (3 Facebook / 3 Instagram)

AGENCY MANAGEMENT & REPORTING: The Abbi Agency will manage all partner coordination, implementation and reporting for the campaign. The Agency will provide a recap of campaign performance within 30 days of the campaign completion.

Measurements of Success

- Awareness & Engagement
 - a. **Number of ad impressions** (Goal: this is completely based on the ad spend, number of people in each market and duration of the campaign)
 - b. **Number of ad clicks to the landing page** (Goal: above 1 percent is good!)
 - c. **Amount of Social Media engagement** (Goal: 3,000 likes on Instagram; 50-75



NLT In-Market
Year-Round Shopping Campaign
SCOPE OF WORK, Nov. 2019

- engagements on Facebook)
- d. Increase traffic to GTN.com shopping blog page. (Goal: 10% increase in page traffic for year-over-year timeframes)

Campaign Budget

Project	Description	Cost
Project management	Digital ad placement and management Social video placement and management Client relations and comms Reporting	\$3,000
Creative development	<ul style="list-style-type: none">- 4 Facebook Ads- 4 Instagram Ads- Copywriting	\$3,500
Digital Ad Spend	Hard Cost - FB / IG ads	\$6,050
Shopping Video ad spend	Hard Cost - shopping videos social media promotion/boosting	\$2,000
CAMPAIGN TOTAL		\$14,550

Approvals

[Bonnie Bavetta, Chief Executive Officer, NLTRA]

(Sign/Date)

[Ty Whitaker, CEO, The Abbi Agency]

(Sign/Date)



NLT In-Market
Winter Lakeside Campaign
SCOPE OF WORK, Nov. 2019

Client and/or Project Name: North Lake Tahoe In-market Winter WOW moments

Completed by: Jessica Pauletto, Brand Manager, The Abbi Agency

Point of Contact: Amber Burke, Director of Marketing

Project Dates: Campaign run: Dec. 15, 2019 - March, 15 2020

Timeline:

- Internal review - Dec 4, 2019
- Client Review - Dec 5, 2019
- Winter ad launch - Dec. 15, 2019 - March 15 2020 (4 mos)

**timeline is contingent upon SOW approval*

Goal

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

Description

Leveraging North Lake Tahoe's Winter WOW campaign, The Abbi Agency will define a series of seven (7) #WinterWOW "moments" that can only be experienced lakeside. They will advertise these "moments" to in-market visitors by way of a social media ad campaign and contest. The digital advertising strategy will maximize marketing dollars, and drive traffic to the winter landing page.

The Abbi Agency will develop a social media ad series on Facebook and Instagram. Each of the seven (7) total ads will target major ski resorts and hotels to encourage lakeside visitation. The Abbi Agency will geofence each ad, based on content and location. For example, visitors of Squaw-Alpine will be targeted with a Tahoe City advertisement, while visitors of Northstar will be targeted to Kings Beach, etc.

Target Audience

In-market visitors to North Lake Tahoe; high median income. Visitors at ski resorts and mountain lodges.

Strategies and Tactics

The Abbi Agency will create micro messages that are customized for each mountain market. Since experiential travel is trending, the ad content will align with an aspirational moment that every traveler wants to experience. It will play upon a "well rounded Lake Tahoe trip," in that your winter experience is not complete until you've seen the lake.

Social Media Ad Series - Facebook & Instagram

The Abbi Agency will develop the creative concept for seven ads, with two sizes per ad for the appropriate platform (14 ads total). The Abbi Agency will source imagery from owned assets in Libris, or those provided by North Lake Tahoe. The Agency will also develop ad copy for the series. Each ad will



NLT In-Market Winter Lakeside Campaign SCOPE OF WORK, Nov. 2019

correspond with one of the following lakeside communities:

- West Shore
- Tahoe City
- Carnelian Bay
- Kings Beach

Ad themes may include the following:

1. **Catch the alpenglow** (best places to watch a sunset)
2. **Sip a Tahoe Toddy** (favorite bars and cocktails)
3. **Buy a handcrafted souvenir** (feature local artisans)
4. **Capture the Deep Blue** (best lookout points along the lake)
5. **Snowshoe on the Beach** (best spots for lakeside treks)
6. **Catch a live show** (entertainment at CBC or Snowfest)
7. **Walk a winter pier** (best snow-covered scenic views)

Social Media “WinterWOW” Contest

The Abbi Agency will develop a social media engagement campaign asking followers to share their #WinterWOW moment for a prize incentive (prize to be determined by North Lake Tahoe). The Agency will create a social media graphic for the campaign and use \$500 of the budget for boosting.

Agency Management + Reporting: The Abbi Agency will manage all partner coordination, implementation and reporting for the campaign. The Agency will provide a recap of campaign performance within 30 days of the campaign completion.

Measurements of Success

- Awareness & Engagement
 - **Number of ad impressions** (Goal: this is completely based on the ad spend, number of people in each market and duration of the campaign)
 - **Number of ad clicks to the landing page** (Goal: above 1 percent is good!)
 - **Amount of entries on FB and Instagram** through the #WinterWow moments campaign (Goal: This is completely dependent on the prize. Through other giveaway campaigns, we’ve received between 25-100 entries, whereas event-based ticket giveaways have struggled to get even 10 entries).
 - **Amount of Social Media engagement** (Goal: 3,000 likes on Instagram; 50-75 engagements on Facebook)

Campaign Budget

Project	Description	Cost
Project	<ul style="list-style-type: none"> • Client relations & communications 	\$4,200



NLT In-Market
 Winter Lakeside Campaign
 SCOPE OF WORK, Nov. 2019

Management	<ul style="list-style-type: none"> • Advertising strategy and media buy placement, with geotargeting, monitoring and reporting • Overall campaign reporting 	
Creative Development	<ul style="list-style-type: none"> • Creative Management & Trafficking • Creative Concepting • Ad Creation: fourteen (14) total ads (Each of the 7 ad iterations will have two sizes for Facebook and Instagram) 	\$5,000
Social Media Contest	<ul style="list-style-type: none"> • Strategy and Concepting (find your #winterwow moment) • Social Graphic creation • Implementation & communication with followers • Reporting 	\$1,500
Social Media Boosting	This will be used to boost the #winterwow social graphic	\$500
Advertising Spend	Total amount used to push social media ads	\$9,800
CAMPAIGN TOTAL		\$21,000

Approvals

 [Bonnie Bavetta, Chief Executive Officer, NLTRA] (Sign/Date)

 [Ty Whitaker, CEO, The Abbi Agency] (Sign/Date)