

### NLTRA Mission

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

**Committee Members:**      **Chair: Becky Moore**, Granite Peak Management | **Vice Chair: Christine Horvath**, Squaw Alpine  
**Amber Kennedy**, Tahoe Getaways | **Judith Kline**, Tahoe Luxury Properties  
**Lisa Nigon**, Homewood Mountain Resort | **Brit Crezee**, Sotheby's Intl' Realty | **Susan Redding**, Hyatt Regency, Lake Tahoe  
**Tyler Gaffaney**, Tahoe Biltmore | **Wendy Hummer**, EXL Media | **Carlynn Fajkos**, Tahome Marketing  
NLTRA Board Member: **Brett Williams**  
Advisory Board Member: **Erin Casey**, Placer County

### AGENDA

TO CALL IN: (712) 770-4010    Access code: 775665#

Estimated Time

- |           |           |  |
|-----------|-----------|--|
| 2:00 p.m. | 1.        | Call to Order – Establish Quorum   |
|           | 2.        | Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board 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 Board on items addressed under Public Forum.  |
| 2:05 p.m. | <b>3.</b> | <b>Agenda Amendments and Approval</b>  |
| 2:10 p.m. | <b>4.</b> | <b>Approval of Tourism Development Meeting Minutes from Jan 28, 2020</b> <b>Page 1</b>   |
| 2:15 p.m. | 5.        | Introduce new NLTRA CEO  |
| 2:20 p.m. | 6.        | 2020 Lake Tahoe Dance Collective Event Sponsorship Presentation – Christin Hanna <b>Page 4</b>   |
| 2:35 p.m. | 7.        | 2020 Halloweekends at Homewood Event Sponsorship Presentation – Lisa Nigon <b>Page 74</b>  |
| 2:50 p.m. | 8.        | 2020 Independence Day Fireworks Presentation – Kylee Bigelow, Alyssa Riley   |
| 3:05 p.m. | <b>9.</b> | <b>Action Items:</b><br><b>a. Approval of Tahoe City Downtown Association Fireworks Sponsorship Contract</b> <b>Page 110</b><br><b>b. Approval of North Tahoe Business Association Fireworks Sponsorship Contract</b> <b>Page 115</b><br><b>c. Discussion and Possible Approval of 2020 North American Continental Enduro Series Event Sponsorship</b> <b>Page 119</b><br><b>d. Discussion and Possible Approval of 2020 Lake Tahoe Dance Collective Event Sponsorship</b><br><b>e. Discussion and Possible Approval of 2020 Halloweekends at Homewood Event Sponsorship</b><br><b>f. Discussion and Possible Approval of 2020 Autumn Food &amp; Wine Festival Event Sponsorship</b> |
| 4:05 p.m. | 10.       | CAP Committee Presentations Timeline and Background – Bonnie Bavetta   |
| 4:10 p.m. | 11.       | NLT Destination Video – Amber Burke  |

- 4:15 p.m. 12. NLT Revised Personas – Amber Burke [Page 125](#)
- 4:20 p.m. 13. Update on Committee Roster – Sarah Winters
14. Departmental Reports (The following reports are provided on [nltra.org](http://nltra.org) monthly and can be pulled for discussion by any committee member. Click [here](#) for reports)
- Conference Sales
  - Leisure Sales
  - Events
  - Public Relations – The Abbi Agency
  - Advertising – Augustine
15. Standing Reports (located on [nltra.org](http://nltra.org); [here](#))
- Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report
  - Reno-Tahoe Airport Authority Monthly Flight Schedule
- 4:25 p.m. 16. Committee Member Comments
- 4:30 p.m. 17. Adjournment

*This meeting is wheelchair accessible*

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

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# north lake tahoe

Chamber | CVB | Resort Association

## Tourism Development Meeting Draft - Meeting Minutes – Tuesday Jan 28, 2020

The Tourism Development Meeting was held at Tahoe City PUD, 221 Fairview Dr., Tahoe City, CA 96145

**Committee members in attendance:** Christine Horvath, Susan Redding, Jenny Kendrick, Becky Moore, Stephanie Hoffman, Wendy Hummer, Brit Creeze, Amber Kennedy, Tyler Gaffaney

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

**Others in attendance:** Andy Chapman, Greg Fine, Haley Gibbs, Steven Smith, Ty Whitaker, Kay Williams, Sean Hoess (called -in), Jodi Blea (called-in), Caroline Caffey, Kelly Campbell (called-in), Cathy Nanadiego, Brittany Lima, Debbie Augustine, Mike Mezzanotte

### Summary

Meeting called to order at 2:07pm

Public Comment: None

### Motions/Action Items:

- Item 3. MOTION to approve the agenda as presented M/S/C (Hummer/Redding) (8/0)
- Item 4. MOTION to approve the meeting minutes from November 19, 2019 M/S/C (Horvath/Kennedy) (8/0)
- Item 5a. MOTION to approve the Abbi Agency Scope of Work for WinterWonderGrass Services M/S/C (Hummer/Kennedy) (8/0)

### Direction to staff:

- Anna: Add Carlyne Fajkos to the agenda as a committee member.
- Katie: Follow up with Wanderlust for correct attendance numbers.
- Amber: Follow up on database Growth numbers.

- Item 5a. Review of Abbi Agency Scope of Work for WinterWonderGrass  
Amber shared for the last three years, the NLTRA has hired the Abbi Agency for public relations services for 4-5 major special events. The collaboration has been extremely helpful as we've been able to better serve the events and leverage them being in the region. The WinterWonderGrass contract for additional services is \$4,000.

M/S/C (Hummer/Kennedy) (9/0) to approve the Abbi Agency Scope of Work for WinterWonderGrass.

- Item 6. Introduction of new NLTRA CEO  
This will be table until next month.

- Item 7. Katie and Amber reviewed the Special Event/Sponsorship Budget for Fiscal year 2019/20 and current allocation status. Amber stated the \$95,851 amount showing remaining, can be a bit conceiving as there are some events that could still be funded, such as the 4<sup>th</sup> of July Fireworks Sponsorship. (Amber stated she is still waiting for the Fire Department to get back to us regarding if the event will take place or not.) 2020 Mountain Travel Symposium has \$75,000 allocated and could come in less. There are \$30,000 currently in the opportunistic funds. WinterWonderGrass, Autumn Food & Wine, and 2020 North American Enduro Series will present today their events asking for additional funds. Amber reiterated that more events will come and present in February so keep this in mind. No action will be taken today.

2020 Wanderlust Event Sponsorship Presentation

Sean, CEO and Co-Founder of the event stated this is year 11 for the festival and they are embarking on a re-exploration and rebranding of the event. The shift in the business model and going away from hosting 18 events (32 events was the peak) is something simply the team can't keep up with the workload. The new vision for Squaw Valley is making it bigger and better with exciting new speakers and teachers, reimagined venues, more art and music, new fitness modalities, and expanded camping experiences. With a new General Admission ticket and expanding some of the venues, the capacity can go from 8,000 to 12,000-day tickets. The goal is to open it up to more millennials and for the tickets to be more affordable.

Wanderlust will focus on three events; Wanderlust Squaw Valley in July, Brooklyn in September and Palm Springs in October.

Wanderlust put together different options for sponsorships; one being a \$80,000 package in addition to an "a la carte" menu where we can pick and choose what options we prefer for the \$30,000 sponsorship.

Comments:

- Wendy stated she prefers the e-mail option where the logo can be included and there are opportunities to speak to our destination.
- Wendy also questioned why there are no information on their website about their 2020 event? Sean shared they are about to launch the big announcement very soon.
- Sean reviewed some of the numbers given to us may have included music tickets, the numbers he reviewed are paid yoga day ticket, music not being counted. Amber & Katie will follow up with Wanderlust for correct attendance numbers.
- Becky questioned if they are keeping the event the same numbers of days? Sean said it will still be four days.
- How long is the Wanderlust contract with Squaw Valley? Sean stated just a one-year.

Item 8. 2020 Autumn Food & Wine Event Sponsorship Presentation

Caroline gave an overview of the objective for the 2020 Autumn Food & Wine Festival. In the past years, participation has remained relatively flat and they are asking for an increased investment of \$80,000 to give the event a boost and increase attendance from destination guests in order to drive more overnight lodging. Some of the optimizations for this year includes media partnership to help reach new markets (Los Angeles, San Diego and Orange County), extend marketing timeline, expand sponsorship opportunities, provide lodging discount with local partners to track redemption and bigger name musicians.

Caroline shared some of the changes they made to improve the 2019 event. This included a simplified ticketing structure, \$300 stipends for participating restaurants, post-event ad highlighting winners, third-party event production company, third-party catering company to assist with Vertical Tasting and Progressive Picnic and Sunday evening post-event mixer for participating vendors to mingle.

Possible changes going forward: Eliminating the Grand Tasting, keeping it to People Choice Awards only so no judges, this would expand both Saturday and Sunday.

Comments:

- Stephanie Hoffman shared that she this is not shoulder season for many properties.
- Would you expand to include event outside Northstar? Caroline said they could definitely promote events outside of Northstar. Caroline brought up maybe doing a possible media event at the lake.
- Amber questioned if Northstar had a preference from an operational standpoint? Caroline stated they would like to continue to grow this event. Last year was her first experience with the event, the judging was a little difficult, but it was nice to see the reward and recognition for the restaurants at the end of the event. This is a long-standing legacy event and there certainly would be mixed feelings making big changes going forward.
- Wendy suggested doing a scavenger hunt throughout the village and offering a discount deal for going both days. Do a giveaway at the end.
- A music component could help attract a Sunday night stay.
- Wendy recommended starting it on Thursday as more people are likely to come up on a Thursday.

Item 9. 2020 North American Continental Enduro Series Sponsorship

Caroline reviewed the North American Continental Enduro Series. This event is a local qualifying event and gives the riders the chance to win and international series title. Designed to provide an elevated platform for riders wanting to race on a bigger stage than a national race but lower travel costs and more an achievable

level of racing for aspiring pros than an EWS. (Enduro World Series). This event brings 600+ participants from all over the country along with 600-800 spectators.

The investment ask is \$20,000 and NLTRA would receive name recognition on event website. Logo would also go on event marketing materials. Booth space (10x10) and two banners in a prominent location.

Comments:

- Amber shared there is an opportunity to possibly partner with Northstar in their booth at Sea Otter Classic which is a 4-day event considered the world's largest cycling festival.

Item 10

2020 Spring Creative Preview & Media Market Discussion – Augustine Agency

Cathy, Mike and Brittany shared the preview of the 2020 Spring Creative and requested input for media market discussion. This presentation has been posted to our [website](#).

Amber shared they are looking for feedback on the spring campaign and where we should be. Generally, drive markets is the focus for spring and fall.

Comments:

- One committee member asked what are the dates for the Spring? Walt shared the dates can be a little flexible as they are constantly watching the weather, but typically it's mid-March through April.
- Wendy recommended doing it as a "weather-triggered" and be flexible.
- Andy shared it's a pretty low amount that we spend in the Bay Area and stated he thinks it will be ineffective to split it. He recommended eliminating San Diego but continue efforts in Southern California marketplace, as it would be on the heels of a campaign already finishing up there.
- Andy did emphasize that we wouldn't abandon the Bay Area but would be leaning on the Abbi Agency and their efforts with social and pr.
- Wendy recommended the mix as long as you can adjust it according to weather conditions.
- Christine stated that March is not a need period for our drive market.
- The committee members were in favor of expanding the shoulder season into Southern California.

Item 11

2020 Spring PR, Social & Content Preview – The Abbi Agency

Greg, Steve and Haley shared the preview of the 2020 Spring, PR, Social & Content. This presentation was included in the packet and located on our [website](#).

Comments:

- What has been the history and growth with that newsletter database? Christine recommended maybe looking at a growth strategy. Wendy stated she doesn't think that is a bad number and it should be compared to other DMO's. Amber shared we are sending out a few questions to get more information from the people in the database so that more specific messages can be sent out.
- Andy shared more information regarding the database numbers and the clean up that the organization did. He emphasized the importance at looking at the right growth market and how we are engaging with them.
- Stephanie brought up the importance of perception and using beginner skiers vs. extreme skiers. Amber shared we are being very conscientious regarding that and have really scaled back on those kinds of imagery.
- Steve shared the Tahoe Treasures Campaign has been nominated for the Poppy Award through Visit California.

Item 12.

Departmental Reports – these reports are listed on GoTahoeNorth.com website. Liz shared the opportunity to get involved with the Community Awards at OVL on April 23, 2020.

Item 13.

Standing Reports- these reports are listed on GoTahoeNorth.com website.

Item 14.

Committee Member Comments - None

Item 15.

Adjournment – The meeting adjourned at 4:23pm.

# 2020 Lake Tahoe Dance Festival Presentation





# **OUR 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.

## IS THERE ANYTHING YOU'D LIKE TO SHARE WITH US ABOUT YOUR EXPERIENCE AT THE LAKE TAHOE DANCE FESTIVAL?

*"Fabulous scenery. Liked the ability to meet the professional dancers after the show."*

**"The timing of the sunlight on the dancers and the lake in backdrop was stunning!"**

**"Would have liked a small set of bleachers/tiered seating"**

**"will come again"**

"Loved the Dancers, and the sound system was really good! And the audience and their cute little picnics and their relaxed Tahoe style. I loved the entire experience including mother nature's natural lighting!! Great event, great job Christen!"

"The whole experience was wonderful."

"Its an amazing event. Watching talented dancers with the trees and the lake in the background"

"great event, beautiful setting, wonderful dancers. Loved it"

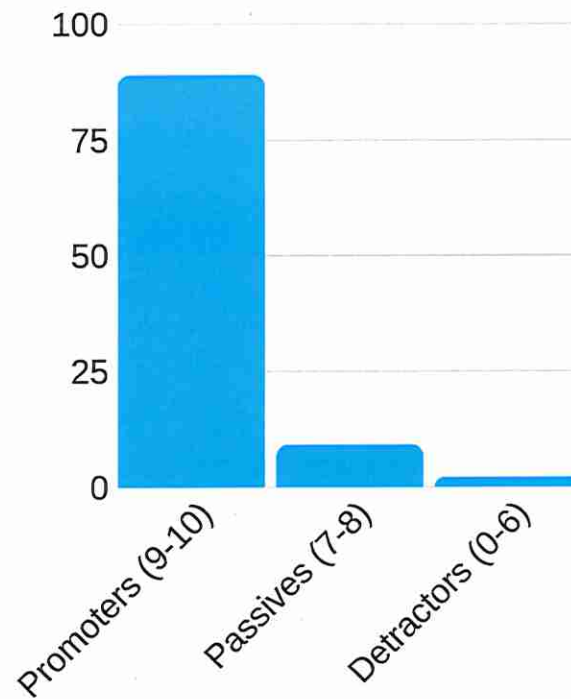
*"Putting art at the heart of community enhances our lives. Thank you for enriching our lives. look forward to these events"*



# HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THE LAKE TAHOE DANCE FESTIVAL TO A FRIEND OR COLLEAGUE?

NET PROMOTER  
SCORE:

**87!**

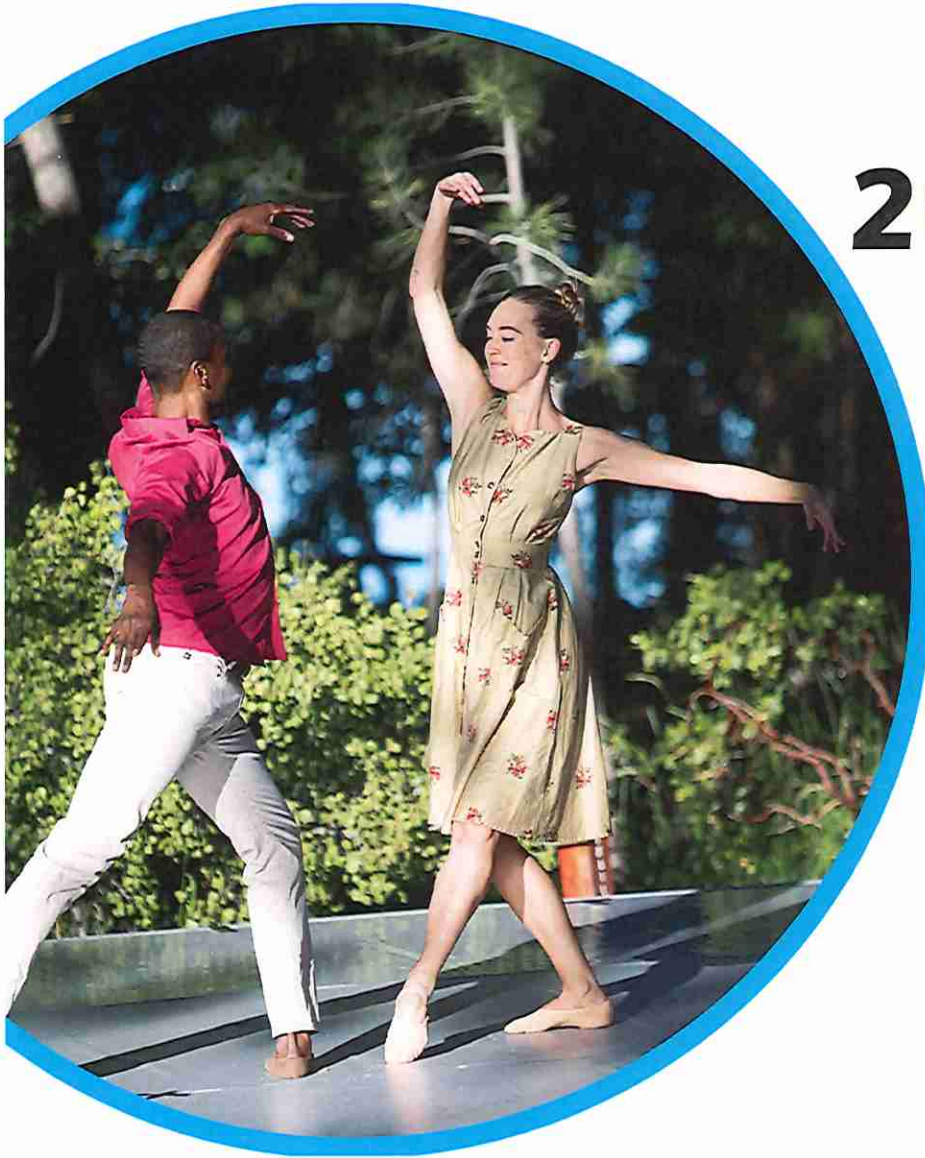


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# 2020 *EVENT* GOALS

Sustain & gain on 2019's success using our founding marketing principal: great art well marketed, with an emphasis on unique programming that cannot be seen anywhere else.





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# 2020 EVENT GOALS

## Marketing

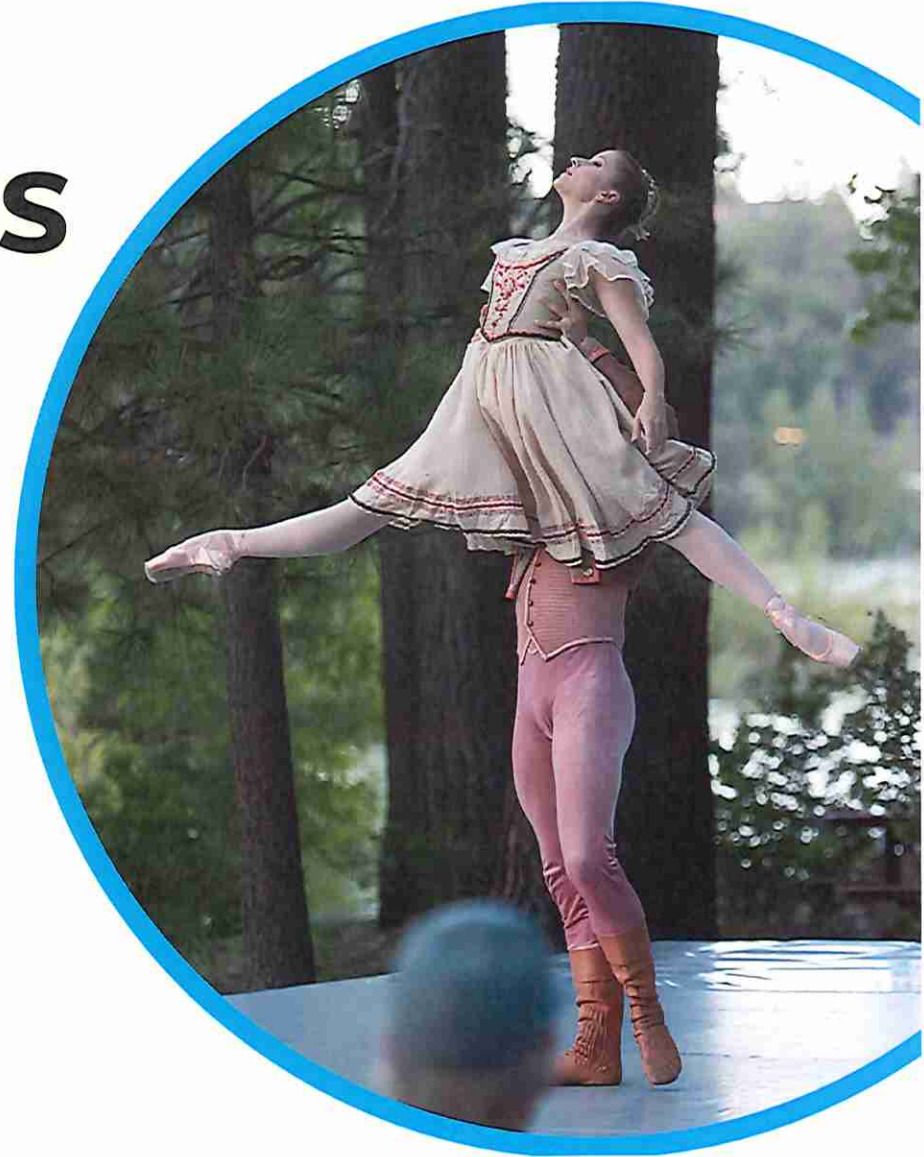
- Increase Digital outreach
- Create compelling 'packages' with lodging, dining & additional opportunities
- Marketing that brands North Lake Tahoe as a destination that offers more than outdoor recreation

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# 2020 EVENT GOALS

## Lodging Partnerships

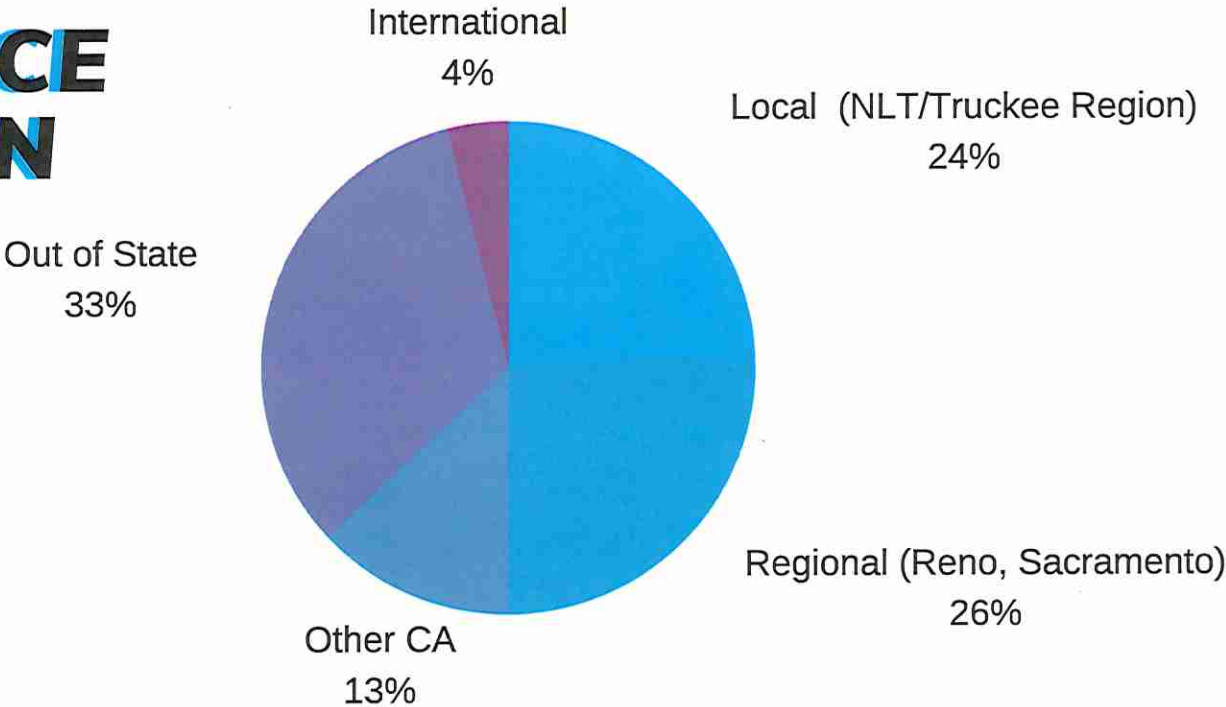
- High-End Hotel Partner/Sponsor
- Mid-Level Hotel Partner/Sponsor
- Vacation Rental Agencies



# 2020 EVENT GOALS

Increase audience steadily by % from 2019

## 2019 AUDIENCE BREAKDOWN



BY CREDIT CARD BILLING ADDRESS



# MARKETING PLAN RECAP

LEVERAGE  
LOCAL MEDIA &  
LODGING  
PARTNERSHIPS

UTILIZE  
INDUSTRY-  
SPECIFIC  
PROFESSIONALS

UNIQUE,  
INNOVATIVE  
PROGRAMMING  
ON STAGE

EMPHASIS ON  
BRANDING OF  
ORGANIZATION  
LEADERSHIP

NEW SOCIAL  
MEDIA  
STRATEGY &  
TARGETS

TICKET SALES  
PLATFORM  
INTEGRATED  
W/SOCIAL

**ON STAGE  
THIS  
SUMMER**

NEW YORK CITY  
BALLET PRINCIPAL  
DANCERS  
ASHLEY BOUDER  
&  
ADRIAN DANCHIG-  
WARING  
IN GEORGE  
BALANCHINE'S  
"MIDSUMMER  
NIGHT'S DREAM"







LESTER HORTON'S RARELY SEEN "THE BELOVED," CREATED IN 1948

**PLUS MANY  
MORE...**



## 2020 Special Event Partnership Funding Application

*Note: Refer to the "2020 Special Event Partnership Funding: Application Explanations" document for details and tips about the application.*

### Section 1: Contact Information

Special Event Name: **LAKE TAHOE DANCE FESTIVAL**

Event Date: **JULY 22 - 24, 2020**

Event Host Organization: **LAKE TAHOE DANCE COLLECTIVE, INC**

What other events have been produced by event promoter or host organization? **Lake Tahoe Dance Collective is the only presenter and producer of professional dance production in the North Lake Tahoe Region. LTDC has produced Seven years of previous Festivals, thirteen years of annual winter seasons, and five presentations of visiting dance companies.**

Event Mailing Address: **PO BOX 1766, TAHOE CITY, CA, 96145**

Event Office Phone: **(530) 386-4136**

Event Director or Producer: **CHRISTIN HANNA & CONSTANTINE BAECHER**

Title: **CO-DIRECTORS, FOUNDERS**

Email: **INFO@LAKETAHOEDANCECOLLECTIVE.ORG**

Phone: **CHRISTIN HANNA, (530) 613-4363**

Person Completing Application: **CHRISTIN HANNA**

Title: **FOUNDING ARTISTIC DIRECTOR, LAKE TAHOE DANCE COLLECTIVE**

Email: **INFO@LAKETAHOEDANCECOLLECTIVE.ORG**

Phone: **(530) 613-4363**

Event Website URL: **WWW.LAKETAHOEDANCECOLLECTIVE.ORG**

Unique Visitors in Past 12 Months: **6081**

Facebook Page URL: **https://www.facebook.com/LakeTahoeDanceCollective**

Number of Facebook "Likes": **Do you mean followers? 1049**

Instagram Handle: **@laketahoeancecollective**

Number of Instagram Followers: **945**

Twitter Handle: **Facebook & Instagram are commonly identified as the premiere platforms for performing arts organizations, according to Capacity Interactive's "2016 Arts Industry Digital Marketing Benchmark Study."**

Number of Twitter Followers: **Capacity Interactive's "2016 Arts Industry Digital Marketing Benchmark Study."**

YouTube URL: For us, Vimeo is industry-standard: <https://vimeo.com/laketahoedancecollective>

## Section 2: Event Overview

- Q2.1 Where will event take place? **Gatekeeper's Museum (Tahoe City) & West End Beach, Donner Lake (Truckee)**
- Q2.2 Will this be an annual event in the North Lake Tahoe region?
- Yes **This will be the 8th Annual Event**
- No (If "no", explain why)
- Q2.3 Including 2019, how many years has the event occurred in the North Lake Tahoe region?
- Q2.4 Can spectators (general public) attend event?
- Yes
- No
- Q2.5 Will there be a charge for spectators (general public) to attend the event?
- Yes (If "yes", provide ticket information: quantity, cost, etc.)
- No **The Opening Night Gala is a fundraiser featuring food, wine, silent art auction and performance for \$75. Main Stage performance tickets are general admission: \$20/students & seniors 65+, \$25/adults. Ticket prices increase \$5 at the door.**

## Section 3: Financial

- Q3.1 What is the dollar amount of Funding being requested? **\$20,000**
- Q3.2 Summarize how Funding will be utilized? (Recap the marketing/promotional efforts that could be implemented with a funding award that otherwise would not be possible.)

**Last year LTDF received \$5000 from the Special Event Marketing Grant and an additional \$15000 in NLTRA Event Sponsorship monies, which enabled us to hire a marketing firm specializing in performing arts events. Additionally, we grew partnerships with lodging entities for the event which resulted in an overwhelmingly positive response from audiences traveling to the area. Of survey respondents, 80% stayed more than three nights in North Lake Tahoe, 94.7% of which stating they'd return to Tahoe. Furthermore, our Net Promoter Score was an 87, far above industry standard.**

**Because our event is nonprofit and holds a mission to provide a world-class event at affordable ticket prices, we seek funding from the North Lake Tahoe Resort Association to once again assist us in marketing this unique cultural gem.**

**These funds from the North Lake Tahoe Resort Association would enable us to continue the path forward laid in 2019 in marketing an event that has proven itself highly successful and has established itself as a unique cultural experience. Our "product" is proven, we seek your assistance to broaden our reach and solidify awareness for this iconic Festival on a national and international scale.**

Q3.3 If Partnership Funding is not awarded, will the event still take place?

Yes

No (If "no", explain why)

Q3.4 If event does not receive Partnership Funding, or does not receive the full requested amount, summarize the effect to specific programs or promotional strategies.

**Should our request not be funded, or only partially funded, we will not be able to engage as comprehensive a marketing consultant and plan in moving forward with growing the awareness and reach for the event and North Lake Tahoe as a cultural destination as a whole. With a lack of coverage in the arts in general, most of our outreach is in advertising & calendar highlight placements (we paid to be a "Datebook Pick" in 2019) and even articles in many publications are quid pro quo. Without funding from the NLTRA, this is simply not possible for our organization with the other costs of guest artists, production, and more.**

Q3.5 Will event solicit additional sponsors, either cash or in-kind?

Yes

No (If "no", explain why)

#### Section 4: Marketing, Advertising, Public Relations

Q4.1 2020 In-Market Paid Advertising Budget: **\$2500**

Q4.2 2020 Out-of-Market Paid Advertising Budget: **\$22500**

Q4.3 Optional: 2019 Out-of-Marketing Public Relations Equivalency: **Unknown**

##### **IN AREA PARTNERSHIPS:**

- **Tahoe Weekly is a media sponsor, offering free print advertising valued at \$5000. They also have an issue focused on the Festival and feature us on that cover annually. While this is a North Lake Tahoe Publication, we find we reach more visitors through this than any other paper.**
- **Moonshine Ink, NLT Visitor's Guide & Tahoe Quarterly give us a discount on advertising**
- **Reno News & Review and Sacramento News & Review did an ad trade with us for tickets they could sell through their "Sweet Deals" program, promoted through their social media channels as well as in print ads in both publications, plus the Reno Artown Guide.**

##### **OUT OF AREA:**

- **DIY Dancer is a national publication and blog that comes to the event to cover through instagram stories**
- **Conversations on Dance Podcast**

**\*\*\*THIS SECTION OF INFORMATION WAS PROVIDED IN LIEU OF SHOWING WEBCAST PARTNERSHIPS, AS FEW ARTS EVENTS LIKE OURS ARE BROADCAST DUE TO CHOREOGRAPHER'S RIGHTS VIOLATIONS.**

#### Section 5: Broadcast Opportunities (TV or Webcast)

Q5.1 Does the event have media partners, either local and/or out-of-market?

Yes (Identify partners – indicate whether the primary audience is in-market or out-of-market)

No

Q5.2 Will your event air on network TV, cable TV or Webcast as a scheduled broadcast?

Yes (Continue to Q5.3)

No (Skip to Section 6)

## Section 6: Lodging Partnerships

Q6.1 Identify the event's Placer County lodging partners in 2019.

- **RITZ CARLTON LAKE TAHOE - included a three-night lodging + restaurant giveaway through instagram = promoted and posted on social media via Lake Tahoe Dance Collective NLTRA, Ritz Carlton, Tahoe Weekly, Moonshine Ink, Tahoe City Downtown Association, Gatekeeper's Museum, Conversations on Dance Podcast, + guest artists accounts.**
- **BASECAMP TAHOE CITY**
- **TAHOE GETAWAYS**

Q6.2 Identify the event's anticipated Placer County lodging partners for 2020. List type of partnership if one has already been established.

**All three lodging partnerships in 2019 will be sought again for 2020. We look to increase our partnership offerings to include a bed-and-breakfast option and to further diversify lodging opportunities for a variety of guests.**

## Section 7: Attendance

Q7.1 2019 Spectator/Fan Attendance:

- **Unique Individuals: 1186**
- **Overall Event Attendance: 1198**

Q7.2 2019 Participants in Attendance: **Workshop students/guest artists/production staff/teachers/volunteers: 105**

Q7.3 Explain how 2019 attendance (Q7.1 and Q7.2) was calculated.

**Ticket Sales + Giveaways + hired performances/production staff**

Q7.4 Spectators/Fans: Based on the 2019 spectator/fan attendance figures (Q7.1), what percentage was from out-of-market? (Explain how percentage is calculated)

**BY CREDIT CARD BILLING ADDRESS IN TICKET SALES:**

- **Local - NLT/Truckee: 24%**
- **Regional - Sacramento, Reno: 26%**
- **Other CA - 13%**
- **Out of State - 33%**
- **International - 4%**

Q7.5 Participants: Based on the 2019 participants attendance figures (Q7.2), what percentage was from out-of-market? (Explain how percentage is calculated)

**Workshop students/guest artists/production staff/teachers: 105, 29 from out of area = 28%**

Q7.6 2020 Projected Spectator/Fan Attendance:

- Unique Individuals: 1500
- Overall Event Attendance: 1600

Q7.7 2020 Projected Participants: 110

Q7.8 Explain how 2019 attendance (Q7.6 and Q7.7) was calculated.

I think this question is asking about 2020 projected attendance, not 2019?

2018 to 2019 growth of 86%. Based on same amount of funding, while also recognizing that 2018 to 2019 was a spectacular jump, as well as event capacity, we would like to project an audience attendance of 1600.

## Section 8: Room Nights

Q8.1 2019 Placer County Room Nights

- Paid Room Nights: 31 Nights booked by event volunteers/staff/etc. Estimated between 593 and 1526 paid room nights in Placer County by audience
- Complimentary Room Nights: 3 in Giveaway from Ritz-Carlton, 148 room nights donated by volunteers/hosts for artists/visiting production staff

Q8.2 Explain how 2019 room nights were calculated.

Projections based on scale utilizing reporting from ticket sales and survey results from 2019.

### PROJECTION FROM TICKET SALES

Total audience: Unique Attendees 1186

- Local (NLT/Truckee) 24%
- Regional (Sacramento to Reno) 26%
- Other CA/Out of State/International 50%

IF ONLY THE 50% of Out of Area attendees pay lodging, that's 593, people, 296 couples\*. If that's all couples and they each stay two nights, we will have 593 room nights.

### PROJECTION FROM AUDIENCE SURVEY - Where did you stay?

Total audience: Unique Attendees 1186

- Friends/Family in the Area 14.3%
- Second Home/Vacation Unit 23.8%
- Lodging 61.9%

OF THIS LODGING, ONLY 7.1% WAS LISTED OUT OF PLACER COUNTY, MEANING 54.8% OF LODGING WAS PURCHASED IN TAHOE CITY, WEST SHORE, KINGS BEACH, NORTHSTAR AND SQUAW VALLEY.

61.9% of 1186 attendees = 734

"HOW MANY NIGHTS DID YOU STAY" within this percentage?

- 1 Night - 5%; 5% of 734 = 36ppl.
- 2 Nights - 15%; 15% of 734 = 110ppl.
- 3 Nights - 25%; 25% of 734 = 183ppl.
- 4 Nights - 10%; 10% of 734 = 73ppl.
- 5 Nights - 5%; 5% of 734 = 36ppl.
- 6+ Nights - 40%; 40% of 734 = 296ppl.

OF THIS MODEL, assuming all attendees are couples\*, as done in the ticket sales model:

- 36ppl = 18 couples in 1 room night = 18 rooms
- 110ppl = 55 couples in 2 room nights = 110 rooms
- 183ppl = 91 couples in 3 room nights = 274 rooms
- 73ppl = 36 couples in 4 room nights = 146 rooms
- 36 ppl = 18 couples in 5 room nights = 90 rooms
- 296 ppl = 148 couples in 6 room nights = 888 rooms

\*calculations based on couples because over 50% of survey respondents stated their party was 2 persons



Q8.3 Which Placer County lodging properties feasibly received room nights as a result of the event?

Including our links to our three lodging partners mentioned above, our survey results yielded that 26.2% of attendees stayed on the West Shore, 38.1% stayed in Tahoe City, 4.8% in Kings Beach, 19% in Northstar, and 4.8% in Squaw Valley.

Q8.4 2020 Placer County Room Nights

- Projected Paid Room Nights: 31 Nights booked by event volunteers/staff/etc. Estimated between 753 and 1526 paid room nights in Placer County by audience
- Projected Complimentary Room Nights: 3 in Giveaway from Ritz-Carlton, 148 room nights donated by volunteers/hosts for artists/visiting production staff

Q8.5 Explain how 2020 room nights were calculated.

Projections based on scale utilizing reporting from ticket sales and survey results from 2019 as outlined in Q8.2, utilizing a growth percentage estimate of 27%.

Based on 2019 ticket sales & audience survey, estimated sold room nights between 593 and 1526 increase by 27% arrive at projected growth estimations of 753 to 1938 potential Placer County room nights.

## Section 9: Event Staff & Board of Directors

Q9.1 Is event produced by a paid staff or volunteer committee?



Paid Staff



Volunteer Committee

Q9.2 Provide the names and positions of the events key staff/volunteers.

### **Production Team:**

- Christin Hanna - Founder, Artistic Director, Producer, Curator *\*paid staff*
- Constantine Baecher - *Royal Danish Ballet, Carolyn Carlson Company, Copenhagen International Choreography Competition* - Festival Co-Founder, Producer, Curator, Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist *\*paid independent contractor*
- Kristina Berger - *Erick Hawkins Dance Company/Lester Horton Dance Theater/Dean College* - Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist *\*paid independent contractor*
- Traci Finch - *New Chamber Ballet, Suzanne Farrell Ballet, CelloPointe* - Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist *\*paid independent contractor*
- Daniel Baudendistel - *American Ballet Theater, Joffrey Ballet, Bar Lubovitch Dance Company* - Master Teacher & choreographer for the Young Dancer's Workshop *\*paid independent contractor*
- Damien Johnson - *Dance Theater of Harlem, Ballet Black, Suzanne Farrell Ballet, Washington School of Ballet, School of American Ballet Fellowship Recipient* - Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist *\*paid independent contractor*

### **Gala Opening Night Committee/ Front of House/Box Office Volunteers**

- Kathleen Dale - Guest Liason, Volunteer Coordinator *\*volunteer - board member*
- Kathleen Hanna - Guest Liason, Floral Design & Aesthetics Coordinator, Bartender *\*Volunteer*
- Charlene Barr - Guest Liason, Floral Design & Aesthetics Coordinator; Bartender *\*Volunteer*
- Scott Horan - Aesthetics Coordinator, Setup Coordinator, Bartender *\*Volunteer*
- Jennifer Saathoff - Bartender, server *\*Volunteer*
- Rafael Escandon - Bartender, server *\*Volunteer*
- Diane Austin - Bartender, server *\*Volunteer*
- Debi Pierce - Bartender, server *\*Volunteer*
- Alex Schwartz - Bartender, server *\*Volunteer*
- Catherine Paolillo - Caterer, food purveyor, chef, server *\*Volunteer*
- Carmine Peluso - Caterer, food purveyor, chef, server *\*Volunteer*
- Jen Schmidt - Photographer *\*Volunteer*
- Vince, Gary, Steve, Ben, Tony - production team *\*Volunteers*
- John Pang, Sound engineer *\*Volunteer*
- Lynda Walsh - Box Office

Q9.3 Provide the names of events Board of Directors, if applicable.

- **Timea Griset, President**
- **Michael Gelbman, Treasurer**
- **Kathleen Dale**
- **Kathy Nicholas**
- **Marjorie Prisco**
- **Penelope Siig**

## Section 10: Sponsors

Q10.1 Identify the top 5 sponsors of the 2019 event.

- **North Lake Tahoe Resort Association**
- **Tahoe Truckee Community Foundation**
- **Arts Council of Placer County**
- **Tahoe Weekly**
- **Rodney Strong Vineyards**

Q10.2 Identify the top 5 sponsors that the event will target for 2020.

- **North Lake Tahoe Resort Association**
- **Tahoe Truckee Community Foundation**
- **Tahoe Weekly**
- **Rodney Strong Vineyards**
- **Local Real Estate Firm (prefer not to name as still in negotiations)**

## Section 11: Acknowledgements & Electronic Signature

Q11.1 I am authorized to represent the event; information provided in application and supporting documents is truthful.

Yes

No (If "no", explain why)

Q11.2 Event will be held annually in the North Lake Tahoe region and is not contingent upon receipt of funding to occur.

Yes

No (If "no", explain why)

Q11.3 If Partnership Funding is awarded, partnerships will be secured with at least one Placer County lodging property.

Yes

No (If "no", explain why)

Q11.4 Event will collaborate with the NLTRA (if requested) to collect survey information, or share existing information if event conducts their own survey.

Yes

No (If "no", explain why)

Q11.5 If Partnership Funding is awarded, funds will only be utilized for event promotion and marketing.

Yes

No (If "no", explain why)

Q11.6 If Partnership Funding is awarded, event will include the NLTRA logo and link on their website and in applicable advertising materials.

- Yes
- No (If "no", explain why)

Q11.7 If Partnership Funding is awarded, event will issue a Liability Policy (\$1M per occurrence/\$2M aggregate), as well as name the NLTRA as an additional insured.

- Yes
- No (If "no", explain why)

Type your name and date, which denotes your signature as an authorized representative of the event.

Name:

Date:

### Required Supplemental Documents

Document #1: Event Overview

- Yes, will submit
- No, will not submit

Document #2: 2019 Profit & Loss Statement

- Yes, will submit
- No, will not submit

Document #3: 2020 Event Budget

- Yes, will submit
- No, will not submit

Document #4: Marketing/Promotional Plans – Part A: Marketing Plan Without Receipt of Funding, Part B:

Marketing/Promotional Initiatives to be implemented with Receipt of Funding

- Yes, will submit
- No, will not submit

Document #5: Potential Sponsorship Amenities to NLTRA

- Yes, will submit
- No, will not submit

Document #6: OPTIONAL PR Equivalency for Out-of-Market

- Yes, will submit
- No, will not submit

We find this measure to be flawed and therefore do not utilize this in our reporting. See Sourcewatch article here: [https://www.sourcewatch.org/index.php/Advertising\\_Value\\_Equivalency](https://www.sourcewatch.org/index.php/Advertising_Value_Equivalency) as well as the new Chartered Institute for Public Relations announcement: <https://newsroom.cipr.co.uk/cipr-welcomes-amec-initiative-and-pledges-ave-ban/>

# Required Supplemental Documents

## Document #1: Event Overview

The Lake Tahoe Dance Festival, held annually in July, is a presentation of the Lake Tahoe Dance Collective, 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.

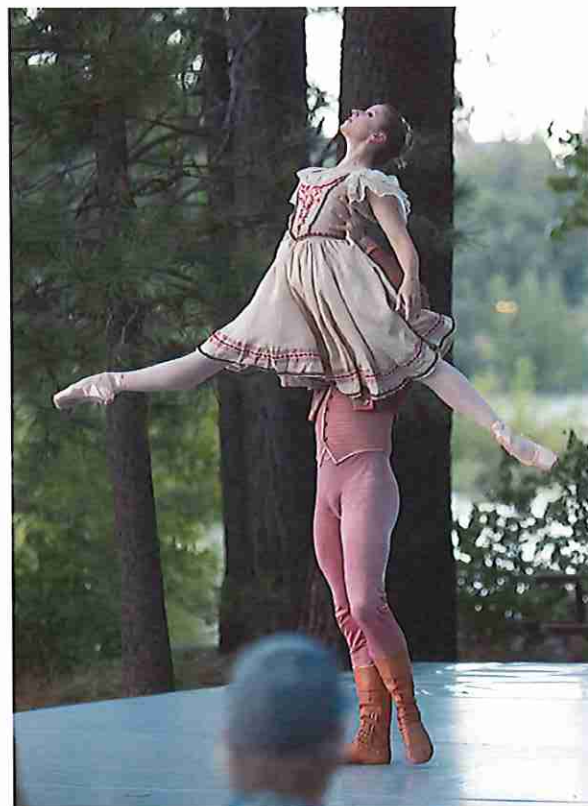
Through the Festival, we offer the finest professional dance and dance instruction in North Lake Tahoe. This includes a three-week workshop for young dancers, who then perform alongside some of the finest international guest artists and choreographers in the three performance evenings of the Festival.

The Festival is directed by longtime friends and collaborators, Constantine Baecher (Royal Danish Ballet) and Christin Hanna (Founding Artistic Director, LTDC), whose friendship started in 1998 at American Ballet Theatre's summer program in New York.

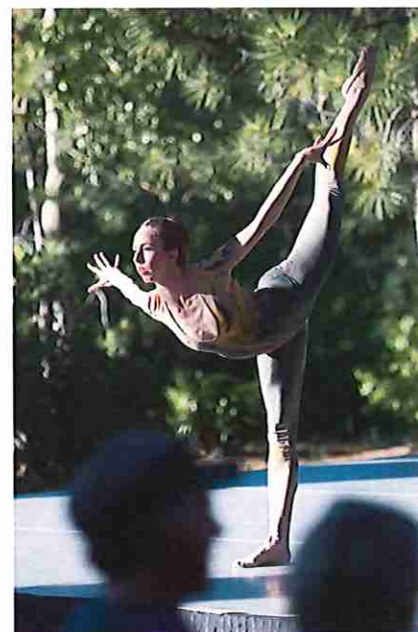
To further collaboration between professional artists and young dancers, the festival offers three days of main stage performances, audience participatory demonstrations, site-specific installations, meet-the-artists talks and more.

The festival celebrates a variety of innovative new works while preserving beloved classics of the past: including works by George Balanchine, Lester Horton, Erick Hawkins, and most recently, the rarely-performed work of Agnes DeMille, "The Other."

In its first 7 years, the Festival has established itself within the dance world for taking risks and fostering groundbreaking new works by up-and-coming choreographers. The Festival's diverse offerings in programming represent a wide range of dance styles and disciplines. First-rate dancers from New York City Ballet, Billy Elliott (Broadway), Dresden-Franfurt Dance Company, Ballet Black (London), SFDanceworks, Aspen Santa Fe Ballet, Frankfurt Ballet, San Francisco Ballet, Los Angeles Ballet, Paul Taylor American Dance, and Robert Moses KIN have graced the Lake Tahoe Dance Festival stage, to name a few.



*New York City Ballet Principal Dancer Abi Stafford partnered by former New York City Ballet principal Stephen Hanna at the 2019 Lake Tahoe Dance Festival*



*New Chamber Ballet's Traci Finch at the 2019 Lake Tahoe Dance Festival*

## Goals for the 2020 Lake Tahoe Dance Festival

In 2019, we envision yet another outstanding Festival in continuance of our highly successful model of presenting phenomenal guest artists in our uniquely beautiful world-class setting.

The Lake Tahoe Dance Festival will continue to include international guest dancers and choreographers, exceptional new and classic works, and a three-week Young Dancers Workshop. Our young dancers will also realize the opportunity to perform alongside professional Festival artists.

### Specific Goals:

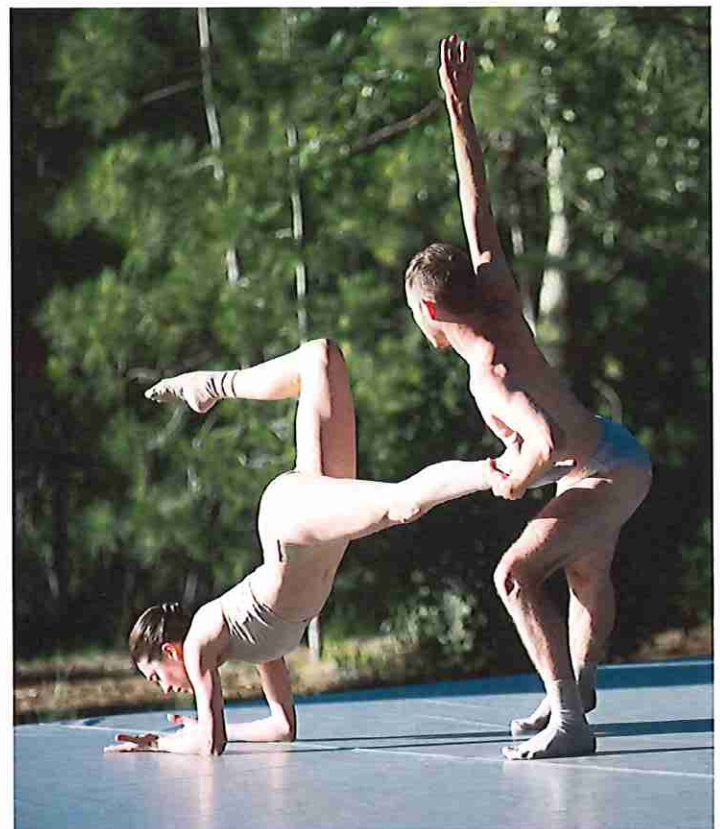
- Maximize performances: increase marketing reach and continue to engage the finest professional artists who in turn will draw additional audiences, thus benefitting the entire community through cultural tourism. Our performance venues can accommodate more attendees easily.
- A-List guest performers: dancers from Martha Graham Dance, New York City Ballet, Miami City Ballet, SFDanceworks and others have expressed interest. These artists will lend greater credibility to our growing Festival as they also bring works that would otherwise require additional licensing and production costs, but more importantly are easy to market because of their strong, established reputations within the dance world. In other words, the product is first-rate, we just need help getting the word out.

### Project Feasibility, Accessibility, Management & Evaluation:

Now in its 8th year, the Lake Tahoe Dance Festival has grown to three performance evenings in two locations. This growth has been accompanied by several challenges that we have met: we now own our own portable staging; enjoy a consistently growing audience base; and present a well-rounded artistic program that offers a diverse 'sampling' to our audiences who may be seeing dance for the first time. We have accomplished all this while keeping our ticket prices at affordable rates as we feel strongly that we do not want to price our performances out of the range of affordability for many.

In addition to our performances, we present a range of exciting opportunities for our audiences to engage with our artists and programs that are always free. These include: Meet the Artist talks, Post-Show Q&As, Pre-Performance talks, and Open Rehearsals.

Our evaluation process includes tracking attendance by ticket purchases to attend the event and gauging audience response with a post-event survey.



*Daphne Fernberger & Ulysse Zangs of Jacopo Godani Dresden Frankfurt Dance Company at the 2019 Lake Tahoe Dance Festival.*

### **Who Are We:**

Christin Hanna is the founding Artistic Director of the Lake Tahoe Dance Collective, the producing entity of the Lake Tahoe Dance Festival. Christin is invested in the community, her home town, and has served on the Board of Directors of the Tahoe City Downtown Association. Her background as a successful professional dancer and teacher as well as her personal relationships with the families, business owners, and leaders in the community have benefitted the creation of the Festival many times over. Her connections in the professional dance world link the finest dance and dance artists to the beautiful stage setting of Lake Tahoe.

Co-Director Constantine Baecher has enjoyed an international career in dance (Royal Danish Ballet, Hamburg Ballet, Compagnie du Carolyn Carlson), as well as having founded the Copenhagen International Choreography Competition. Constantine's extensive personal relationships with dancers, choreographers and companies around the world coalesce with his desire to foster a place where artists come to share their works with a new community and are inspired by the beautiful surroundings of Lake Tahoe.

The artists we have brought to the Lake Tahoe Dance Festival possess backgrounds and expertise that span an entire spectrum from classical to contemporary, offering both new works and a commitment to the preservation and performance of beloved classics.

### **How Your Project Would Be Adapted if Only Partially Funded:**

If only partially funded, our Festival would scale our guest artists and marketing budgets accordingly to continue to grow slowly but surely. Because we find ourselves in a beautiful but rural area that does not often showcase the level of performing arts seen in more affluent, urban areas, we look to the North Lake Tahoe Resort Association to champion a cultural event to diversify experiential offerings and incentives for visiting North Lake Tahoe. We believe this partnership will become an integral part of our mission to grow the Lake Tahoe Dance Festival.



*Lake Tahoe Dance Festival co-Founders  
Christin Hanna and Constantine Baecher on  
stage at the inaugural Festival in 2013.*

## Document #2: 2019 Event Profit & Loss Statement

10/18/19

Lake Tahoe Dance Collective  
Profit and Loss Standard  
December 31, 2018 through December 31, 2019

	<u>Dec 31, '18 - Dec 31, '19</u>
Ordinary Income/Expense	
Income	
4000 — Revenue from Direct Cont.	
4010 — Individ, Small Bus. Cont.	3,000.00
4020 — Corporate Contributions	17,065.00
	<hr/>
Total 4000 — Revenue from Direct Co...	20,065.00
4200 — Revenue from Non-Gov Grant	
4230 — Foundation Support	15,750.00
	<hr/>
Total 4200 — Revenue from Non-Gov ...	15,750.00
5100 — Program Income	
5110 — Workshops/Master Classes	12,393.31
5120 — Ticket Sales	15,692.77
	<hr/>
Total 5100 — Program Income	28,086.08
5400 — Revenue from Other Sources	
Retail Sales Net	
5410 — Retail Sales	182.35
	<hr/>
Total Retail Sales Net	182.35
5490 — Misc Revenue	274.00
	<hr/>
Total 5400 — Revenue from Other Sou...	456.35
	<hr/>
Total Income	64,357.43
Cost of Goods Sold	
Cost of Goods to be Sold	552.20
	<hr/>
Total COGS	552.20
	<hr/>
Gross Profit	63,805.23
Expense	
8100 — Nonpersonnel Expenses	
8112 — Costume supplies	1,119.79
8180 — Books, Subscriptions, Reference	50.00
8110 — Supplies	762.67
8140 — Postage, Mailing Service	2,045.66
8170 — Printing and Copying	347.27
	<hr/>
Total 8100 — Nonpersonnel Expenses	4,325.39
8200 — Facilities and Equipment	
8250 — Technical Equipment Purchase	494.61
8260 — Equip Rental and Maintenance	924.00
8210 — Rent, Parking	

10/18/19

Lake Tahoe Dance Collective  
Profit and Loss Standard  
December 31, 2018 through December 31, 2019

	<u>Dec 31, '18 - Dec 31, '19</u>
8211 — Venue, rehearsal rental	247.00
Total 8210 — Rent, Parking	<u>247.00</u>
Total 8200 — Facilities and Equipment	1,665.61
8300 — Travel and Meetings	
8310 — Travel	7,710.96
8330 — Artists Meals	1,153.26
8340 — Catering	2,117.69
8315 — Lodging	60.00
Total 8300 — Travel and Meetings	<u>11,041.91</u>
7500 — Contract Service Expenses	
7540 — Professional Fees - Other	2,020.00
7541 — Public Relations	7,450.00
7550 — Artist Fees	18,600.00
7570 — Photography	700.00
Total 7500 — Contract Service Expenses	<u>28,770.00</u>
8500 — Other Expenses	
8570 — Advertising Expenses	
8571 — Marketing Advertising	12,207.35
8572 — Marketing Collateral	1,910.59
Total 8570 — Advertising Expenses	<u>14,117.94</u>
8591 — merchant services	37.91
8590 — Other Expenses	
8599 — Bad Debt Expense	1,302.67
Total 8590 — Other Expenses	<u>1,302.67</u>
8592 — Licensing Fees	100.00
Total 8500 — Other Expenses	<u>15,558.52</u>
Total Expense	<u>61,361.43</u>
Net Ordinary Income	<u>2,443.80</u>
Net Income	<u><u>2,443.80</u></u>



# LAKELAKE TAHOE DANCE FESTIVAL 2020

## BUDGET

INCOME	W/O NLTRA	WITH NLTRA
GRANTS	\$7,500	\$7,500
SPONSORSHIPS (CASH)	\$5,500	\$25,500
SPONSORSHIPS (IN-KIND)	\$12,500	\$12,500
EVENT INCOME (TICKET SALES, WORKSHOP TUITION)	\$19,000	\$34,000
<b>TOTAL INCOME</b>	<b>\$44,500</b>	<b>\$79,500</b>

EXPENSE	W/O NLTRA	WITH NLTRA
NON-PERSONNEL EXPENSES (COSTUMES, ETC)	\$1,000	\$1,000
FACILITIES & EQUIPMENT (PAID VENUE & REHEARSAL SPACE, EQUIPMENT RENTAL/ PURCHASES)	\$3,000	\$8,000
FACILITIES (IN-KIND)	\$6,000	\$6,000
TRAVEL & MEETINGS (INCLUDES GUESTS FLIGHTS, MEALS, AND CATERING FOR GALA EVENT)	\$8,000	\$20,000
CONTRACT SERVICE EXPENSES (ARTISTS FEES)	\$20,000	\$20,000
ADVERTISING/MARKETING EXPENSES	\$7,500	\$24,000
<b>TOTAL EXPENSES</b>	<b>\$45,500</b>	<b>\$79,000</b>

Document #4: DRAFT 2020 Event Marketing/Promotional Plans With and Without NLTRA Funding

## DRAFT MARKETING PLAN - WITHOUT NLTRA SPONSORSHIP MONIES

ITEM	NOTE	COST
MARKETING COLLATERAL	Posters, Postcards, Rack Cards, Banners	\$1500.00
MAILING	EDDM Nonprofit mailing, 13,000+ Mailing List	\$2000.00
PAID ADVERTISING	OUT OF MARKET: Dancestry Program, Conversations on Dance Podcast Sponsorship & Sponsored Content Episodes, SFGate, Stern Grove Festival Guide, SF Ballet Program, SF Chronicle/Datebook Picks. LOCAL/IN-MARKET: Moonshine Ink, NLT Visitor's Guide	\$2000.00
SOCIAL MEDIA/DIGITAL ADVERTISING	Facebook & Instagram post and event promotion; Google targeted ads	\$1000.00
PUBLIC RELATIONS	RFP to be shared with previous firm as well as new possibilities	\$1000.00
TOTAL WITHOUT NLTRA MONIES		\$7500.00

## DRAFT MARKETING PLAN - WITH NLTRA SPONSORSHIP MONIES

ITEM	NOTE	COST
MARKETING COLLATERAL	Posters, Postcards, Rack Cards, Banners	\$2000.00
MAILING	EDDM Nonprofit mailing, 13,000+ Mailing List	\$2000.00
PAID ADVERTISING	OUT OF MARKET: Dancestry Program, Conversations on Dance Podcast Sponsorship & Sponsored Content Episodes, SFGate, Stern Grove Festival Guide, SF Ballet Program, SF Chronicle/Datebook Picks. LOCAL/IN-MARKET: Moonshine Ink, NLT Visitor's Guide	\$8000.00
SOCIAL MEDIA/DIGITAL ADVERTISING	Facebook & Instagram post and event promotion; Google targeted ads	\$4000.00
PUBLIC RELATIONS	RFP to be shared with previous firm as well as new possibilities	\$8000.00
TOTAL WITH NLTRA MONIES		\$24000.00

## Document #5: Potential Sponsorship Amenities to NLTRA

- Name/logo included in all marketing materials with in “brought to you by” billing in all marketing materials: print ads, postcard mailings, rack cards, performance program, posters, banners, etc
- Inclusion of NLTRA logo and hyperlink in event’s e-newsletters
- Invitation to one private rehearsal with guest choreographers for NLTRA Board of Directors & Staff & Special Guests
- 8 Tickets to the Lake Tahoe Dance Festival Opening Night Gala to be used at NLTRA’s Discretion (Giveaways/client hosting/etc)
- 25 General Admission ticket vouchers to be used at NLTRA’s Discretion (Giveaways/etc)
- Opportunity for NLTRA specific messaging (content provided by NLTRA) in event's e-newsletter
- Specific descriptive message and link from event website to [GoTahoeNorth.com](http://GoTahoeNorth.com)
- Opportunity to interact with out-of-market journalists that may be scheduled to attend the event
- Ad space in event's program guide
- Opportunity for opening/closing remarks during performance
- Dedicated Instagram/Facebook Posts promoting attending the Festival with specific messaging/ tagging Go Tahoe North to drive visitorship - will rely on consultant to illuminate the best way to manifest this concept





# FINAL EVENT REPORT

LAKE DANCE  
TAHOE COLLECTIVE

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LAKE DANCE  
TAHOE FESTIVAL 2019

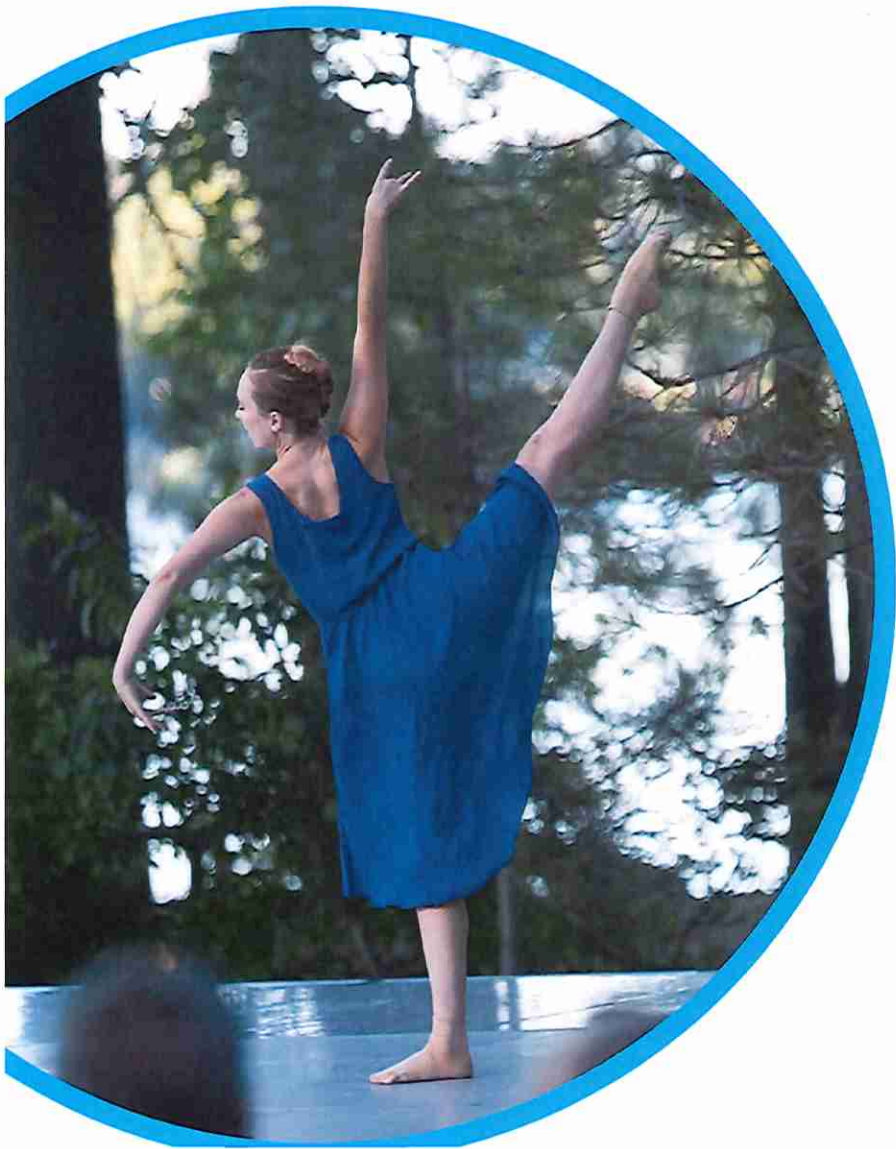
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# **OUR MISSION**

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.



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## **EVENT SUMMARY**

The 2019 Lake Tahoe Dance Festival was an artistic and financial success, achieving both artistic excellence and growth in attendance.

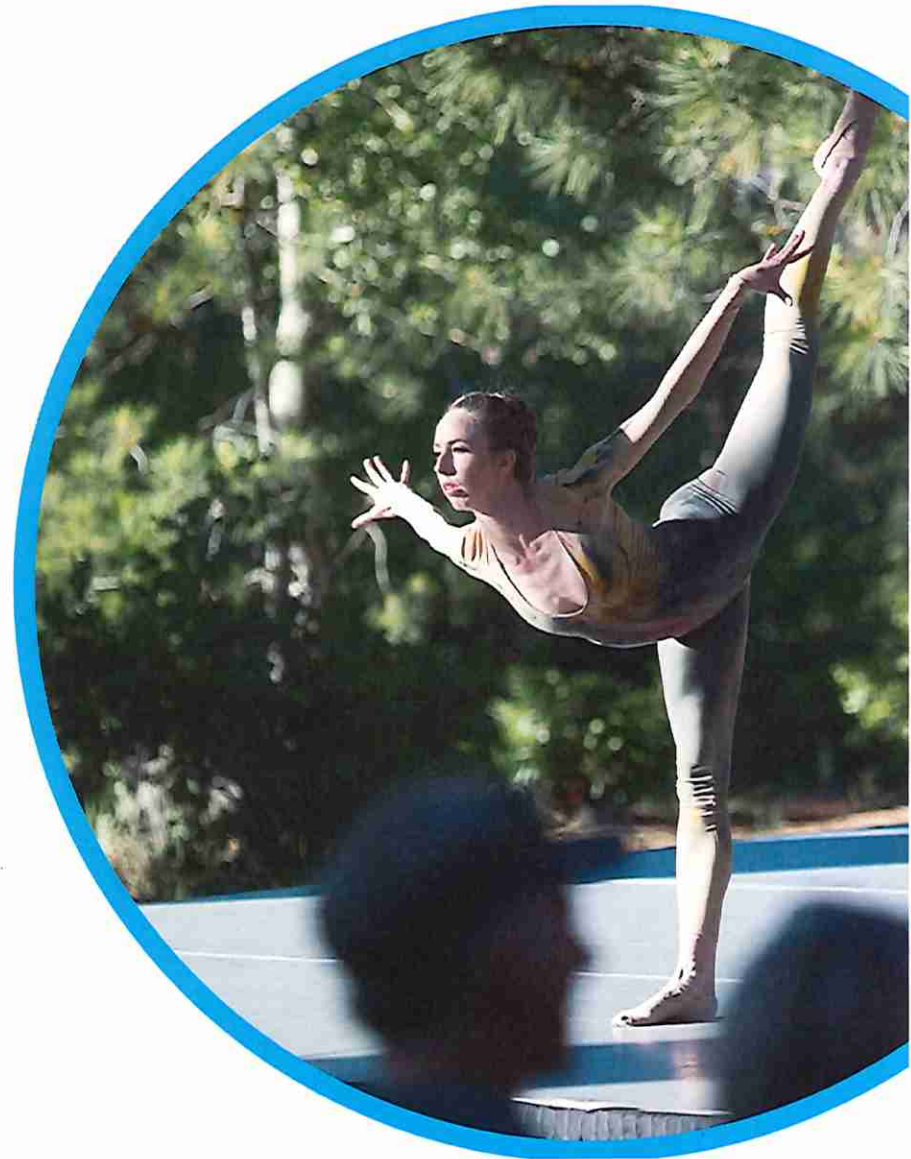
Over three performances, artists from New York City Ballet, Dresden/Frankfurt Dance Company, Erick Hawkins Dance, Broadway, New Chamber Ballet, Roya Carrerras Dance and Suzanne Farrell Ballet graced the stage alongside young dancers participating in the Young Dancers Workshop.

---

The continued success of our event has proven we are the most well-suited organization to complete the mission of bringing the finest in dance to our area, and that cultural tourism is a much-needed in our region.

As outlined in this report, the event was an absolute success, and engaged new visitors and audiences.

The unprecedented growth of our event this year is undoubtedly thanks to the Sponsorship & Special Event Funding Grant from the North Lake Tahoe Resort Association. We look forward to partnering with the NLTRA again in the future.







**TICKETING  
&  
ATTENDANCE**

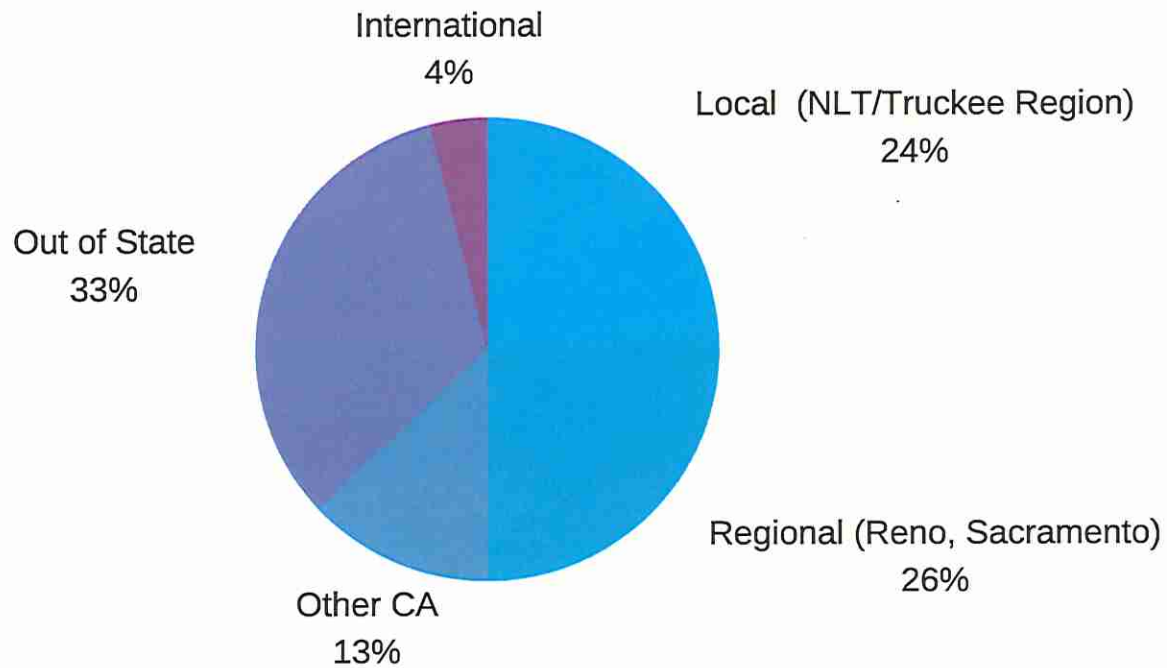
# AUDIENCE ATTENDANCE



- Total Number of Attendees: 1198
  - Tickets Sold: 963
  - Tickets Donated (press, donations to nonprofits, sponsorships, comps, etc): 235
  - Unique Attendees: 1186
- By Performance
  - Opening Night Gala: 356
  - Thursday Night - Gatekeeper's Museum: 405
  - Friday Night - Donner Lake: 437

Over 75 tickets were donated to local area nonprofits for use in their own fundraisers, including the North Lake Tahoe Historical Society, Tahoe City Downtown Association, the North Lake Tahoe Resort Association, Creekside Charter School, Sierra Senior Services, Tahoe Community Nursery School and more.

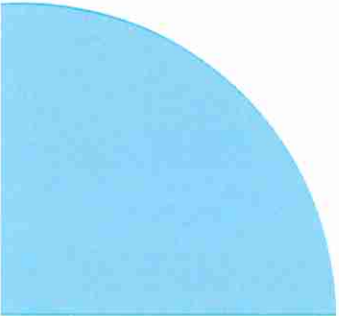
# AUDIENCE BREAKDOWN



BY CREDIT CARD BILLING ADDRESS

# **PARTICIPATION/PRODUCTION**



- Young Dancers Workshop Students: 21
  - Teaching Staff of Young Dancers Workshop: 5 (full 3 weeks) + 4 (final week/master classes)
  - Guest Artists: 14
  - Stage Management/Production Assistants: 5
  - Food Prep/Chefs: 5
  - Artists at Auction: 9
  - Paid Intern: 1
  - Volunteers: 39
  - Directors: 2
- 



# LODGING

# **LODGING BY EVENT**

- Total Number of room nights booked by event: 31
  - Stage Manager: 7
  - Out of town Volunteers: 15
  - Guest Artists: 9

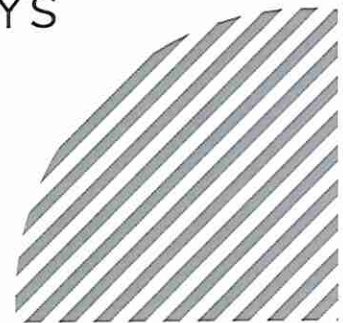
# **LODGING LINKED**

Total Click-throughs from "Where to Stay" page on LDC site: 46



# LODGING PARTNERSHIPS

Lake Tahoe Dance Festival strategically partnered with one of each type of lodging: high-end hotel, mid-level hotel, and vacation rental agency.





## THE RITZ-CARLTON

LAKE TAHOE

*The Ritz-Carlton, Lake Tahoe located mid-mountain at Northstar, is delighted to partner with The Lake Tahoe Dance Collective to offer an exclusive Lake Tahoe Dance Collective package with a personalized arrival amenity and rates starting at \$416 per night.*

*Please contact our direct reservations line at 530.562.3028 and reference the "Lake Tahoe Dance Festival Package". Follow the link below to learn more about our room types and resort at large.*

[EXPLORE THE RITZ](#)







*Basecamp Tahoe City is a boutique hotel built for exploring the incredible lakes, trails, and mountains in the Lake Tahoe Basin. Our accommodations are located in the heart of Tahoe City, a short 5 minute walk to the lake and right here in Downtown Tahoe City.*

*Our 24 stylish rooms are designed for adventure and relaxation seekers alike, with the amenities and style of a modern resort, but at more reasonable prices. Come stay with us and let our Basecamp Hotel lodging be your springboard for your Lake Tahoe adventure.*

*Basecamp Hotel Tahoe City is happy to partner with the Lake Tahoe Dance Collective to extend a special 20% savings to guests attending the 2019 Lake Tahoe Dance Festival in July! Enter code DANCE when booking using the link below or call 530-580-8430 and reference the code for assistance booking.*

**BOOK NOW**



# TAHOE GETAWAYS™


*Tahoe Getaways is proud to partner with the Lake Tahoe Dance Collective which brings together artists from around the world to perform in one of the most beautiful places in the world.*

*Let Tahoe Getaways, with its extensive list of vacation homes throughout North Tahoe and Truckee, help you find the perfect rental in Tahoe to enjoy this magical place and access all your favorite activities from your doorstep. Tahoe Getaways offers both great service and rental homes as extraordinary as their majestic setting.*

*Enjoy a 10% discount using the code TGDANCE with the link below when booking your trip to the Lake Tahoe Dance Festival!*

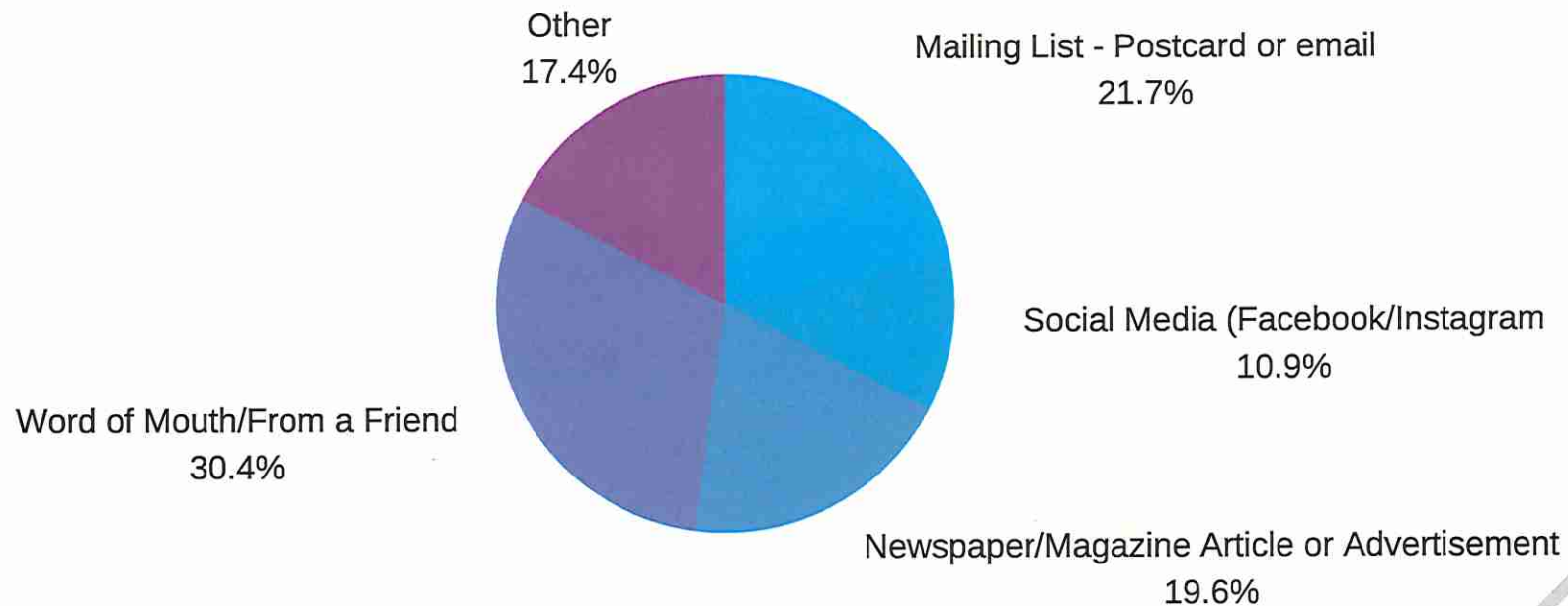
**BOOK NOW**



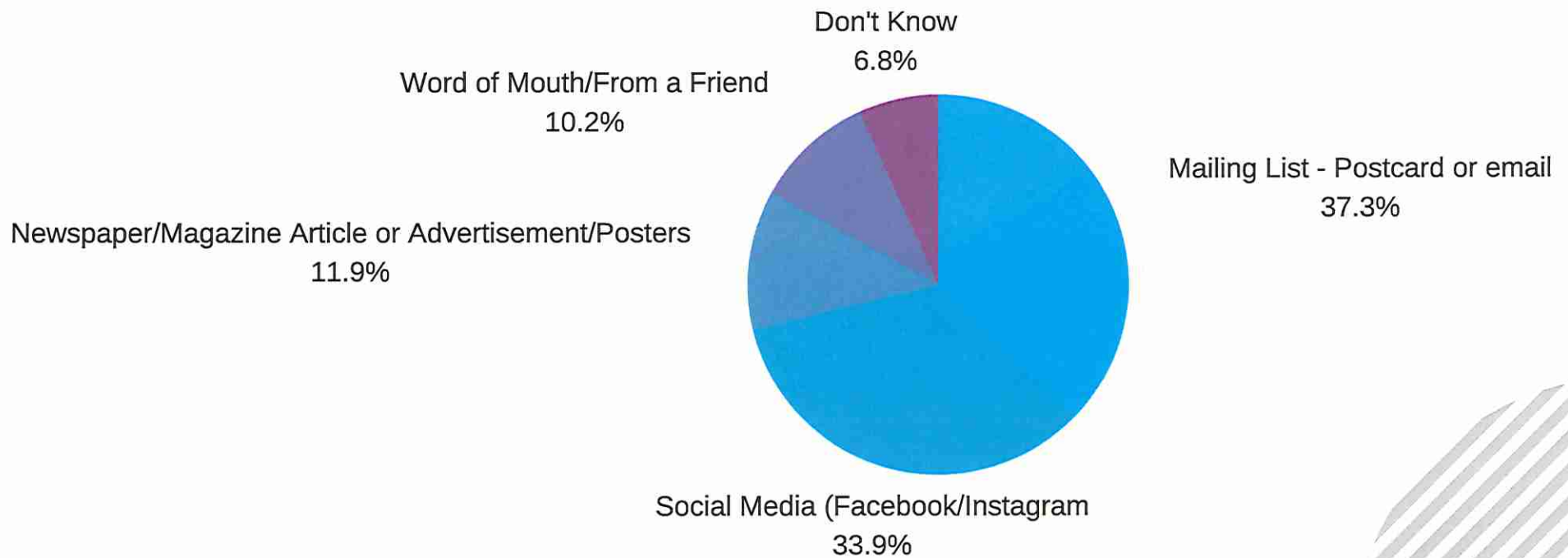


**SURVEY  
RESULTS**

# HOW DID YOU HEAR ABOUT THE LAKE TAHOE DANCE FESTIVAL?



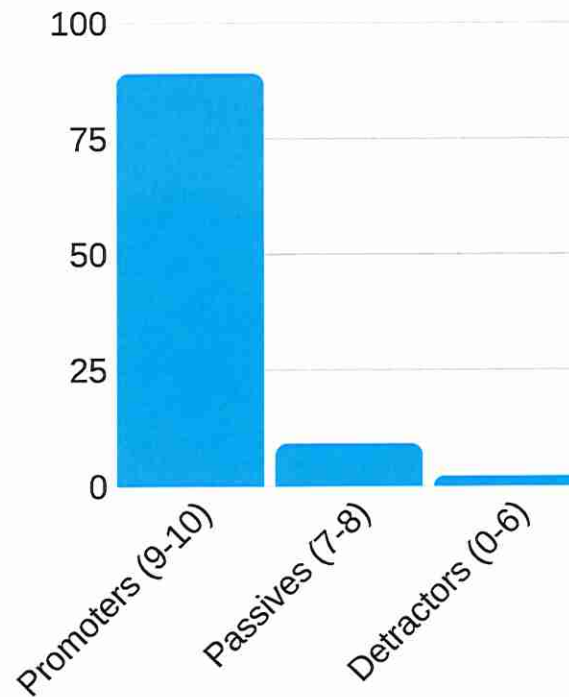
# WHAT'S YOUR FAVORITE SOURCE (WEBSITE/BLOG/NEWSPAPER ETC.) FOR LEARNING ABOUT UPCOMING PERFORMANCES?



# HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THE LAKE TAHOE DANCE FESTIVAL TO A FRIEND OR COLLEAGUE?

NET PROMOTER SCORE:

**87!**



# IS THERE ANYTHING YOU'D LIKE TO SHARE WITH US ABOUT YOUR EXPERIENCE AT THE LAKE TAHOE DANCE FESTIVAL?

*"Fabulous scenery. Liked the ability to meet the professional dancers after the show."*

**"will come again"**

"Its an amazing event. Watching talented dancers with the trees and the lake in the background"

"great event, beautiful setting, wonderful dancers. Loved it"

"Loved the Dancers, and the sound system was really good! And the audience and their cute little picnics and their relaxed Tahoe style. I loved the entire experience including mother nature's natural lighting!! Great event, great job Christen!"

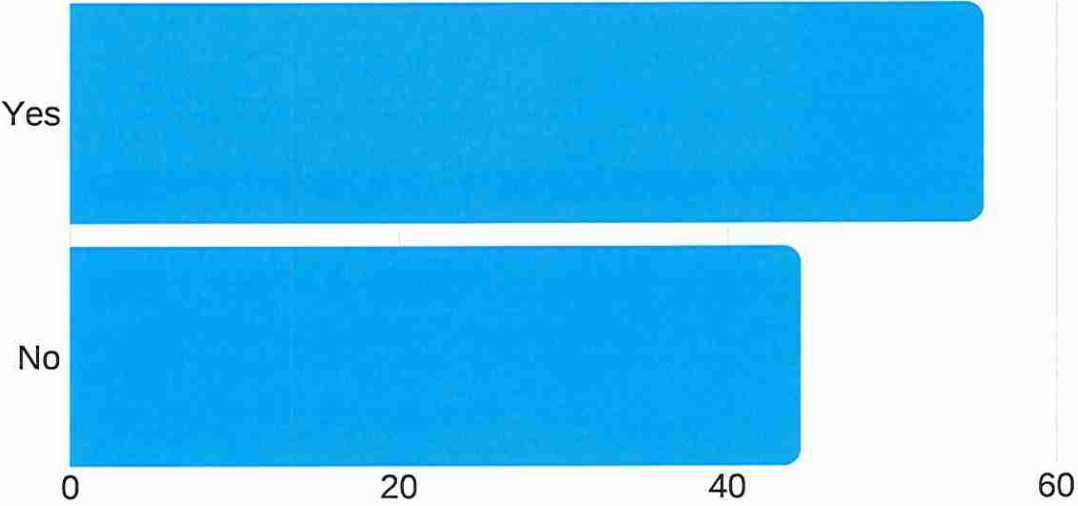
**"The timing of the sunlight on the dancers and the lake in backdrop was stunning!"**

*"Putting art at the heart of community enhances our lives. Thank you for enriching our lives. look forward to these events"*

**"Would have liked a small set of bleachers/tiered seating"**

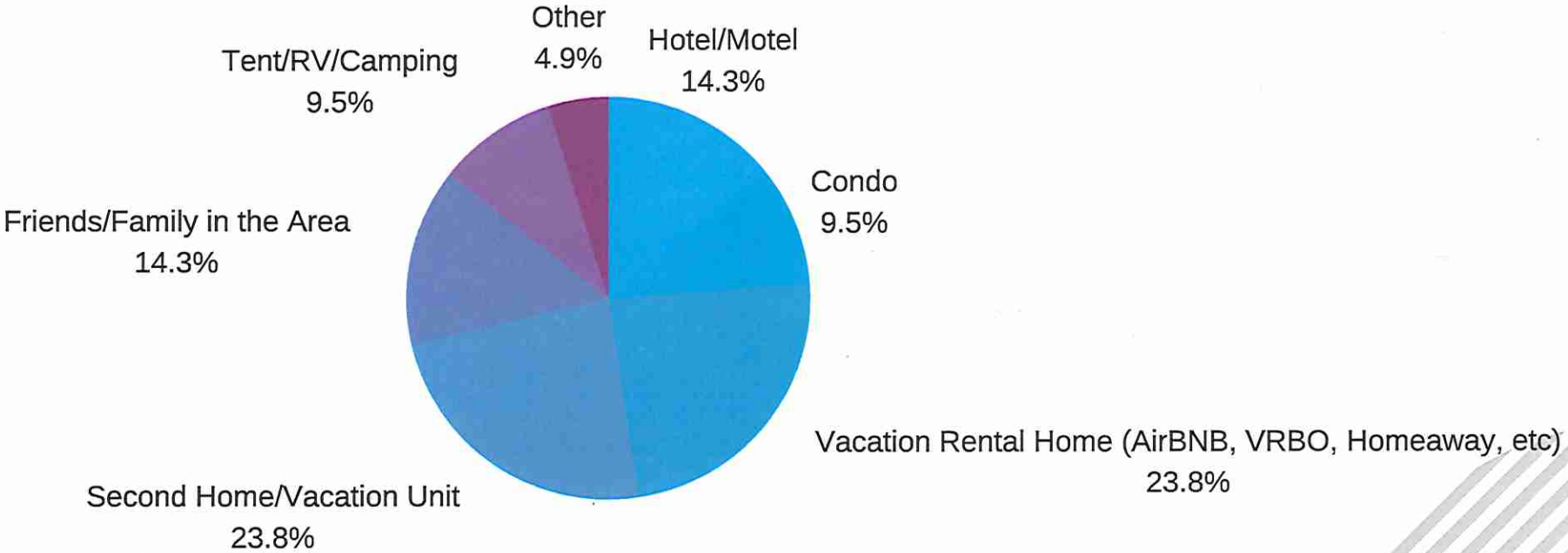
"The whole experience was wonderful."

# DID YOU STAY OVERNIGHT WHEN ATTENDING THE LAKE TAHOE DANCE FESTIVAL?

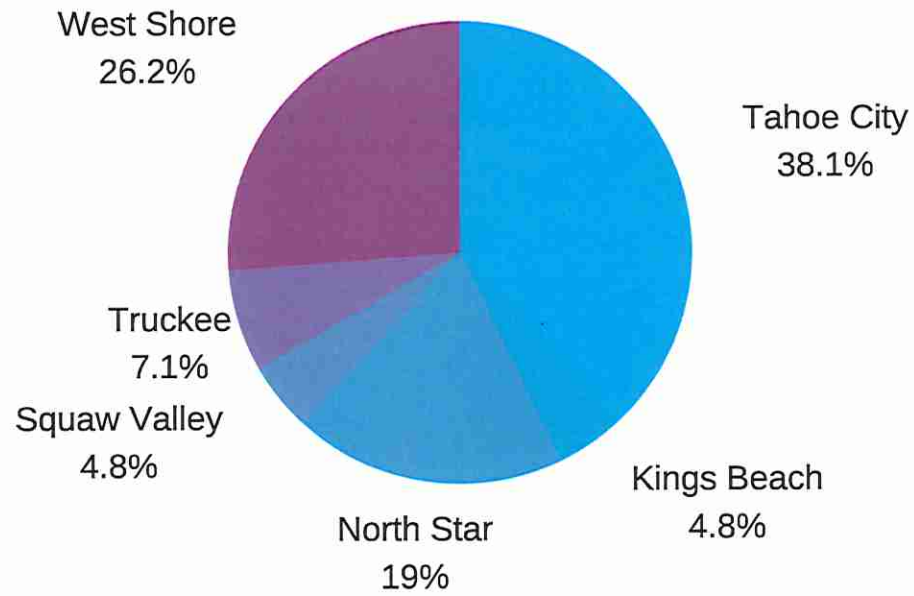




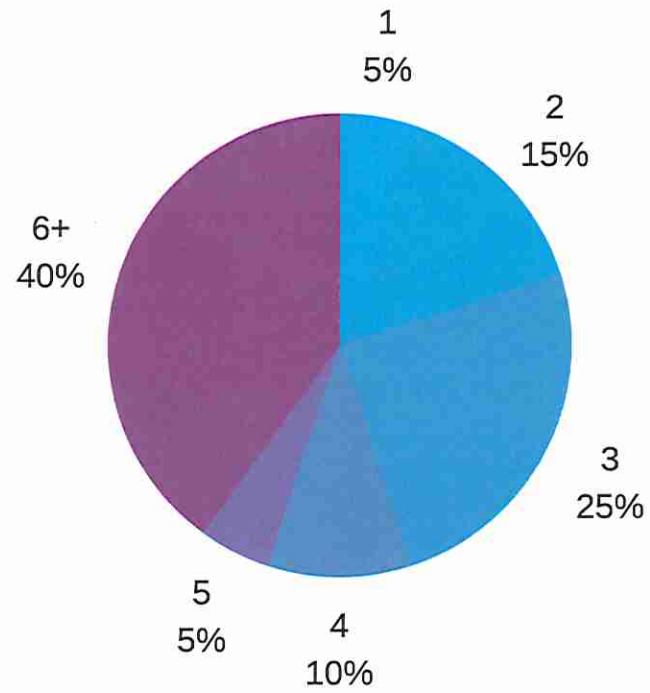
# PLEASE DESCRIBE YOUR ACCOMMODATIONS WHILE VISITING LAKE TAHOE.



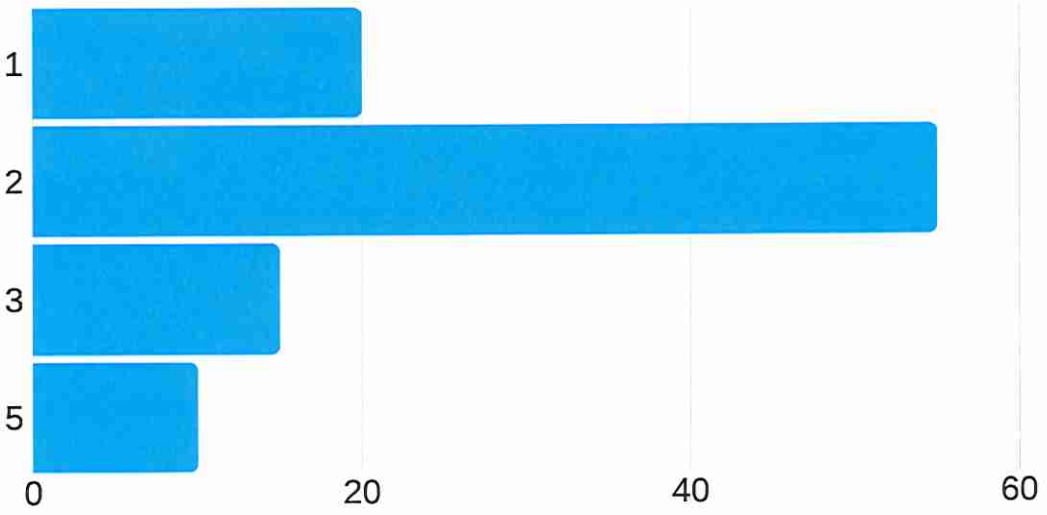
# WHERE WAS YOUR LODGING LOCATED?



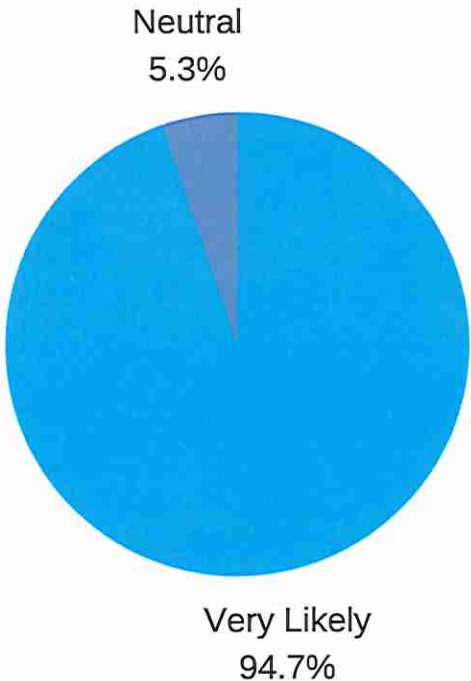
# HOW MANY NIGHTS DID YOU STAY?



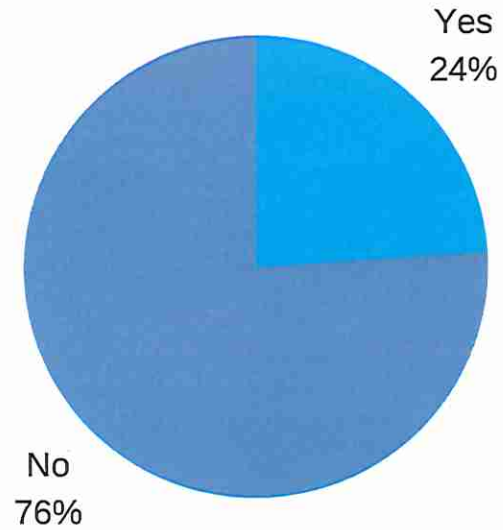
# HOW MANY PEOPLE WERE IN YOUR IMMEDIATE TRAVEL PARTY (INCLUDING YOURSELF)?



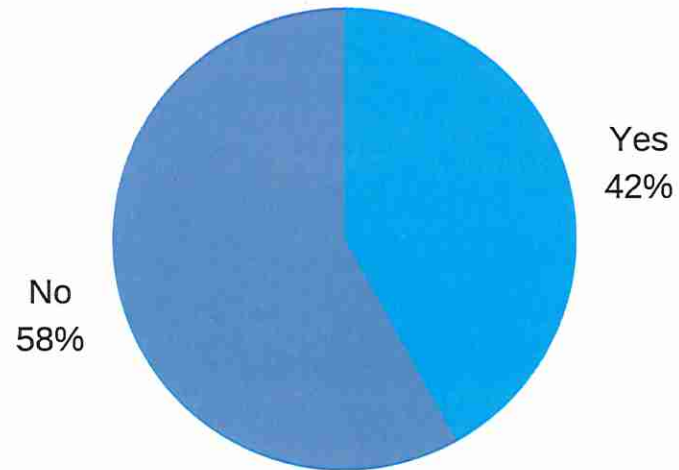
# HOW LIKELY ARE YOU TO RETURN TO NORTH LAKE TAHOE?



# IS THIS YOUR FIRST TIME TO TAHOE?



# DID YOU COME TO THE REGION SPECIFICALLY FOR THE LAKE TAHOE DANCE FESTIVAL?






# MARKETING



# MEDIA IMPRESSIONS



## OUT OF AREA

- POINTE Magazine: Three Smaller Dance Festivals to Keep on Your Radar
  - DIY Dancer: DAYDREAMER: ROYA CARRERAS AND HOLLY CURRAN ON A WORK IN PROGRESS
  - BROADWAY WORLD: Lake Tahoe Dance Festival to Feature Rarely Seen Work By De Mille, Guests From NYCB
  - SFMedia Co.: Stern Grove Festival Guide
  - SF Chronicle: Datebook Pick
  - Conversations On Dance Podcast: Interviews (episode #143 & #145 ), and Sponsorships (episode #136 w/Jennifer Garner, episode #140 - Women Leading the Way in Ballet - LIVE from the Kennedy Center).
  - DANCESTRY Program, Austin TX
  - DANCE INFORMA, USA/AUSTRALIA
  - DanceArt.com BLOG
  - Dance-enthusiast.com
- 

# MEDIA IMPRESSIONS

## LOCAL/REGIONAL

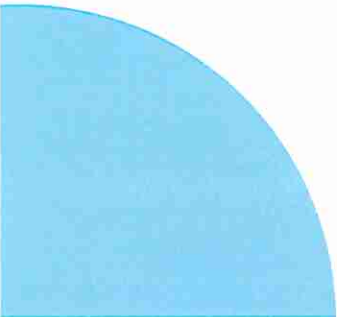
- TAHOE WEEKLY: COVER PAGE & STORY - LAKE TAHOE DANCE FESTIVAL MOVES THE SOUL
- MOONSHINE INK: FEATURED EVENT
- TAHOE QUARTERLY: FEATURED EVENT
- NLTRA: KAT'S PICKS FOR SUMMER EVENTS



# WEB TRAFFIC



WEBSITES APRIL 1 - JULY 31

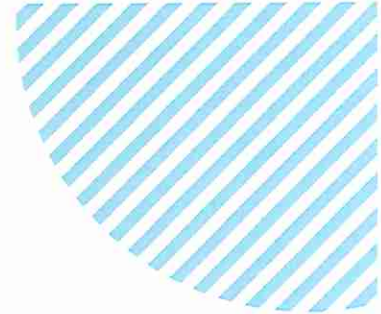
- LAKETAHOEDANCECOLLECTIVE.ORG: 6/1 THROUGH 7/26
    - 4460 UNIQUE USERS
    - 3408 NEW USERS (ALL-TIME)
    - 9614 PAGEVIEWS
    - 3:21 AVERAGE SESSION DURATION
  - EVENTBRITE TICKET PORTAL - SALES CHANNEL
    - EVENTBRITE CHANNELS - 46
    - ORGANIZER CHANNELS - 414
  - FACEBOOK EVENT PAGE
    - 11.2K REACH
    - 277 RESPONSES
    - 423 TICKET CLICK-THROUGHS
- 

# **SOCIAL MEDIA**

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FACEBOOK: APRIL 1 - JULY 31

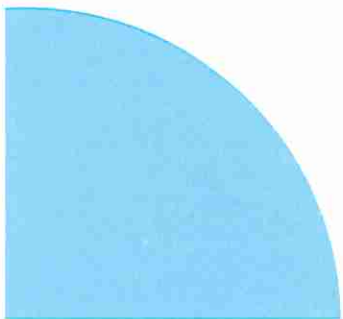
- 83, 513 REACH
- 4554 POST CLICKS, REACTIONS, COMMENTS & SHARES
- 132 FOLLOWERS GAINED



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INSTAGRAM APRIL 1 - JULY 31

- 106,621K REACH
- 4,802 POST LIKES, COMMENTS & SHARES & ARCHIVES
- 128,715 POST IMPRESSIONS
- 17,261 STORY VIEWS



# MARKETING PLAN RECAP

LEVERAGE  
LOCAL MEDIA &  
LODGING  
PARTNERSHIPS

UTILIZE  
INDUSTRY-  
SPECIFIC  
PROFESSIONALS

UNIQUE,  
INNOVATIVE  
PROGRAMMING  
ON STAGE

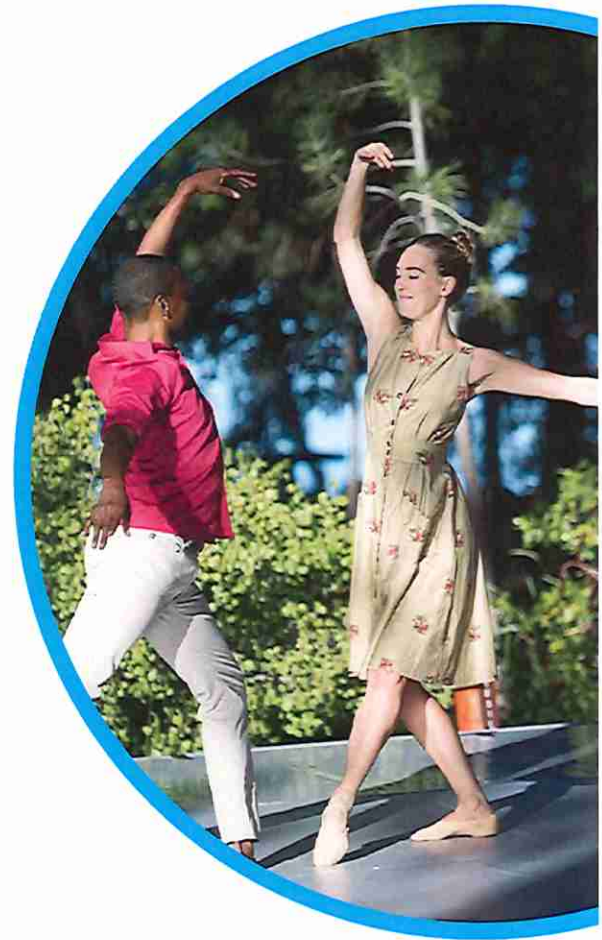
EMPHASIS ON  
BRANDING OF  
ORGANIZATION  
LEADERSHIP

NEW SOCIAL  
MEDIA  
STRATEGY &  
TARGETS

TICKET SALES  
PLATFORM  
INTEGRATED  
W/SOCIAL

# PUBLIC RELATIONS TARGETS

SF CHRONICLE • SF GATE/WEEKLY  
MERCURY NEWS • LA TIMES  
LA MAGAZINE • TAHOE QUARTERLY  
RENO GAZETTE • MARIN INDEPENDENT  
NAPA VALLEY REGISTER • SONOMA INDEX TRIBUNE  
SANTA BARBARA NEWS PRESS  
SACRAMENTO NEWS & REVIEW  
SLO TRIBUNE • SANTA CRUZ SENTINAL  
DANCE/POINTE MAGAZINE • DIYDANCER  
BROADWAYWORLD • DANCEINFORMA  
THE NEW YORK TIMES • DANCEENTHUSIAST



# NLTRA LOGO LOCATIONS

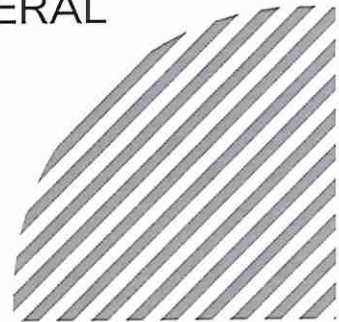
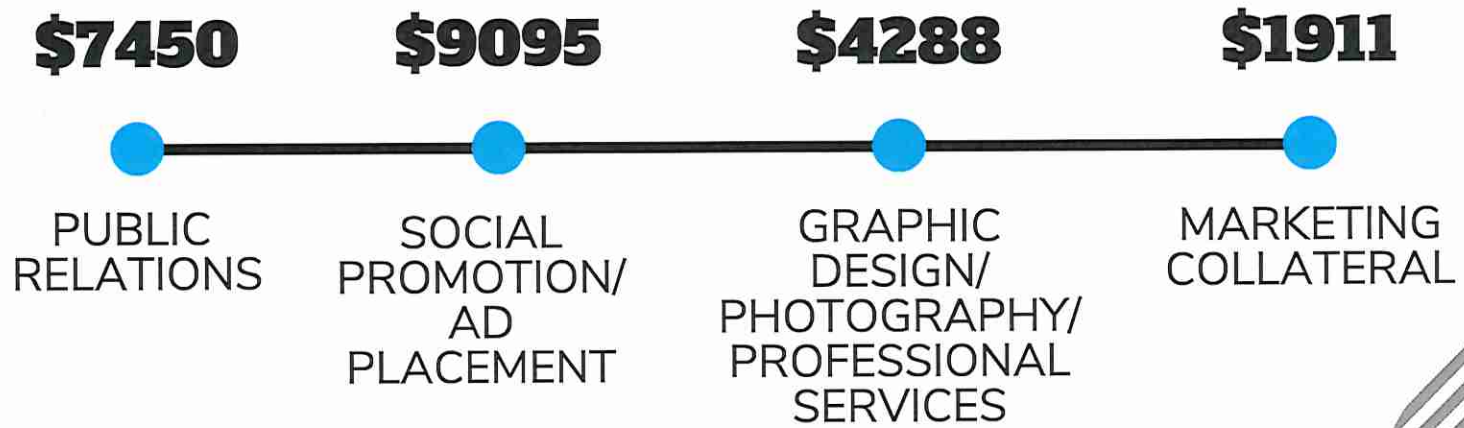
- POSTERS
- POSTCARD MAILING (13K+)
- RACK CARDS
- PRINT ADS

- WEBSITE
- BANNERS
- PERFORMANCE PROGRAM



# CATEGORICAL BREAKDOWN OF MARKETING SPENDING

FOR A DETAILED BREAKDOWN,  
PLEASE SEE FINANCIAL  
REPORTS.





---

# REGIONAL SPEND

**\$24,099**

IN LODGING, FOOD, LOCAL PR,  
LOCAL PROFESSIONAL  
SERVICES, TO NAME A FEW



**FINANCIALS  
ARE INCLUDED IN A  
SEPARATE REPORT**



## 2020 Special Event Partnership Funding Application

Note: Refer to the "2020 Special Event Partnership Funding: Application Explanations" document for details and tips about the application.

### Section 1: Contact Information

Special Event Name: Halloweekends at Homewood

Event Date: ~~Friday, October 25th, through Sunday, October 27th, 2019~~

Friday Oct. 23 - Sun. Oct. 25

Event Host Organization: Homewood Mountain Resort

What other events have been produced by event promoter or host organization?

Craft Beer & Food Truck Festival (3x), Passholder Parties (throughout winter season), 250+ person weddings (regularly), etc.

Event Mailing Address: PO Box 165 Homewood, CA 96141

Event Office Phone: 530-584-6839

Event Director or Producer: Lisa Nigon

Title: Marketing Director

Email: lnigon@skihomewood.com

Phone: 530-584-6839

Person Completing Application:

Title: Marketing Director

Email: lnigon@skihomewood.com

Phone: 530-584-6839

Event Website URL: <https://www.skihomewood.com/halloweekend-at-homewood/>

Unique Visitors in Past 12 Months: Unique Pageviews: TBD

Facebook Page URL: <https://www.facebook.com/HomewoodMountainResort/>

Number of Facebook "Likes": 18k Followers on Homewood's Page

Instagram Handle: @skihomewood

Number of Instagram Followers: 10.5k

Twitter Handle: @skihomewood

Number of Twitter Followers: 7,988

## Section 2: Event Overview

- Q2.1 Where will event take place? South Base, Homewood Mountain Resort. 105 Tahoe Ski Bowl Way
- Q2.2 Will this be an annual event in the North Lake Tahoe region?
- Yes
- No (If "no", explain why)
- Q2.3 Including 2019, how many years has the event occurred in the North Lake Tahoe region? This would be the second year.
- Q2.4 Can spectators (general public) attend event?
- Yes
- No
- Q2.5 Will there be a charge for spectators (general public) to attend the event?
- Yes (If "yes", provide ticket information: quantity, cost, etc.) \$10-\$50, further outlined in our event brief.
- No

## Section 3: Financial

- Q3.1 What is the dollar amount of Funding being requested? \$6,000 for Special Event Partnership Funding and \$10,000 for...
- Q3.2 Summarize how Funding will be utilized? (Recap the marketing/promotional efforts that could be implemented with a funding award that otherwise would not be possible.) Special Event Partnership funding would allow us to extend...
- Q3.3 If Partnership Funding is not awarded, will the event still take place?
- Yes
- No (If "no", explain why)
- Q3.4 If event does not receive Partnership Funding, or does not receive the full requested amount, summarize the effect to specific programs or promotional strategies. The marketing plan would be focused on targeting in-market audience...
- Q3.5 Will event solicit additional sponsors, either cash or in-kind?
- Yes
- No (If "no", explain why)

## Section 4: Marketing, Advertising, Public Relations

- Q4.1 2020 In-Market Paid Advertising Budget: \$1,800 with funding | \$1,000 w/ out funding
- Q4.2 2020 Out-of-Market Paid Advertising Budget: \$6,000 with funding | \$800 without funding
- Q4.3 Optional: 2019 Out-of-Marketing Public Relations Equivalency: NA

## Section 5: Broadcast Opportunities (TV or Webcast)

Q5.1 Does the event have media partners, either local and/or out-of-market?

Yes (Identify partners – indicate whether the primary audience is in-market or out-of-market)

No

Q5.2 Will your event air on network TV, cable TV or Webcast as a scheduled broadcast?

Yes (Continue to Q5.3)

No (Skip to Section 6)

Q5.3 What is the broadcast coverage?

Local

Regional (Identify cities or DMAs)

National

International

Q5.4 Provide details about the applicable broadcast coverage and anticipated air dates.

- Network or Cable TV

- Broadcast Affiliates:

- Air Dates:

- Program Length:

- Webcast

- Provider:

- Air Dates:

- Program Length:

- Remarks, if any:

Q5.5 Are household ratings or viewership numbers available from the previous year's broadcast?

Yes (Provide details)

No

Q5.6 Can the NLTRA receive complementary commercial time during the broadcast as a sponsorship amenity?

Yes

No

Q5.7 Can the NLTRA receive promotional exposure (interviews, vignettes, etc.) during the broadcast?

Yes

No

Q5.8 If complementary commercial time and/or promotional exposure is available to the NLTRA, summarize opportunities.

## Section 6: Lodging Partnerships

Q6.1 Identify the event's Placer County lodging partners in 2019.  
Basecamp, Tahoe Luxury Properties, Tahoma Cottages

Q6.2 Identify the event's anticipated Placer County lodging partners for 2020. List type of partnership if one has already been established.

Basecamp, Peppertree, Tahoe Luxury Properties, Tahoma Cottages - and will try to add Granlibakken, Cedar Crest Cott

## Section 7: Attendance

Q7.1 2019 Spectator/Fan Attendance:

- Unique Individuals: TBD
- Overall Event Attendance: TBD

Q7.2 2019 Participants in Attendance: TBD

Q7.3 Explain how 2019 attendance (Q7.1 and Q7.2) was calculated. TBD

Q7.4 Spectators/Fans: Based on the 2019 spectator/fan attendance figures (Q7.1), what percentage was from out-of-market? (Explain how percentage is calculated)

Q7.5 Participants: Based on the 2019 participants attendance figures (Q7.2), what percentage was from out-of-market? (Explain how percentage is calculated)

Q7.6 2020 Projected Spectator/Fan Attendance:

- Unique Individuals: 744 with funding | 500 w/ out funding
- Overall Event Attendance: 985 with funding | 675 w/ out funding

Q7.7 2020 Projected Participants: 75 with funding | 90 w/ out funding

Q7.8 Explain how 2019 attendance (Q7.6 and Q7.7) was calculated.  
See detail in event brief.

## Section 8: Room Nights

Q8.1 2019 Placer County Room Nights:

- Paid Room Nights: TBD
- Complimentary Room Nights:

Q8.2 Explain how 2019 room nights were calculated. See detailed recap.

Q8.3 Which Placer County lodging properties feasibly received room nights as a result of the event? TBD

Q8.4 2020 Placer County Room Nights

- Projected Paid Room Nights:
- Projected Complimentary Room Nights: NA

Q8.5 Explain how 2020 room nights were calculated.

## Section 9: Event Staff & Board of Directors

Q9.1 Is event produced by a paid staff or volunteer committee?



Paid Staff



Volunteer Committee

- Q9.2 Provide the names and positions of the events key staff/volunteers. Homewood Marketing Department, Mountain Ops
- Q9.3 Provide the names of events Board of Directors, if applicable.

### Section 10: Sponsors

- Q10.1 Identify the top 5 sponsors of the 2019 event. NLTRA, Forget Me Knot Events, Crux
- Q10.2 Identify the top 5 sponsors that the event will target for 2020.  
NLTRA, Forget Me Knot Events, Crux, Local Lodging, Schools, Businesses

### Section 11: Acknowledgements & Electronic Signature

- Q11.1 I am authorized to represent the event; information provided in application and supporting documents is truthful.
- Yes
- No (If "no", explain why)
- Q11.2 Event will be held annually in the North Lake Tahoe region and is not contingent upon receipt of funding to occur.
- Yes
- No (If "no", explain why)
- Q11.3 If Partnership Funding is awarded, partnerships will be secured with at least one Placer County lodging property.
- Yes
- No (If "no", explain why)
- Q11.4 Event will collaborate with the NLTRA (if requested) to collect survey information, or share existing information if event conducts their own survey.
- Yes
- No (If "no", explain why)
- Q11.5 If Partnership Funding is awarded, funds will only be utilized for event promotion and marketing.
- Yes
- No (If "no", explain why)
- Q11.6 If Partnership Funding is awarded, event will include the NLTRA logo and link on their website and in applicable advertising materials.
- Yes
- No (If "no", explain why)
- Q11.7 If Partnership Funding is awarded, event will issue a Liability Policy (\$1M per occurrence/\$2M aggregate), as well as name the NLTRA as an additional insured.
- Yes
- No (If "no", explain why)

Type your name and date, which denotes your signature as an authorized representative of the event.

Name: Lisa Nigon

Date: 10/17/10



Required Supplemental Documents

Document #1: Event Overview

- Yes, will submit
- No, will not submit

Document #2: 2019 Profit & Loss Statement

- Yes, will submit
- No, will not submit

Document #3: 2020 Event Budget

- Yes, will submit
- No, will not submit

Document #4: Marketing/Promotional Plans – Part A: Marketing Plan Without Receipt of Funding, Part B:

Marketing/Promotional Initiatives to be implemented with Receipt of Funding

- Yes, will submit
- No, will not submit

Document #5: Potential Sponsorship Amenities to NLTRA

- Yes, will submit
- No, will not submit

Document #6: OPTIONAL PR Equivalency for Out-of-Market

- Yes, will submit
- No, will not submit

# Event Brief



<b>Event Name:</b>	Halloweekend at Homewood <i>The Haunting at the West Shore Cafe</i>																						
<b>Prospective Date(s):</b>	Friday October 23 <sup>th</sup> – Sunday October 25 <sup>th</sup>																						
<b>Location:</b>	Quail Chair – South Base																						
<b>Time:</b>	3:00 – 9:00 pm each day																						
<b>Goal(s) of Event:</b>	<ul style="list-style-type: none"> <li>○ Host a seasonal Halloween event in the North Lake Tahoe region</li> <li>○ Drive TOT by utilizing lodging partners and packages in a typically low lodging timeframe</li> <li>○ Enhance the positioning and brand of Homewood as a year-round resort</li> <li>○ Extend the event season and fill holes in the regional annual calendar of special events</li> <li>○ Create a signature event to help establish our brand</li> <li>○ Drive revenue by selling event tickets and F&amp;B</li> <li>○ Start small (overhead) for the first year, then go big the following year</li> </ul>																						
<b>Projected Attendance:</b>	<table border="1"> <thead> <tr> <th>HALLWEEKENDATTEN DANCE ESTIMATE</th> <th>2019 ATTENDANCE</th> <th>ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING</th> <th>ESTIMATED ATTENDANCE COUNT WITH FUNDING</th> </tr> </thead> <tbody> <tr> <td>Total Unique Attendees</td> <td>TBD</td> <td>500</td> <td>744</td> </tr> <tr> <td>Total Attendees</td> <td>TBD</td> <td>675</td> <td>985</td> </tr> <tr> <td>Total Participants</td> <td>TBD</td> <td>75</td> <td>90</td> </tr> <tr> <td>Total Spectators</td> <td>TBD</td> <td>600</td> <td>900</td> </tr> </tbody> </table>			HALLWEEKENDATTEN DANCE ESTIMATE	2019 ATTENDANCE	ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	ESTIMATED ATTENDANCE COUNT WITH FUNDING	Total Unique Attendees	TBD	500	744	Total Attendees	TBD	675	985	Total Participants	TBD	75	90	Total Spectators	TBD	600	900
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Total Attendees	TBD	675	985																				
Total Participants	TBD	75	90																				
Total Spectators	TBD	600	900																				
<b>Event Description:</b>	<p>When the sun goes down the goblins, ghosts, and ghouls come out during Halloweekends at Homewood Mountain Resort from 3 to 9 p.m. Oct. 23-25. Join us for a peak-to-shore fright-fest featuring spooky fun for the whole family. Take a stroll through the trick-or-treat village at South Base featuring free scary movie showings, face painting, pumpkin decorating, and surprises from local vendors. For a truly terrifying experience, join us at dusk for a chilling chairlift ride – if you dare! Try not to scream as the Quail Chair whisks you through one haunted scene after another – but rider beware, the only way out is riding the chairlift back down to the bottom!</p> <p>Scare Disclosure: If you have little ones who are easily frightened, we recommend planning to ride the chairlift before dusk (3:00 – 6:00 pm), as it'll be a "high scare factor" once the sun sets. At the base area, the festival itself is suited for all ages.</p> <p>Entry into the festival is FREE. Haunted chairlifts rides are an additional fee and tickets can be purchased in advanced or the day of at the door.</p> <p><b>Event Schedule</b></p> <p><b>Family Activities + Chair Lift Rides: 3pm – 6pm</b> Activities for the entire family! Pumpkin painting, face painting, pin the boo on the ghost, pumpkin tic-tac-toe, trick-or-treat village, and more! PLUS, enjoy chairlift rides all day long, but rider beware, the chairlift is haunted after 7pm.</p>																						

# Event Brief



**Haunted Chairlift Rides + Haunted House 7pm – 9pm** Try not to scream as the Quail Chair whisks you through one haunted scene after another – but first, walk through Homewood’s haunted house.

**Movie: 7pm** Showing Hocus Pocus daily. Outside venue, please dress warm. Chairs are recommended, otherwise we will have hay bales.

**Tickets**

	Adults		Kids 12 and Under		Truckee / Tahoe Students*	
	One Chairlift Ride	Unlimited Rides	One Chairlift Ride	Unlimited Rides	One Chairlift Ride	Unlimited Rides
At the Door	\$35	\$50	\$25	\$35	\$10	\$20
Online	\$30	\$45	\$20	\$30		

\*Tahoe/Truckee students must show their student ID to receive student pricing. Must attend school in the Tahoe/Truckee region to receive discount.

Homewood 2019/20 Season Passholders entry is \$25 at the door. Must provide proof of pass purchase. Groups of 15+ please contact [lnigon@skihomewood](mailto:lnigon@skihomewood) for group discounts.

**The Haunting at the West Shore Cafe**

Start Halloween off with The Haunting at West Shore Café on Thursday, October 22 at 6pm. This Halloween dinner experience won't be for the faint of heart. Dinner guests will get VIP access as the first to experience Homewood’s haunted chairlift ride before they are served a spooky supper prepared by the Executive Chef Robb Wyss. Something along the lines of killer cocktails, swamp juice, and cauldrons of eyeballs can be expected.

\$100 per person. Reservations are required and can be made by visiting the West Shore Cafe website below.

Tree Inn, Tahoe Luxury Properties, Basecamp or Tahoma Meadows Cottages.

**2<sup>nd</sup> Year Strategy**

For its second year, this event will feature a bigger more elaborate version of the previous year event. Since all of the Halloween decorations were purchased in 2019 we will be able to build upon what we already have, add to the chairlift “scenes” and also add on more kids games and activities at the base of the resort.

The main draw will continue to be the spooky chairlift ride and haunted house. Hiring a designer (Forget me Knot Events) was a great decision for the event in 2019 and is something we will do for year two. It allowed us to focus more on the marketing and other aspects of the event vs the operations.

**Volunteering component**

We would again reach out to local businesses, non-profits and craft vendors to help support the event by attending, sponsoring or volunteering.

Below is an example of a call for volunteers / community involvement. We are gearing up for Halloween and I wanted to share a list of four ways to get involved with the event. Hoping you can pass along to word to any businesses or volunteers

	<p>that might be interested. See below.</p> <ol style="list-style-type: none"> <li>1. Game Booth Business Sponsor - \$100             <ol style="list-style-type: none"> <li>a. We are offering businesses within the community game booth sponsorship opportunities. Booths will include Bean Bag Toss, Pumpkin Painting, Pumpkin Bowling and more. Business sponsors will have their name listed on a sign during the event, on our event page and throughout our advertising when possible. In addition, each station will be handing out candy as part of the trick or treat village. As a business sponsor we also want to encourage you to attend and help run the games, but this is not required.</li> </ol> </li> <li>2. Non-Profit Pop-up tent space – FREE             <ol style="list-style-type: none"> <li>a. Be a part of this new event and join us for a weekend of Halloween related activities! Spooky decorations and costumes are encouraged. We also ask that you provide candy to hand out during the event.</li> </ol> </li> <li>3. Craft or Business Vendor Pop-up tent space – FREE             <ol style="list-style-type: none"> <li>a. Sell arts, crafts and other items by hosting a 10x10 vendor booth at Halloween. Businesses are also encouraged to attend. Spooky decorations and costumes are encouraged. We also ask that you provide candy to hand out during the event.</li> </ol> </li> <li>4. Volunteer!             <ol style="list-style-type: none"> <li>a. Calling all volunteers, we need your help! We are looking for people to help run our game booths or volunteer as an actor (Halloween zombie, ghost and so on) for our haunted chairlift rides or haunted house. All volunteers will receive 2 lift tickets to Homewood for the 2020/21 season and a \$50 gift certificate to the West Shore.</li> </ol> </li> </ol>
<p><b>Ticket Structure/Event Price:</b></p>	<p>We would keep the ticket structure similar to the first year with free entry and charge for the chairlift rides. There is potential to charge an entry fee – however it depends on the games and activities we offer.</p> <p><b><u>2019 Halloweekend Activities</u></b></p> <ul style="list-style-type: none"> <li>• Food and Beverage             <ul style="list-style-type: none"> <li>○ Carmel Apples / Pies / Popcorn balls</li> <li>○ Grilled food – hamburgers and such</li> <li>○ Seasonal Beers / Wine</li> </ul> </li> <li>• Facepainting</li> <li>• Pumpkin Painting</li> <li>• Vendors             <ul style="list-style-type: none"> <li>○ Craft / Business Vendors</li> <li>○ Non-profits</li> </ul> </li> <li>• Trick or Treat vendor village w/ Kids games             <ul style="list-style-type: none"> <li>○ Pumpkin Bowling</li> <li>○ Pick a pumpkin</li> <li>○ Halloween Bean Bag Toss</li> <li>○ Fish for a prize</li> <li>○ Spider Jumper</li> <li>○ Candy Corn Ring Toss</li> <li>○ Halloween Wheel of Fortune</li> </ul> </li> </ul>

# Event Brief



## 2020 Proposed Additional Halloweekend Activities

- o Blood Drive
- o Costume Party/Costume Contest
- o Balloon Artist
- o Bounce House
- o Climbing wall w/ treat at top?
- o Pet costume parade

## Tickets

	Adults		Kids 12 and Under		Truckee / Tahoe Students*	
	One Chairlift Ride	Unlimited Rides	One Chairlift Ride	Unlimited Rides	One Chairlift Ride	Unlimited Rides
At the Door	\$35	\$50	\$25	\$35	\$10	\$20
Online	\$30	\$45	\$20	\$30		

\*Tahoe/Truckee students must show their student ID to receive student pricing. Must attend school in the Tahoe/Truckee region to receive discount.  
 Homewood 2019/20 Season Passholders entry is \$25 at the door. Must provide proof of pass purchase.  
 Groups of 15+ please contact Inigon@skihomewood for group discounts.

## Event Schedule:

### Event Schedule

**Family Activities + Chair Lift Rides: 3pm – 6pm** Activities for the entire family! Pumpkin painting, face painting, pin the boo on the ghost, pumpkin tic-tac-toe, trick-or-treat village, and more! PLUS, enjoy chairlift rides all day long, but rider beware, the chairlift is haunted after 7pm.

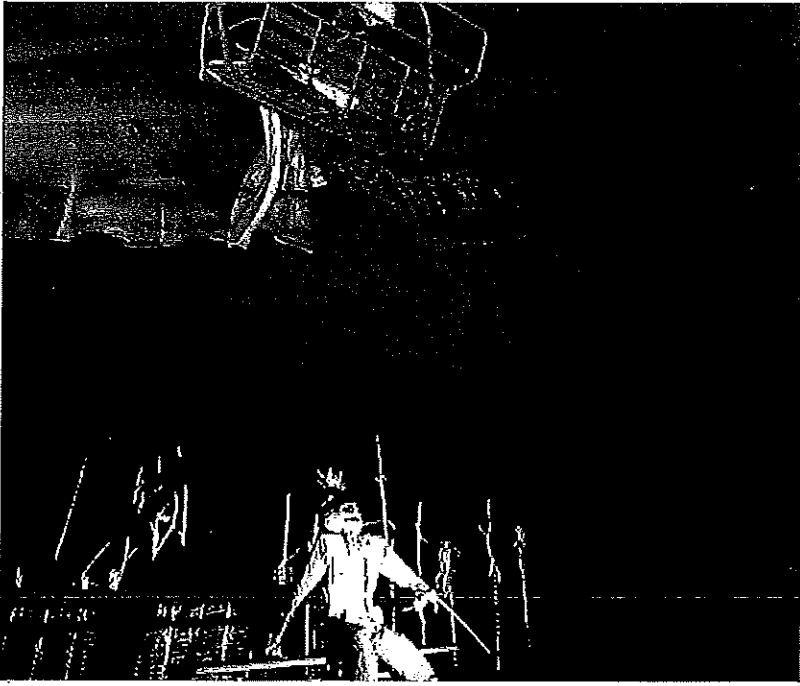
**Haunted Chairlift Rides + Haunted House 7pm – 9pm** Try not to scream as the Quail Chair whisks you through one haunted scene after another – but first, walk through Homewood’s haunted house.

**Movie: 7pm** Showing a Halloween movie daily. Outside venue, please dress warm. Chairs are recommended, otherwise we will have hay bales.

**Treats (Food and Beverage):** Fall treats will be available each day from 3pm to 9pm and will include caramel apples, pie slices, popcorn balls and more. We will also be firing up the grill and serving hamburgers, hot dogs and a variety of other grilled goodies from 3-6pm each day.

## Layout

- o The event will be held at the South base with the main entrance being under the main Homewood sign.
- o Ticket window will act as the main point of sales for the chairlift and haunted house.
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<p>Examples of Similar Events:</p>	<p>people to hang out.</p> <ul style="list-style-type: none"> <li>• <u>Sundance Mountain Resort, UT</u> – Halloween themed chairlift rides and activities to compliment</li> <li>• <u>Cranmore Mountain Resort, NH</u>—CMR is on its 12<sup>th</sup> season of putting on a huge haunted house. They have their own site for it too: <u>The Ghoullog</u></li> <li>• <u>Crystal Mountain, MI</u> – Spooktacular Saturday family fall festival</li> <li>• <u>Snowbasin, UT</u> – They’ve had a growing Halloween party for the last few years</li> </ul> <p>Sundance:</p> 
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## Marketing Plan

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guests to the area this time of year. We are also concerned about the oversaturation of these types of events. There are dozens of haunted houses and Halloween/fall activities already in Sacramento and San Francisco, will people be interested in driving to Tahoe to experience ours?

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By continuing to utilize local partnerships and free event listings we will continue to keep the event low budget and focus on bringing in the local community. This will be accomplished with the following:

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- o Media Generation at the event
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  - o North Lake Tahoe Chamber
  - o Haunted House Websites
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Our social media marketing structure will be focused on promotion and awareness. Including the following:

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- o Push through resort ambassador base

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- Make a list of all Halloween suppliers in the area and send them emails / flyers
- Post on Tahoe Truckee People
- 3<sup>rd</sup> party website listings
- TV station interviews?
- Real estate list email

**Promotions**

- See if we can offer add on ticket to other Autumn related destination activities

**Volunteer / Sponsorship Marketing**

- Non-Profit booths that give away candy
- Game stations that businesses can sponsor for \$100, we will staff
- Scare to Ski – volunteers to help run event

**Marketing Plan A: No additional funding**

**Budgeted In-Market Advertising: \$1,000**

- o Adwords: \$600
- o Banner: \$50
- o Print: \$300
- o Facebook / Instagram: \$600
- o 101.5: \$100
- o Moonshine: \$150

**Budgeted Out-of-Market Advertising: \$800**

- Facebook / Instagram: \$350



- Google: \$350

### Marketing Plan B: Additional funding

#### **Budgeted In-Market Advertising: \$1,800**

- Adwords: \$600
- Banner: \$50
- Print: \$300
- Facebook / Instagram: \$600
- 101.5: \$100
- Moonshine: \$150

#### **Out-of-Market Advertising: Requesting \$6,000 (Special Event Partnership Funding)**

- Google: \$800
  - Need to have display ads along with text ads
- Facebook / Instagram: \$800
  - Targeted at San Francisco and Sacramento areas
  - Multiple photos including poster graphic
  - Apple hill target audience
  - Those who like lake Tahoe
- Radio Advertising: \$600
- SF Chronicle: \$700
- Digital Billboard Purchase: \$3,000 (1 month)

#### **Operational Funding: \$10,000 (Special Event Sponsorship)**

Requested operational funding would be allocated to the following:

- Halloween consultant / decoration company
- Halloween decorations, masks, costumes and props
- Chairlift operations
- Labor for "actors"

### Partnerships

#### **Lodging**

The plan is to collaborate with nearby lodging to further promote the event, while earning unique impressions and awareness. By promoting discounted nearby lodging, our goal is to entice visitation for this event and drive TOT. We'd first communicate this effort to West Shore current lodging partners, and if applicable, approach others in Tahoe City, Kings Beach, Squaw, Truckee, etc.

In addition, Homewood Mountain Resort can provide a large amount of unique impressions for these lodging partners, by listing their logo and the promotion within our various communications.

If 25% of our unique spectators stay overnight in local accommodation for at least one night, that would give us the below numbers to account for referred lodging

# Event Brief

HALLWEEKEND ATTENDANCE ESTIMATE	2019 ATTENDANCE	ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	ESTIMATED ATTENDANCE COUNT WITH FUNDING
Total Unique Attendees	TBD	500	744
Total Attendees	TBD	675	985
Total Participants	TBD	75	90
Total Spectators	TBD	600	900
Room Nights	TBD	62	93
Beds	TBD	93	186

\*Based on 25% of unique spectators, estimates in brief above.

**Lodging Partnership Details and Surveying Strategies:**

- o **Room Discounts:** If we move forward with room discounts, we can advertise that event participants and/or spectators get 5% off (for example) their lodging price when they mention they're visiting for the race.
- o **Survey Participates and Guests:** Request information about where spectators and participants are staying the day-of the events. On-site surveys.
- o **Post Event Reporting:** Post event reporting from lodging partners. Have them tally these numbers as well.

**Favored lodging sponsors:**

West Shore Café, Granlibakken, Cedar Crest, Tahoma Cottages and Tahoe Getaways, Tahoe Lux, Basecamp.

**Sponsorship Amenities**

Logo Inclusion

There are several avenues for NLTRA's logo to be included as a sponsor of the event via digital or print including:

- o Event Specific Webpage: Visits per year 337k
- o Homewood eBlasts Regarding the Event: List Size 23k
- o Inclusion on printed event posters
- o Inclusion on event banners when applicable
- o Promotional event video / video content
- o Including "In Partnership with North Lake Tahoe" in any radio / TV advertising (when space allows)
- o NLTRA (provided) banners can be displayed during the event and in ticket office
- o Social media tagging and promotion of NLTRA when talking about the event
- o NLTRA able to provide a North Lake Tahoe specific Halloween themed display in chairlift ride

**Press**

Press Plan

A press release would be drafted and sent to all major news outlets and journalists within the Lake Tahoe, Reno, Sacramento, San Francisco and other applicable areas. In addition, we would create a list of press to invite to the event at no cost.

**Photo / Video Highlights**

Photo and video content captured in the first year would be used to promote the event in the second year.

## Detailed Demographic Information

### Market Segmentation

**Demographic** – The demographic we’d be aiming to reach would be mostly families with children, who are between 25-60. We feel confident in reaching this group as this age audience makes up most users who visit our website.

\*Date represents two years of user website visits to skihomewood.com

**Behavioral** – Our event is most likely to resonate with those who have visited our resorts or others in the Tahoe basin previously for a skiing experience. The idea of a Halloween themed attraction will most likely appeal most to them. Those who have visited our resort once before are likely great candidates for our communications. Our target is interested in experiencing a fun weekend experience, complimented by an enjoyable lodging stay and activities at the lake.

**Psychographic** – This segment must be adventurous and interested in making the trip along with their family to experience a Halloween attraction. We will target those who have visited other similar Autumn attractions nearby, such as Apple Hill, Haunted Houses, etc. This segment likely decides to act on such a trip based on their kid’s interest in the event, so by including smaller various activities along with our messaging we may have a better chance of grabbing their attention.

**Geographic** – Targeting and engaging with local families and organizations in North Lake Tahoe will remain priority. In terms of targeting out-of-market guests, we will largely reflect our website’s geographic hot spots since these have proven to provide successful for us.



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# Event Brief



<b>Event Name:</b>	Halloweekend at Homewood <i>The Haunting at the West Shore Cafe</i>																						
<b>Prospective Date(s):</b>	Friday October 23 <sup>th</sup> & Saturday, October 24																						
<b>Location:</b>	Quail Chair – South Base																						
<b>Time:</b>	3:00 – 9:00 pm each day																						
<b>Goal(s) of Event:</b>	<ul style="list-style-type: none"> <li>○ Host a seasonal Halloween event in the North Lake Tahoe region</li> <li>○ Drive TOT by utilizing lodging partners and packages in a typically low lodging timeframe</li> <li>○ Enhance the positioning and brand of Homewood as a year-round resort</li> <li>○ Extend the event season and fill holes in the regional annual calendar of special events</li> <li>○ Create a signature event to help establish our brand</li> <li>○ Drive revenue by selling event tickets and F&amp;B</li> <li>○ Start small (overhead) for the first year, then go big the following year</li> </ul>																						
<b>Projected Attendance:</b>	<table border="1"> <thead> <tr> <th>HALLWEEKEND ATTENDANCE ESTIMATE</th> <th>2019 ATTENDANCE</th> <th>ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING</th> <th>ESTIMATED ATTENDANCE COUNT WITH FUNDING</th> </tr> </thead> <tbody> <tr> <td>Total Unique Attendees</td> <td>920</td> <td>940</td> <td>1,500</td> </tr> <tr> <td>Total Attendees</td> <td>1,131</td> <td>1,100</td> <td>2,000</td> </tr> <tr> <td>Total Participants</td> <td>37</td> <td>40</td> <td>40</td> </tr> <tr> <td>Total Spectators</td> <td><b>895</b></td> <td><b>900</b></td> <td><b>1,460</b></td> </tr> </tbody> </table>			HALLWEEKEND ATTENDANCE ESTIMATE	2019 ATTENDANCE	ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	ESTIMATED ATTENDANCE COUNT WITH FUNDING	Total Unique Attendees	920	940	1,500	Total Attendees	1,131	1,100	2,000	Total Participants	37	40	40	Total Spectators	<b>895</b>	<b>900</b>	<b>1,460</b>
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<b>Event Description:</b>	<p>When the sun goes down the goblins, ghosts, and ghouls come out during Halloweekends at Homewood Mountain Resort from 3 to 9 p.m. Oct. 23 &amp; 24. Join us for a peak-to-shore fright-fest featuring spooky fun for the whole family. Take a stroll through the trick-or-treat village at South Base featuring free scary movie showings, face painting, pumpkin decorating, and surprises from local vendors. For a truly terrifying experience, join us at dusk for a chilling chairlift ride – if you dare! Try not to scream as the Quail Chair whisks you through one haunted scene after another – but rider beware, the only way out is riding the chairlift back down to the bottom!</p> <p>Scare Disclosure: If you have little ones who are easily frightened, we recommend planning to ride the chairlift before dusk (3:00 – 6:00 pm), as it'll be a "high scare factor" once the sun sets. At the base area, the festival itself is suited for all ages.</p> <p><b>Entry into the festival is FREE.</b> Haunted chairlifts rides are an additional fee and tickets can be purchased in advanced or the day of at the door.</p> <p><b>Event Schedule</b></p> <p><b>Family Activities + Chair Lift Rides: 3pm – 6pm</b> Activities for the entire family! Pumpkin painting, face painting, pin the boo on the ghost, pumpkin tic-tac-toe, trick-or-treat village, and more! PLUS, enjoy chairlift rides all day long, but rider beware, the chairlift is haunted after 7pm.</p>																						



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# Event Brief



**Haunted Chairlift Rides + Haunted House 7pm – 9pm** Try not to scream as the Quail Chair whisks you through one haunted scene after another – but first, walk through Homewood’s haunted house.

**Live Music: 3-6pm** Music TBD

### Tickets

	Adults		Kids 12 and Under		Truckee / Tahoe Students*	
	One Chairlift Ride	Unlimited Rides	One Chairlift Ride	Unlimited Rides	One Chairlift Ride	Unlimited Rides
At the Door	\$35	\$50	\$25	\$35	\$10	\$20
Online	\$30	\$45	\$20	\$30		

\*Tahoe/Truckee students must show their student ID to receive student pricing. Must attend school in the Tahoe/Truckee region to receive discount.  
Homewood 2019/20 Season Passholders entry is \$25 at the door. Must provide proof of pass purchase.  
Groups of 15+ please contact Inigon@skihomewood for group discounts.

### The Haunting at the West Shore Cafe

Start Halloween off with The Haunting at West Shore Café on Friday, October 23 at 7pm. This Halloween dinner experience won’t be for the faint of heart. Dinner guests will get VIP access as the first to experience Homewood’s haunted chairlift ride before they are served a spooky supper prepared by the Executive Chef Robb Wyss. Something along the lines of killer cocktails, swamp juice, and cauldrons of eyeballs can be expected.

\$100 per person. Reservations are required and can be made by visiting the West Shore Cafe website below.

### 2<sup>nd</sup> Year Strategy

For its second year, this event will feature a bigger more elaborate version of the previous year event. Since all of the Halloween decorations were purchased in 2019 we will be able to build upon what we already have, add to the chairlift “scenes” and also add on more kids games and activities at the base of the resort.

The main draw will continue to be the spooky chairlift ride and haunted house. Hiring a designer (Forget me Knot Events) was a great decision for the event in 2019 and is something we will do for year two. It allowed us to focus more on the marketing and other aspects of the event vs the operations.

### Volunteering component

We would again reach out to local businesses and non-profits to help support the event by attending, sponsoring or volunteering.

Below is an example of a call for volunteers / community involvement.  
We are gearing up for Halloween and I wanted to share a list of four ways to get involved with the event. Hoping you can pass along to word to any businesses or volunteers that might be interested. See below.



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# Event Brief



	<ol style="list-style-type: none"> <li>1. Game Booth Business Sponsor - \$100       <ol style="list-style-type: none"> <li>a. We are offering businesses within the community game booth sponsorship opportunities. Booths will include Bean Bag Toss, Pumpkin Painting, Pumpkin Bowling and more. Business sponsors will have their name listed on a sign during the event, on our event page and throughout our advertising when possible. In addition, each station will be handing out candy as part of the trick or treat village. As a business sponsor we also want to encourage you to attend and help run the games, but this is not required.</li> </ol> </li> <li>2. Non-Profit Pop-up tent space – FREE       <ol style="list-style-type: none"> <li>a. Be a part of this new event and join us for a weekend of Halloween related activities! Spooky decorations and costumes are encouraged. We also ask that you provide candy to hand out during the event.</li> </ol> </li> <li>3. Craft or Business Vendor Pop-up tent space – FREE       <ol style="list-style-type: none"> <li>a. Sell arts, crafts and other items by hosting a 10x10 vendor booth at Halloweekend. Businesses are also encouraged to attend. Spooky decorations and costumes are encouraged. We also ask that you provide candy to hand out during the event.</li> </ol> </li> <li>4. Volunteer!       <ol style="list-style-type: none"> <li>a. Calling all volunteers, we need your help! We are looking for people to help run our game booths or volunteer as an actor (Halloween zombie, ghost and so on) for our haunted chairlift rides or haunted house. All volunteers will receive 2 lift tickets to Homewood for the 2020/21 season and a \$50 gift certificate to the West Shore.</li> </ol> </li> </ol>
<p><b>Ticket Structure/Event Price:</b></p>	<p>We would keep the ticket structure similar to the first year with free entry and charge for the chairlift rides. There is potential to charge an entry fee – however it depends on the games and activities we offer.</p> <p><b><u>2019 Halloweekend Activities</u></b></p> <ul style="list-style-type: none"> <li>• Food and Beverage       <ul style="list-style-type: none"> <li>○ Carmel Apples / Pies / Popcorn balls</li> <li>○ Grilled food – hamburgers and such</li> <li>○ Seasonal Beers / Wine</li> </ul> </li> <li>• Face painting</li> <li>• Pumpkin Painting</li> <li>• Vendors       <ul style="list-style-type: none"> <li>○ Craft / Business Vendors</li> <li>○ Non-profits</li> </ul> </li> <li>• Trick or Treat vendor village w/ Kids games       <ul style="list-style-type: none"> <li>○ Pumpkin Bowling</li> <li>○ Pick a pumpkin</li> <li>○ Halloween Bean Bag Toss</li> <li>○ Fish for a prize</li> <li>○ Spider Jumper</li> <li>○ Candy Corn Ring Toss</li> <li>○ Halloween Wheel of Fortune</li> </ul> </li> </ul> <p><b><u>2020 Proposed Additional Halloweekend Activities</u></b></p> <ul style="list-style-type: none"> <li>○ Costume Party/Costume Contest</li> </ul>



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# Event Brief



- Balloon Artist
- Bounce House
- Climbing wall w/ treat at top?
- Pet costume parade
- Live Music

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# Event Brief

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Sundance:



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# Event Brief



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### Promotions

- See if we can offer add on ticket to other Autumn related destination activities

### Volunteer / Sponsorship Marketing

- Non-Profit booths that give away candy
- Game stations that businesses can sponsor for \$100, we will staff
- Scare to Ski – volunteers to help run event

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#### **Budgeted In-Market Advertising: \$1,000**

- Adwords: \$600
- Banner: \$50
- Print: \$300
- Facebook / Instagram: \$600
- 101.5: \$100
- Moonshine: \$150

#### **Budgeted Out-of-Market Advertising: \$800**

- Facebook / Instagram: \$350
- Google: \$350



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# Event Brief



## Marketing Plan B: Additional funding

### **Budgeted In-Market Advertising: \$1,800**

- o Adwords: \$600
- o Banner: \$50
- o Print: \$300
- o Facebook / Instagram: \$600
- o 101.5: \$100
- o Moonshine: \$150

### **Out-of-Market Advertising: Requesting \$6,000 (Special Event Partnership Funding)**

- Google: \$800
  - o Need to have display ads along with text ads
- Facebook / Instagram: \$800
  - o Targeted at San Francisco and Sacramento areas
  - o Multiple photos including poster graphic
  - o Apple hill target audience
  - o Those who like lake Tahoe
- Radio Advertising: \$700
- SF Chronicle: \$700
- Digital Billboard Purchase: \$3,000 (1 month)

### **Operational Funding: \$10,000 (Special Event Sponsorship)**

Requested operational funding would be allocated to the following:

- Halloween consultant / decoration company
- Halloween decorations, masks, costumes and props
- Chairlift operations
- Labor for "actors"

## Partnerships

### **Lodging**

The plan is to collaborate with nearby lodging to further promote the event, while earning unique impressions and awareness. By promoting discounted nearby lodging, our goal is to entice visitation for this event and drive TOT. We'd first communicate this effort to West Shore current lodging partners, and if applicable, approach others in Tahoe City, Kings Beach, Squaw, Truckee, etc.

In addition, Homewood Mountain Resort can provide a large amount of unique impressions for these lodging partners, by listing their logo and the promotion within our various communications.

If 25% of our unique spectators stay overnight in local accommodation for at least one night, that would give us the below numbers to account for referred lodging



**APPROVED**

# Event Brief



HALLWEEKEND ATTENDANCE ESTIMATE	2019 ATTENDANCE	ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	ESTIMATED ATTENDANCE COUNT WITH FUNDING
Total Unique Attendees	920	940	1,500
Total Attendees	1,131	1,100	2,000
Total Participants	37	40	40
Total Spectators	895	900	1,460
Room Nights*	100	100	175
Paid Room Nights	30	30	80
Beds	223	225	365

\*Based on 25% of unique spectators, estimates in brief above. In talking with spectators, a good portion seemed to be staying with friends or in a 2nd home.

**Lodging Partnership Details and Surveying Strategies:**

- o **Room Discounts:** If we move forward with room discounts, we can advertise that event participants and/or spectators get 5% off (for example) their lodging price when they mention they're visiting for the race.
- o **Survey Participates and Guests:** Request information about where spectators and participants are staying the day of the events. On-site surveys.
- o **Post Event Reporting:** Post event reporting from lodging partners. Have them tally these numbers as well.

**Favored lodging sponsors:**

West Shore Café, Granlibakken, Cedar Crest, Tahoma Cottages and Tahoe Getaways, Tahoe Lux, Basecamp, Resort at Squaw Creek.

**Sponsorship Amenities**

Logo Inclusion

There are several avenues for NLTRA's logo to be included as a sponsor of the event via digital or print including:

- o Event Specific Webpage: Visits per year 337k
- o Homewood eBlasts Regarding the Event: List Size 23k
- o Inclusion on printed event posters
- o Inclusion on event banners when applicable
- o Promotional event video / video content
- o Including "In Partnership with North Lake Tahoe" in any radio / TV advertising (when space allows)
- o NLTRA (provided) banners can be displayed during the event and in ticket office
- o Social media tagging and promotion of NLTRA when talking about the event
- o NLTRA able to provide a North Lake Tahoe specific Halloween themed display in chairlift ride

**Press**

Press Plan

A press release would be drafted and sent to all major news outlets and journalists within the Lake Tahoe, Reno, Sacramento, San Francisco and other applicable areas. In addition, we would create a list of press to invite to the event at no cost.



**APPROVED**

# Event Brief



## Photo / Video Highlights

Photo and video content captured in the first year would be used to promote the event in the second year. During the event we invited a videographer ambassador to capture content and they put together a great promotional video. We also invited a local photographer who supplied us with some photos we can use in our promotion for next year.

## Detailed Demographic Information

### Market Segmentation

**Demographic** – The demographic we’d be aiming to reach would be mostly families with children, who are between 25-45. We feel confident in reaching this group as this age audience makes up most users who visit our website.

\*Date represents two years of user website visits to skihomewood.com

**Behavioral** – Our event is most likely to resonate with those who have visited our resorts or others in the Tahoe basin previously for a skiing experience. The idea of a Halloween themed attraction will most likely appeal most to them. Those who have visited our resort once before are likely great candidates for our communications. Our target is interested in experiencing a fun weekend experience, complimented by an enjoyable lodging stay and activities at the lake.

**Psychographic** – This segment must be adventurous and interested in making the trip along with their family to experience a Halloween attraction. We will target those who have visited other similar Autumn attractions nearby, such as Apple Hill, Haunted Houses, etc. This segment likely decides to act on such a trip based on their kid’s interest in the event, so by including smaller various activities along with our messaging we may have a better chance of grabbing their attention.

**Geographic** – Targeting and engaging with local families and organizations in North Lake Tahoe will remain priority. In terms of targeting out-of-market guests, we will largely reflect our website’s geographic hot spots since these have proven to provide successful for us.

North Lake Tahoe Resort Association Event Sponsorship  
Post Event Recap Requirements

Please provide as much of the following information in your event recap as

applicable. Ticketing & Attendance

- Total Tickets Sold

Tickets Sold	Type of Ticket
<b>Online in Advance</b>	
56	General Admission w/ Chairlift
5	All-Access Pass w/ Unlimited Chairlift rides
27	12 and under
6	12 and under unlimited
<b>At the Door</b>	
239	General Admission w/ Chairlift
12	All-Access Pass w/ Unlimited Chairlift rides
57	12 and under
7	12 and under unlimited
43	Season Passholder Ticket
129	Tahoe / Truckee Students
14	Tahoe / Truckee Students Unlimited
<b>595</b>	<b>Total</b>

<b>Unique Attendees</b>	<b>920</b>
Attendees	1,131
Participants	37
Total Spectators	895
Chairlift / HH	595
Kids Games / Other	300

- Total Unique Attendees
  - A unique individual is counted one time only, regardless of how many event activities, venues or days they attend.

<b>Total Unique Attendees</b>	<b>920</b>
HMR Employees	25
Chairlift / Haunted House	595
Kids Games / Pumpkin Painting / Face Painting	300

- Total Attendees
  - The compilation of head counts for every venue and activity over the duration of the event. Total attendance presumably reflects unique individuals being counted multiple times if they attend multiple activities or days within the event's scheduled offerings.

<b>Total Attendees</b>	<b>1,131</b>
Unlimited Ticket – Assumed visited 2 days	44 * 2 = 88
HMR Employees – worked 4+ days	37 * 4 = 148
Chairlift / Haunted House	595
Kids Games / Pumpkin Painting / Face Painting	300

- Total Participants

- o Includes competitors, sponsors, vendors/exhibitors, support crew/team, entertainer/performer, volunteer, official, media or support staff. A breakdown of each category would be appreciated.

<b>Total Participants</b>	<b>37</b>
Lift Staff	4
Kids Games	6
Vendors / Face Painters	3
Food and Beverage	5
Ski Patrol	4
Tickets	1
Actors / HH / HC	8
Mountain / Base Ops	3
Other / Volunteers	3

- Total Spectators

<b>Total Unique Spectators*</b>	<b>895</b>
Chairlift	595
Haunted House	314
Kids Games	300
Pumpkin Painting	30
Face Painting	50

\*Assumed spectators participated in more than one activity.

### Lodging

- Room Nights Booked by Event Producer
- Room Nights Generated by Event
  - o Provide both exact numbers you've tracked and antidotal information.
  - o List lodging partners you worked with for the event and what that partnership looked like.
    - Partners: Tahoma Meadows, Base Camp Tahoe City, Tahoe Luxury Rentals.
    - When introducing the partnership, we asked lodge managers to offer those staying locally for Halloweekend with a discount or other lodging incentive. In return, we provided their brand with exposure through our website, email newsletter and social media. To further incentivize their hand in assisting with marketing efforts, we created a shareable Google Drive accompanied by high quality usable content, social media sample write-ups, creatives, and more event information to provide them with everything needed to push the event on their end. [You can view this Google Drive here.](#) We reached out to our lodging partners regarding how many coupon codes were **101** redeemed, however we have not heard back from them yet.

- Tahoma Meadows: TBD
- Tahoe Luxury Properties: TBD
- Basecamp Tahoe City: TBD

## Survey Results

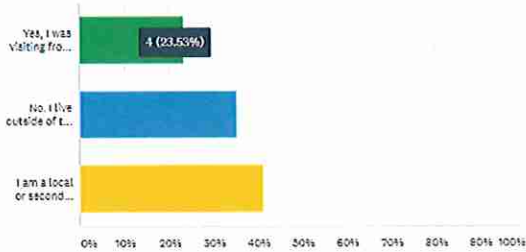
- We created a survey for the event which we sent out after it was completed. We contacted guests by emailing those who had pre purchased tickets on Eventbrite and sending the link through the Facebook event on our FB site. We only saw 17 responses come through.

Q1

Customize Save as

Did you stay overnight in North Lake Tahoe? If the answer is no, skip questions 2 - 6.

Answered: 17 Skipped: 0



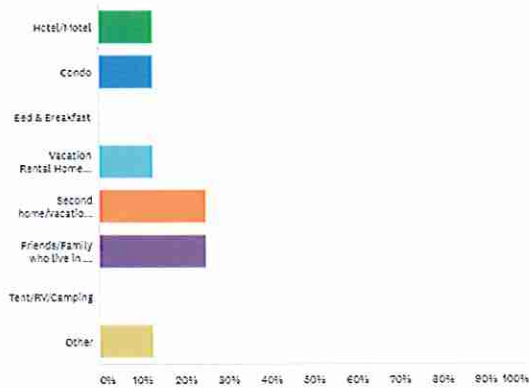
ANSWER CHOICES	RESPONSES	
Yes, I was visiting from outside of the area.	23.53%	4
No, I live outside of the area and just drove up for the day.	35.29%	6
I am a local or second homeowner.	41.18%	7
<b>TOTAL</b>		<b>17</b>

Q3

Customize Save as

Please describe your accommodations while staying in North Lake Tahoe.

Answered: 8 Skipped: 9



ANSWER CHOICES	RESPONSES	
Hotel/Hotel	12.50%	1
Condo	12.50%	1
Bed & Breakfast	0.00%	0
Vacation Rental Home (Air BnB, VRBO, Homeaway, etc.)	12.50%	1
Second home/vacation unit	25.00%	2
Friends/Family who live in the area	25.00%	2
Tent/RV/Camping	0.00%	0
Other	12.50%	1
<b>TOTAL</b>		<b>8</b>

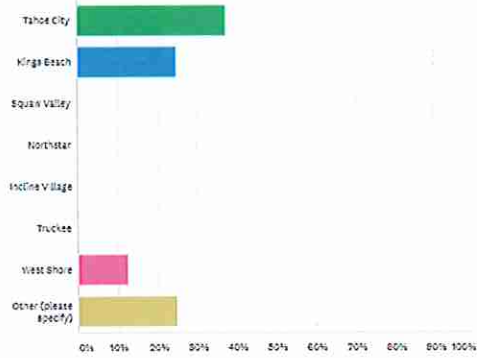


Q4

Customize Save as

### Where was your lodging located?

Answered: 8 Skipped: 0



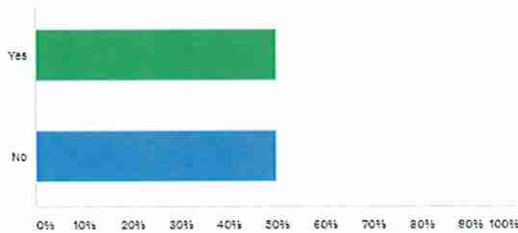
ANSWER CHOICES	RESPONSES	
▼ Tahoe City	37.50%	3
▼ Kings Beach	25.00%	2
▼ Squaw Valley	0.00%	0
▼ Northstar	0.00%	0
▼ Incline Village	0.00%	0
▼ Truckee	0.00%	0
▼ West Shore	12.50%	1
▼ Other (please specify)	Responses: 25.00%	2
<b>TOTAL</b>		<b>8</b>

Q9

Customize Save as

### Did you come to the region specifically for the event you attended?

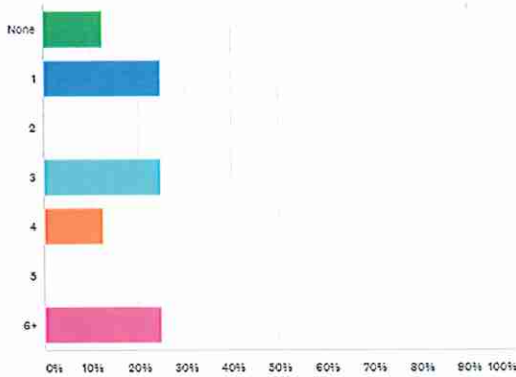
Answered: 14 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Yes	50.00%	7
▼ No	50.00%	7
<b>TOTAL</b>		<b>14</b>

How many nights did you stay in North Lake Tahoe?

Answered: 8 Skipped: 9



ANSWER CHOICES	RESPONSES	
None	12.50%	1
1	25.00%	2
2	0.00%	0
3	25.00%	2
4	12.50%	1
5	0.00%	0
6+	25.00%	2
<b>TOTAL</b>		<b>8</b>

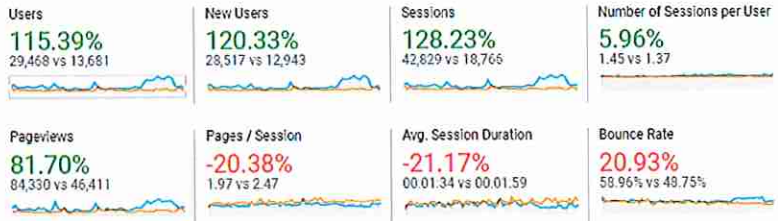
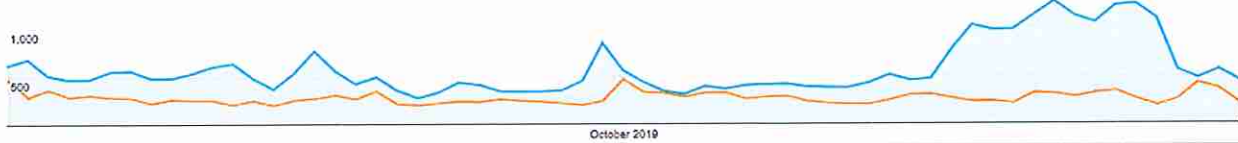
Marketing

Media Impressions

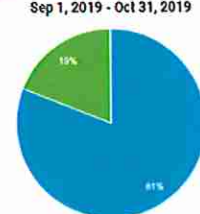
Channel	Impressions
Website	12,387
Facebook Organic	14,198
Instagram Organic	5,266
Twitter Organic	4,769
Facebook & Instagram Paid	163,006
Email Newsletters	74,097
All third-party event listing sites (e.g. Tahoe Weekly Sierra Sun, Go Tahoe North, etc.)	Estimated 5,000+
Billboard	691,476
Adwords	1,892,057
Banner & Flyers – local places	5,000+
Radio Ads iHeart Radio SF	31,256+
SF Chronicle	70,000
Print Ads	65,750
Direct email to running organizations and schools	100
Radio Ads 101.5	20,000+
Eventbrite	41,840
<b>Total</b>	<b>3,054,362+</b>

- Website Traffic – noting any increase during marketing push
  - We saw a 115%+ increase in website sessions YOY during the two months leading up to the event. This increase can be directly attributed to the Halloween event traffic. Please refer to the google analytics graphs below.

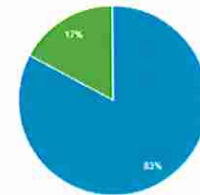
Sep 1, 2019 - Oct 31, 2019: ● Users  
 Sep 1, 2018 - Oct 31, 2018: ● Users



■ New Visitor ■ Returning Visitor



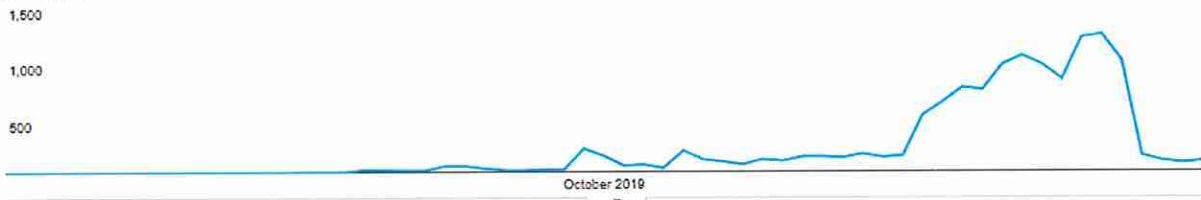
Sep 1, 2018 - Oct 31, 2018



Pageviews VS. [Select a metric](#)

Day Week Month

Pageviews



Primary Dimension: Page [Other](#)

Filter:  [advanced](#)

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	12,333 % of Total: 14.62% (84,330)	10,634 % of Total: 15.30% (69,523)	00:03:12 Avg for View: 00:01:36 (99.34%)	10,143 % of Total: 23.72% (42,770)	85.01% Avg for View: 58.96% (44.19%)	83.60% Avg for View: 50.72% (64.83%)	\$0.00 % of Total: 0.00% (\$17.63)
1. /nallweekend-at-homewood/	12,333(100.00%)	10,634(100.00%)	00:03:12	10,143(100.00%)	85.01%	83.60%	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 1 of 1

This report was generated on 11/2/19 at 1:52:42 PM - [Refresh Report](#)

Website traffic two weeks leading up the event, based on user city.

City	Users	% Users
1. (not set)	3,629	11.48%
2. San Francisco	2,910	9.21%
3. Sacramento	1,795	5.68%
4. Truckee	1,013	3.21%
5. Reno	883	2.79%
6. San Jose	582	1.84%
7. Incline Village	476	1.51%
8. Los Angeles	449	1.42%
9. South Lake Tahoe	402	1.27%
10. New York	343	1.09%

- Recap of Marketing Plan
  - Markets advertised in, mediums utilized, etc.

Our marketing plan reflected the strategies that have proven effective for our resort in the past, which is a traditional and digital advertising mix, ambassador activation, partner organic marketing, and a handful of other channels. On the digital front, we ran a mix of Facebook, Instagram and AdWords Campaigns utilizing a/b testing through messaging, targeted demographics and execution timeline. This represented a large portion of our in market and out of market budget. A portion of our spend was also used for print ads in local publications such as Tahoe Weekly and Moonshine Ink. In addition, we utilized current partnerships to push organic marketing including, Tahoe Quarterly, Tahoe City Downtown Association and the Truckee Chamber. Further tangible advertising costs included a banner showcased in Tahoe City thanks to the Tahoe City Public Utility District. Flyers were also distributed within a 15mile radius at key locations and several eBlasts were sent from all three property (Homewood, West Shore, High & Dry Marina) email accounts.

We also opted to purchase a digital billboard on the I-80 corridor for three weeks leading up to the event. Organically we connected with the local schools to help push marketing messages to the students, increasing event awareness and soliciting volunteers. We also provided free entry to our local social influencers to boost event impressions.

- NLT Logo Placement Locations
  - All the locations listed above included NLTRA mention or logo

The NLTRA logo and branding was used in our messaging whenever possible.

- Summary of the entire marketing spend

Out of Market advertising:		Homewood In Market Advertising:		West Shore Café In Market Advertising	
Billboard	\$3,000	Facebook	\$600	Facebook	\$600
Facebook	\$800	AdWords	\$600	AdWords	\$600
AdWords	\$800	Banner	\$50		
SF Chronicle	\$700	Tahoe Weekly	\$300		
Radio Advertising	\$600	Moonshine	\$150		
		101.5	\$100		
<b>Total</b>	<b>\$5,900</b>				
		<b>Total</b>	<b>\$1,800</b>	<b>Total</b>	<b>\$1,200</b>

Public Relations

- Summary of Public Relations efforts with an advertising equivalency if possible

An initial event announcement press release was sent on August 27, 2019 through our 3<sup>rd</sup> party PR company, JVP Communications. The event saw several press mentions – listed below.

Tahoe Daily Tribune

<https://www.tahodailytribune.com/news/top-places-to-celebrate-halloween-at-lake-tahoe/>

Northern NV Moms

<https://northernnevadamoms.com/event/halloweekends-at-homewood/2019-10-26/>

Tahoe Weekly

<https://thetahoeweekly.com/2019/10/halloween-balls-bashes-2/>



### Regional Spend

- Local Businesses Utilized for Event Production/Operations/Marketing
  - We like to see how events are impacting the overall community. Let us know if you utilized or supported local businesses in your event operations.

Majority of our event was created and supported by Homewood's operation team. We did invite over 50 local craft vendors to be a part of the vendor village, however vendor turnout was low. We reached out to local Tahoe / Truckee schools about volunteer opportunities and had 3 students volunteer during the event. We also provided students a discounted price to encourage locals to attend. In addition, we reached out to approx 40 local businesses and non-profits, asking them to attend and support the event as a sponsor.

### Event Summary

- Overall information on how the event went.

Overall the event was very successful, and we see it quickly becoming a signature Halloween event in the region. Hiring an event designer, Forget Me Knot Events, was one of the most valuable decisions in the planning process. Allison purchased all the Halloween decorations, created the haunted house, came up with the on-mountain plan, actor costumes and everything in-between. Having her help in creating the event was key to its success. While Allison planned the on mountain "scenes" and the haunted house, the Homewood team created the base are activities including the kid's games, movie planning and so on.

This was a very complex event, in a challenging time of year. Majority of our winter staff is still being onboarded and the on-mountain team is prepping for winter. A lot of the team had to take pause on the projects they were working on to help make this happen. Staffing was the biggest challenge and we hope this year's event will help us obtain additional volunteer staff for next year. Our team members that were out of town or missed the event are already interested in **107** working it next year.

There was a mix of feedback regarding the Haunted House mainly because of the 9+ age restriction. Some kids thought it was too scary, while others didn't think it was scary enough. Parents of kids 9 and younger expressed disappointment that their kids were not allowed into the Haunted House, however, we saw a handful of kids turn-around because it was too scary. Overall the feedback was 50/50 so we believe the approach was correct for the age limit and the "scariness" was on point.

We received a lot of positive feedback about the haunted chairlift with a lot of comments about the uniqueness. Several people mentioned that it was amazing to be on the chair at night, to see the stars and the view. We had 7 haunted "scenes" on the chairlift ride (including the bottom and top) and think we can continue to add to it in years to come.

Weather is a concern for future years. While Friday and Saturday were beautiful with temperatures in the 60s, Sunday was extremely cold and windy. Sunday's weather kept a lot of people away and we cancelled the night-time chairlift portion of the event due to power safety shut offs in the region. We will be looking into renting a "warm up" tent so people have a place to hang out if the weather is less than ideal.

The event started a bit slow on Friday but by 4:30 we had dozens of kids playing the games and by the end of the night we saw 140 people ride the chairlift and go through the Haunted House. Saturday saw strong attendance from the beginning. The movie didn't see strong visitation so we will look towards having a band next year.

- Did you feel the sponsorship funds received were impactful?

Yes, the funding was extremely impactful, and we wouldn't have seen the results we did without it. It's hard to accurately determine how many people were visitors from outside the region, due to the lack of survey responses, but we would estimate that 40% were from out of town (or 2<sup>nd</sup> homeowners) and 60% were locals. During the event we were constantly asking customers where they heard about it, one couple mentioned that they were from Sacramento, came up for the event specifically, and heard about it because of the billboard ad.

#### Funding Usage (Partnership Funding Recipients)

- Backup information showing how the granted funds were utilized must be provided
  - o Example: vendor invoice, tear sheet, credit card statement, etc.

## Facebook

Ad Set Name	Delivery	Results	Reach	Cost per Result	Budget	Amount Spent	Schedule	CPC (All)	CTR (All)	Impressions	Link Clicks	Clicks (All)
In Market - October - Halloweenkinds at Homeood	Recently Completed	1 Purchase	11,552	\$300.00 Per Purchase	\$300.00 Lifetime	\$300.00	Oct 1, 2019 - Oct 26, 2019 26 days	\$3.46	1.66%	33,072	255	655
Out of Market - October - Halloweenkinds at Homeood	Recently Completed	3 Purchases	22,315	\$133.33 Per Purchase	\$400.00 Lifetime	\$400.00	Oct 1, 2019 - Oct 26, 2019 26 days	\$3.43	2.61%	41,838	376	843
Out of Market - September - Halloweenkinds at Homeood	Completed	4 Purchases	27,664	\$100.00 Per Purchase	\$400.00 Lifetime	\$400.00	Sep 15, 2019 - Sep 30, 2019 15 days	\$3.38	2.03%	51,078	455	1,053
In Market - September - Halloweenkinds at Homeood	Completed	—	12,616	—	\$300.00 Lifetime	\$300.00	Sep 15, 2019 - Sep 30, 2019 15 days	\$3.50	2.71%	36,953	349	1,001
<b>&gt; Results from 4 ad sets</b>		<b>8 Purchases</b>	<b>64,601 People</b>	<b>\$175.00 Per Purchase</b>		<b>\$1,400.00 Total Spent</b>		<b>\$3.39 Per Click</b>	<b>2.18% Per Imptz...</b>	<b>163,008 Total</b>	<b>1,455 Total</b>	<b>3,557 Total</b>

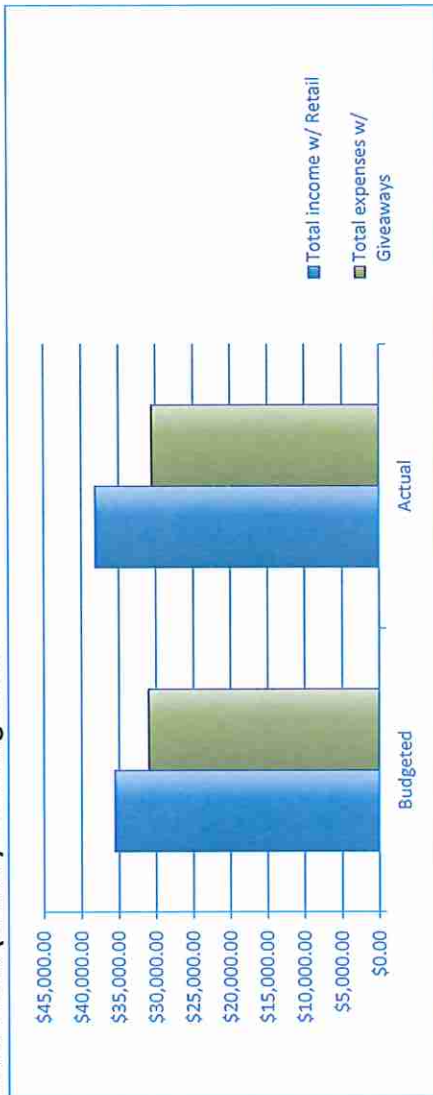
## Billboard

# Event Budget for Halloween

> Profit - Loss Summary

	Budgeted	Actual
Total income w/ Retail	\$35,550.00	\$38,126.00
Total expenses w/ Giveaways	\$30,985.50	\$30,533.70
<b>Total profit (or loss)</b>	<b>\$4,564.50</b>	<b>\$7,592.31</b>
Total income w/ out Retail	\$35,550.00	\$36,810.00
Total expenses w/out Giveaways	\$30,985.50	\$30,533.70
<b>Total profit (or loss) Excluding Retail</b>	<b>\$4,564.50</b>	<b>\$6,276.31</b>

**Total Profit (or loss) Including Retail**





## MEMORANDUM

Date: February 25, 2020  
To: Tourism Development  
From: Katie Biggers, NLTRA Event Specialist  
Re: Review and Approval of 2020 Independence Week Fireworks Show Sponsorships

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### Action Requested:

Review and approve sponsorship agreements with the Tahoe City Downtown Association (TCDA) and North Tahoe Business Association (NTBA) Independence Week fireworks shows in 2020. Both contracts are currently for \$10,000 in funding.

### Background:

The current 2-year contract with both TCDA and NTBA to fund their respective fireworks displays expired in 2019. NLTRA is now proposing a similar 2-year contract to fund both entities firework shows through 2021 with similar contractual terms and an exit clause. 2020 will be Tahoe City's 75<sup>th</sup> fireworks anniversary.

NLTRA has sponsored both firework shows since 2016 with an annual contribution of \$10,000 to each entity. NLTRA and previous Tourism Development committees have entered these sponsorships with a belief that fireworks over the Independence Week holiday period is an important visitor service that the region needs to provide to fulfill guest expectations.

Staff budgeted \$20,000 in the 19.20 FY to sponsor the 2020 displays but held off on contracting until each organization received final approvals from the Fire Department, confirming the events would take place. That approval has now been given, and each entity has contracted with a firework display provider, Pyro Spectacular.

Attached are two contracts, one for each entity, at the \$10,000 funding level per organization. These funds have already been allocated in the 19.20 fiscal.

Both organizations collectively approached NLTRA staff asking for additional funding, above the allocated \$20,000. This is a result of changing their fireworks provider. Due to the complications that took place over the past few months with the North Tahoe Fire Department, the previous firework provider bowed out of working with the region, taking a grandfathered deal with them. After completing an RFP process, TCDA and NTBA have contracted with a new provider which will significantly increase their operational expenses.

If the Tourism Development committee would like to fund the organizations above \$20,000, the funding would need to come out of the 19.20 opportunistic funds.

### Fiscal Impact:

\$20,000

- \$10,000 – North Tahoe Business Association: 3<sup>rd</sup> of July Fireworks
- \$10,000 – Tahoe City Downtown Association: 4<sup>th</sup> of July Fireworks





north lake tahoe

Chamber | CVB | Resort Association

## Tahoe City 4<sup>th</sup> of July Fireworks EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made on February 25, 2020 and entered into between Tahoe City Downtown Association ("Producer"), and the North Lake Tahoe Resort Association, Inc., a California nonprofit corporation ("Sponsor").

1. Event. Tahoe City Downtown Association is the organizer, owner and operator of "Tahoe City 4<sup>th</sup> of July Fireworks" which will take place on July 4, 2020 and July 4, 2021 at Commons Beach, Tahoe City, Placer County, California (the "Event"). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.
2. Term. This Agreement starts on the Effective Date and will expire on July 30, 2021 ("Term"). The Event will be conducted annually on the 4<sup>th</sup> of July. The rights and responsibilities of each party concerning each annual Event are further described in Obligations, which will be amended in writing by the parties annually no later than 90 days prior to each year's Event.
3. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:
  - a) Sponsor's name and logo shall be included on all event marketing materials, print advertising, and digital advertising when applicable.
  - b) Sponsor's name and logo shall be included on the year-round Event website home page and sponsor page, listed as a partner, with a link to [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com).
  - c) Sponsor will be mentioned in all E-newsletters sent in conjunction with the Event.
  - d) Sponsor shall receive, at a minimum, one (1) dedicated email to Producer's database with a focus on highlighting North Lake Tahoe's offerings. Content will be written by Sponsor and mutually agreed upon by both parties prior to distribution. Both parties will agree on a distribution date in advance.
  - e) Sponsor will be mentioned in all press releases sent in conjunction with the Event.
  - f) Sponsor shall be granted the ability to create unique onsite activations utilizing a 10'x10' booth. The booth must be staffed with Sponsor representatives. Event needs, at a minimum, 40 days advance notice of booth space to accommodate.
  - g) Sponsor will be given an opportunity to be the sponsor of an activity taking place during the Event for no additional charge.
  - h) Sponsor's color logo will be included on two sponsor banners (produced by Event) prominently placed and displayed by Event at the venue in visible locations.
  - i) Sponsor banners will be hung onsite during the event with an understanding of limited venue space.
  - j) Sponsor's name and logo shall be included on appropriate general event signage used to promote the Event.
  - k) Sponsor shall be included and thanked in daily PA announcements during the Event at a minimum of six (6) times.
  - l) Sponsor is granted ability to use the official Event trademarks and logos in promotions, marketing material, website and the like.
  - m) Producer will provide a banner to be hung at the Tahoe City Visitor Information Center stating that NLTRA is an official sponsor.

- n) Producer is responsible to continue all fundraising activities and mechanisms that have been used in the past to maintain additional sources of funding.
- o) Producer will provide a P&L and event recap within 60 days of the completion of the Event.
- p) The Shows will be marketed on the same poster, rack cards, and print advertisements (“Marketing Materials”). Event is responsible for the development and cost of graphic design and final layered Adobe Illustrator working file for The Shows 11” x 17” poster to be used in-market and to be resized by NTBA and TCDA for other marketing purposes. Event will provide Sponsor with the opportunity to proof and provide feedback for the poster design prior to going to press.
- q) Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event, immediately upon such cancellation or postponement, Producer shall return to Sponsor all the sponsorship funding which has not been spent by Producer. Upon cancelation or postponement, Sponsor’s obligations to Producer per this Agreement shall terminate.
- r) Prior to the Event, Producer will procure and maintain, through the end of the Event, liability insurance in amounts not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate that provides coverage for the Event. Producer will name Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers as additional insureds on said policy or policies and provide Sponsor with an endorsement or endorsements to said policy or policies evidencing such coverage.

4. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$10,000 cash sponsorship to the Event. Event will submit an invoice for payment at least 30 days prior to a due date of May 1.
- b) Event shall receive email marketing support with inclusion in the following:
  - i. First article in early June email sent to entire NLTRA database with a call to action directing to the GTN.com 4th of July landing page. This article will include information on NTBA and TCDA fireworks.
  - ii. One (1) dedicated email to Chamber database in mid-May, requesting sponsors and donation for the Event with call to action to contact Event directly.
  - iii. Two (2) dedicated emails to Chamber database in late-May and/or June, requesting volunteer support for the Event; dates to be mutually agreed upon in April
- c) Event shall receive social media support with the following:
  - i. Three (3) social posts on North Lake Tahoe social pages to drive lodging via the GTN.com 4th of July landing page. Posts will take place four, five and six weeks prior to the Event date; dates to be mutually agreed upon in April
  - ii. Two (2) social posts on Chamber social pages to drive sponsorships and donations with a call to action to contact Event directly. Posts will take place the first two weeks of June prior to the Event.
- d) Sponsor to develop landing page on GTN.com highlighting 4<sup>th</sup> of July regional activities including Event. This page will be used for all marketing call to action efforts. The page will include a “Book Now” button.
- e) List Event on the event calendar on the NLTRA website ([www.GoTahoeNorth.com](http://www.GoTahoeNorth.com)).
- f) Event will be one of four rotating “Featured Events” on GTN.com homepage starting Memorial Day Weekend.
- g) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.

5. Economic Impact Assessment. Producer and Sponsor shall work together to share available information and data to develop and economic impact analysis of the Event.

6. Use of Producer’s Intellectual Property by Sponsor. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Producer, including, without limitation, the Event Marks; the Event (collectively Producer Property”); and all accounts, descriptions, pictures, videos,

audio, reproductions, recordings, memorialization or other information concerning or in connection with the Event, belong exclusively to Producer, (ii) Sponsor is hereby provided a limited license to use Producer Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such Producer Property shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Producer Property, (iv) all uses of Producer Property by Sponsor, and all goodwill therefrom, inure to the benefit of Producer, (v) any permitted use of Producer Property may be used only to indicate a sponsor relationship with the Event and/or for event promotions across Sponsor marketing and PR channels, and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Producer, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

7. Use of Sponsor's Intellectual Property by Producer. Producer hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Sponsor, including, without limitation, web addresses, social hashtags and social handles (collectively "Sponsor Property"), belong exclusively to Sponsor, (ii) Producer is hereby provided a limited license to use Sponsor Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Producer to use Sponsor Property shall immediately cease, (iii) Producer will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Sponsor Property, (iv) all uses of Sponsor Property by Producer, and all goodwill therefrom, inure to the benefit of Sponsor and (v) any permitted use of Sponsor Property may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Sponsor.

8. Relationship of the Parties. The relationship of Sponsor and Producer hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership, joint venture or any relationship other than that of independent contractors. Sponsor and Producer acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.

9. Indemnity. Producer agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages and claims ("Claims") arising from Producer's use of the sponsorship funding provided under this Agreement or from any other term or provision of the Agreement, including without limitation, all attorneys, accountants, and other professional fees incurred by Sponsor in defense of any action, suit or other proceeding which may be brought against the Sponsor as a result of any action or inaction of Producer, and Producer further agrees that it will pay or satisfy any judgment which may be rendered against Sponsor arising from such claims.

10. Governing Law, Venue and Attorney Fees. This Agreement shall be governed by and interpreted in accordance with the laws of the State of California. Any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement shall be commenced and maintained only in the Superior Court in and for the County of Placer, State of California. In any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the prevailing party shall be entitled to an award of its attorneys' fees, costs, expert witness fees, fees of consultants and court costs incurred in connection therewith, in addition to any other relief awarded.

11. Sole Agreement/Amendment: This Agreement represents the entire agreement between Sponsor and Producer and supersedes any and all or prior agreements, negotiations or proposals related to the subject matter of this Agreement. This Agreement shall not be amended except by written agreement signed by both parties. No consent to any departure by Producer from the limitations on use of the Funding contained in this Agreement shall be effective unless in writing and signed by an officer of Sponsor and then only in the specific instance and for the specific purpose given.

12. Counterparts; Scan/Facsimile. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may

be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

13. Termination. Either party may terminate this Agreement for any reason upon 30 days written notice; provided, that this Agreement may not be terminated for convenience after October 1 of each year. In addition, either party may terminate this Agreement upon 30 days written notice to the other party if that party is in material breach of this Agreement (unless that party cures the breach within 30 days of receiving notice).

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

**NORTH LAKE TAHOE RESORT  
ASSOCIATION, INC.**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**TAHOE CITY DOWNTOWN ASSOCIATION**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_



north lake tahoe

Chamber | CVB | Resort Association

## Kings Beach 3<sup>rd</sup> of July Fireworks EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made on February 25, 2020 and entered into between North Tahoe Business Association ("Producer"), and the North Lake Tahoe Resort Association, Inc., a California nonprofit corporation ("Sponsor").

1. Event. North Tahoe Business Association is the organizer, owner and operator of "Kings Beach Independence Day Fireworks" which will take place on July 3, 2020 and July 3, 2021 at Kings Beach State Recreation Area, Placer County, California (the "Event"). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.

2. Term. This Agreement starts on the Effective Date and will expire on July 30, 2021 ("Term"). The Event will be conducted annually on the 3<sup>rd</sup> of July. The rights and responsibilities of each party concerning each annual Event are further described in Obligations, which will be amended in writing by the parties annually no later than 90 days prior to each year's Event.

3. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:

- a) Sponsor's name and logo shall be included on all event marketing materials, print advertising, and digital advertising when applicable.
- b) Sponsor's name and logo shall be included on the year-round Event website home page and sponsor page, listed as a partner, with a link to [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com).
- c) Sponsor will be mentioned in all E-newsletters sent in conjunction with the Event.
- d) Sponsor shall receive, at a minimum, one (1) dedicated email to Producer's database with a focus on highlighting North Lake Tahoe's offerings. Content will be written by Sponsor and mutually agreed upon by both parties prior to distribution. Both parties will agree on a distribution date in advance.
- e) Sponsor will be mentioned in all press releases sent in conjunction with the Event.
- f) Sponsor shall be granted the ability to create unique onsite activations utilizing a 10'x10' booth. The booth must be staffed with Sponsor representatives. Event needs, at a minimum, 40 days advance notice of booth space to accommodate.
- g) Sponsor will be given an opportunity to be the sponsor of an activity taking place during the Event for no additional charge. Example, the July 3<sup>rd</sup> Fireworks & Beach Party Watermelon Eating Concert, sponsored by North Lake Tahoe Resort Association or GoTahoeNorth.com
- h) Sponsor's color logo will be included on two sponsor banners (produced by Event) prominently placed and displayed by Event at the venue in visible locations.
- i) Sponsor's name and logo shall be included on appropriate general event signage used to promote the Event.
- j) Sponsor shall be included and thanked in daily PA announcements during the Event at a minimum of six (6) times.
- k) Sponsor is granted ability to use the official Event trademarks and logos in promotions, marketing material, website and the like.
- l) Event will include North Lake Tahoe specific questions in a post-event survey. Questions will be agreed upon prior to survey being sent.

- m) Sponsor to receive ten (10) Preferred Fireworks Seating Tickets and ten (10) Beach Party Drink Tickets.
- n) Producer is responsible to continue all fundraising activities and mechanisms that have been used in the past to maintain additional sources of funding.
- o) Producer will provide a P&L and event recap within 60 days of the completion of the Event.
- p) The Shows will be marketed on the same poster, rack cards, and print advertisements (“Marketing Materials”). Event is responsible for the development and cost of graphic design and final layered Adobe Illustrator working file for The Shows 11” x 17” poster to be used in-market and to be resized by NTBA and TCDA for other marketing purposes. Event will provide Sponsor with the opportunity to proof and provide feedback for the poster design prior to going to press.
- q) Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event, immediately upon such cancellation or postponement, Producer shall return to Sponsor all the sponsorship funding which has not been spent by Producer. Upon cancellation or postponement, Sponsor’s obligations to Producer per this Agreement shall terminate.
- r) Prior to the Event, Producer will procure and maintain, through the end of the Event, liability insurance in amounts not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate that provides coverage for the Event. Producer will name Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers as additional insureds on said policy or policies and provide Sponsor with an endorsement or endorsements to said policy or policies evidencing such coverage.

4. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$10,000 cash sponsorship to the Event. Event will submit an invoice for payment at least 30 days prior to a due date of May 1.
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  - ii. One (1) dedicated email to Chamber database in mid-May, requesting sponsors and donation for the Event with call to action to contact Event directly.
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- d) Sponsor to develop landing page on GTN.com highlighting 4<sup>th</sup> of July regional activities including Event. This page will be used for all marketing call to action efforts. The page will include a “Book Now” button.
- e) List Event on the event calendar on the NLTRA website ([www.GoTahoeNorth.com](http://www.GoTahoeNorth.com)).
- f) Event will be one of three rotating “Featured Events” on GTN.com homepage starting Memorial Day Weekend.
- g) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.
- h) Producer will provide Sponsor an acceptable Certificate of Insurance naming Sponsor as an additional insured (\$1,000,000 per occurrence, \$2,000,000 general aggregate).

5. Economic Impact Assessment. Producer and Sponsor shall work together to share available information and data to develop and economic impact analysis of the Event.

6. Use of Producer's Intellectual Property by Sponsor. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Producer, including, without limitation, the Event Marks; the Event (collectively "Producer Property"); and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorialization or other information concerning or in connection with the Event, belong exclusively to Producer, (ii) Sponsor is hereby provided a limited license to use Producer Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such Producer Property shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Producer Property, (iv) all uses of Producer Property by Sponsor, and all goodwill therefrom, inure to the benefit of Producer, (v) any permitted use of Producer Property may be used only to indicate a sponsor relationship with the Event and/or for event promotions across Sponsor marketing and PR channels, and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Producer, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

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8. Relationship of the Parties. The relationship of Sponsor and Producer hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership, joint venture or any relationship other than that of independent contractors. Sponsor and Producer acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.

9. Indemnity. Producer agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages and claims ("Claims") arising from Producer's use of the sponsorship funding provided under this Agreement or from any other term or provision of the Agreement, including without limitation, all attorneys, accountants, and other professional fees incurred by Sponsor in defense of any action, suit or other proceeding which may be brought against the Sponsor as a result of any action or inaction of Producer, and Producer further agrees that it will pay or satisfy any judgment which may be rendered against Sponsor arising from such claims.

10. Governing Law, Venue and Attorney Fees. This Agreement shall be governed by and interpreted in accordance with the laws of the State of California. Any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement shall be commenced and maintained only in the Superior Court in and for the County of Placer, State of California. In any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the prevailing party shall be entitled to an award of its attorneys' fees, costs, expert witness fees, fees of consultants and court costs incurred in connection therewith, in addition to any other relief awarded.

11. Sole Agreement/Amendment: This Agreement represents the entire agreement between Sponsor and Producer and supersedes any and all or prior agreements, negotiations or proposals related to the subject matter of this Agreement. This Agreement shall not be amended except by written agreement signed by both parties. No consent to any departure by Producer from the limitations on use of the Funding contained in this Agreement shall be effective unless in writing and signed by an officer of Sponsor and then only in the specific instance and for the specific purpose given.

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IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

**NORTH LAKE TAHOE RESORT  
ASSOCIATION**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**NORTH TAHOE BUSINESS ASSOCIATION**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_





## MEMORANDUM

Date: February 25, 2020  
To: Tourism Development  
From: Katie Biggers, NLTRA Event Specialist  
Re: 19.20 Remaining Event Sponsorship Funds - Opportunities and Staff Recommendations

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### Action Requested:

The Tourism Development committee heard proposals from two (2) events in January and three (3) events in February requesting event sponsorships from the remaining 19.20 FY funds. There are currently \$70,913 of unallocated funds in the approved event budget. This includes the funding that was allocated to Wanderlust (\$37.5K) and remaining Opportunistic Funds.

The Tourism Development Committee is being asked to provide recommendations/approvals on each of the following funding requests.

### Background Information:

#### Independence Week Fireworks – NTBA/TCDA

*Budgeted Funds: \$20,000 (\$10,000 each organization)*

*Requesting: Additional Funding*

- NLTRA is proposing a 2-year contract with both TCDA and NTBA to fund their respective independence week fireworks displays at \$10,000 each.
- NTBA and TCDA are requesting additional funds to help cover their increased operational costs.

Staff recommendation is to hold off on additional funding until this can be vetted a bit more and NLTRA can finish a reforecasting exercise.

#### EWS Continental Series – Northstar California

*Requesting: \$20,000*

- 2020 EWS Continental Series Race will be held at Northstar on August 22-23.
- The Continental Series sit between local qualifying events and the Enduro World Series and gives riders the opportunity to win an international series title.
- Designed to provide an elevated platform for riders wanting to race on a bigger stage than a national race - but with lower travel costs and a more achievable level of racing for aspiring pros.
- Participants: 600+ from all over the country/continent. Two years ago, the event had representation from 20+ states and they expect that number to increase after last year's EWS.
- Spectators: 600 – 800.

Staff recommendation is to fund the event with a \$20,000 event sponsorship.

**Lake Tahoe Dance Festival**

*Budgeted Funds: \$10,000 through Partnership Funding Program*

*Requesting: \$10,000 additional*

- The LTDF requested \$20,000 during the 2020 Partnership Funding process and were awarded \$10,000. The partnership funding committee recommended an additional \$10,000 through opportunistic funds if possible.
- In 2019, the LTDF received in total, \$20,000 of funding. \$5,000 was through Partnership Funding and the additional \$15,000 was from opportunistic funds. The event utilized a Bay Area marketing firm to implement a large scale, out of market advertising plan. Attendance numbers grew 76% between 2018 and 2019.

Staff recommendation is to fund the event with an additional \$10,000 event sponsorship.

**Halloweekends – Homewood Mountain Resort**

*Budgeted Funds: \$5,000 through the Partnership Funding Program*

*Requesting: \$10,000 additional*

- Homewood requested \$6,000 during the 2020 Partnership Funding process and was awarded \$5,000. They also requested consideration of \$10,000 additional dollars that could be used for operations. The Partnership Funding panel recommended \$5,000 out of opportunistic funds.
- In the 2<sup>nd</sup> year, Homewood plans to create a more elaborate version of the inaugural year. This will include additional decorations, chairlift scenes and kid games.
- The main draw will continue to be the spooky chairlift ride and haunted house.
- In 2019, the event received in total, \$11,000. \$6,000 was through Partnership Funding and the additional \$5,000 was from opportunistic funds so it could be put towards operations.

Staff recommendation is to fund the event with an additional \$6,000 event sponsorship to match last years funding.

**Autumn Food and Wine Festival – Northstar California**

*Requesting: \$30,000 (Option A) or \$80,000 (Option B)*

- The annual festival brings together renowned winemakers and some of the region’s finest chefs for an intimate 3-day weekend full of wine tastings, culinary seminars, vendors and mountaintop dining.
- This will be the 34<sup>th</sup> year of the NLTRA owned event. Northstar has been operating the event since 2007.
- 2019 was the final year of a 3-year contract. NLTRA was supporting the event with \$30,000, along with a high amount of staff time and effort.

**Option A**

At the \$80K sponsorship level, Northstar plans to give the event a boost in a variety of areas and increase destination marketing to reach new markets.

**Option B**

At the \$30K sponsorship level, changes would need to be implemented to the event in order to lower the operating costs. The Grand Tasting component would be eliminated with the shift focused on a People’s Choice Award and restaurant participation would be broken up over two days to increase food options on Saturday.

Staff recommendation is to fund the event with a \$30,000 event sponsorship, Option B.

**Fiscal Impact:**

- EWS Continental Series \$20,000
- Lake Tahoe Dance Festival \$10,000
- Halloweekends at Homewood \$6,000
- Autumn Food & Wine Festival \$30,000

**Total Funding \$66,000**

Special Event/Sponsorship Budget  
July 2019 - June 2020

Line Item	Date	Budget	Actual	Allocated (Not Yet Paid)	Remaining
<b>Sponsorships</b>					
2019 Spartan World Championships	September 27 - 29, 2019	\$254,400	\$254,013	\$0	\$387
Cash Sponsorship		\$250,000	\$250,000		
The Abbi Agency		\$4,000	\$4,000		
Booth Staffing		\$400			
Media			\$13		
2020 Mountain Travel Symposium	March 28 - April 5, 2020	\$75,000	\$0	\$75,000	\$0
Sponsorship/Operation Costs		\$75,000		\$75,000	
2020 WinterWonderGrass Tahoe	March 27 - 29, 2020	\$21,900	\$220	\$21,900	(\$220)
Cash Sponsorship		\$17,500		\$17,500	
Tahoe City Banners		\$400		\$400	
The Abbi Agency		\$4,000		\$4,000	
WWG Tahoe Food Hub Dinner			\$220		
2019 Autumn Food & Wine Festival	September 20 - 22, 2019	\$37,495	\$34,648	\$0	\$2,847
Cash Sponsorship		\$30,000	\$30,000		
The Abbi Agency		\$4,000	\$4,000		
Swag		\$3,000	\$0		
ABC Special Event License		\$250	\$525		
Placer County Sherrif Processing Fee		\$120	\$105		
FedEX		\$25	\$18		
Booth Staffing		\$100			
Ticket Sales					
2020 Broken Arrow Skyrace	June 2020	\$25,400	\$0	\$25,000	\$400
Cash Sponsorship		\$25,000		\$25,000	
Booth Staffing		\$400		\$400	
2020 Tahoe Lacrosse Tournament		\$6,000	\$0	\$6,000	\$0
Cash Sponsorship		\$6,000		\$6,000	
4th of July Fireworks Sponsorship		\$20,000	\$0	\$20,000	\$0
2020 Tahoe City Fireworks		\$10,000		\$10,000	
2020 Kings Beach Fireworks		\$10,000		\$10,000	
2020 Wanderlust		\$37,500	\$0	\$0	\$37,500
Cash Sponsorship (2020)		\$30,000	\$0		
Swag - Essential Oils (2020)		\$3,000	\$0		
The Abbi Agency (2020)		\$4,000	\$0		
Booth Staffing (2019)		\$500	\$0		
New Event Development		\$30,000	\$0	\$0	\$30,000
Miscellaneous		\$30,000			
<b>Sponsorship Totals</b>		<b>\$507,695</b>	<b>\$288,882</b>	<b>\$147,900</b>	<b>\$70,913</b>
<b>Operations</b>					
Operations		\$8,000	\$1,617	\$1,445	\$4,938
Swag		\$8,000			
Handtruck			\$64		
Banners			\$384		
Barrier Jacket Banners			\$963		
Partnership Funding Selection Panel			\$206		
Partnership Funding Newsletter Inclusion				\$1,445	
<b>Operations Totals</b>		<b>\$8,000</b>	<b>\$1,617</b>	<b>\$1,445</b>	<b>\$4,938</b>
<b>Total Spend</b>		<b>\$515,695</b>	<b>\$290,499</b>	<b>\$149,345</b>	<b>\$75,851</b>

Approved Budget	\$515,695
Spent	\$290,499
Allocated (Not Yet Paid)	\$149,345
Remaining Budget	\$75,851

## 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 festival 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 incorporation 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	April 4-5, 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 event 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 ID 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 Ireland	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. <b>Recommend moving forward but wait 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.</b>
Skate the Lake	Jen/Lisa	August/Early September	Commons Beach	\$12,000	\$5,000	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 - Tahoe 200 Running Festival	Lisa Nigon	September 11-13, 2020	Homewood Mountain Resort	\$9,100	\$1,250	<b>Panel would like to continue supporting this event for a 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.</b>
Homewood - Halloweekends at Homewood	Lisa Nigon	October 23-25, 2020	Homewood Mountain Resort	\$6,000	\$5,000	
<b>NOT FUNDED</b>						
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.

Powabunga	Austin Gavlak	March 20-22, 2020	Homewood Mountain Resort	\$7,500	\$0	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.
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.
<b>Total</b>				<b>\$98,100</b>	<b>\$50,000</b>	



**TAYLOR**

*outdoor experience seeker*

**n** north lake tahoe  
it's human nature

AGE 30  
OCCUPATION PROJECT MANAGER  
HHI \$75K-\$150K  
EDUCATION COLLEGE GRAD  
MARITAL STATUS SINGLE

SPONTANEOUS

ADVENTUROUS

OUTGOING

INDEPENDENT

GOALS

- DISCOVER NEW DESTINATIONS
- FIND & SHARE HIDDEN GEMS
- CONNECT WITH FRIENDS
- GROWTH THROUGH EXPERIENCES
- GET AWAY FROM THE EVERYDAY

BRAND PREFERENCES

PATAGONIA	INSTAGRAM
LULULEMON	SUBARU
REI	TRADER JOES
NETFLIX	APPLE

BIOGRAPHY

A total authentic experience junkie, Taylor is a single 30-year old who works as a Project Manager for a PR company and makes an annual salary of \$80K. She hopes to be the head of her department within the next five years but in the meantime, she works hard and plays hard, often going out after work with colleagues for drinks or dinner. She values her relationships and is motivated by experiences, not stuff, although she does have a robust wardrobe – both for work and leisure. Taylor is into health and wellness, takes a yoga class a couple times a week and is part of a running club. Instagram is her social media platform of choice and she likes to impress others with her high social status. Taylor also enjoys outdoor recreation and adventure travel, usually planning trips three to six months out, but she's totally down for a last minute getaway with friends as well. Taylor drives a Subaru Crosstrek so she can carry her skis and zip up to the mountains. She favors brands like Patagonia, Lululemon and REI. When relaxing at home, Taylor can often be found watching Netflix or Hulu with a glass of wine. Her iPhone is always within reach and her guilty pleasure is scrolling through her Bumble feed.

MOTIVATORS

EXPERIENCES  
AUTHENTICITY  
SOCIAL MEDIA CURRENCY  
HEALTH & WELLNESS  
ADVENTURE  
RELATIONSHIPS

TECH KNOWLEDGE

NOVICE EXPERT

SPENDING HABITS

CONCIOUS LAVISH

TRAVEL PLANNING

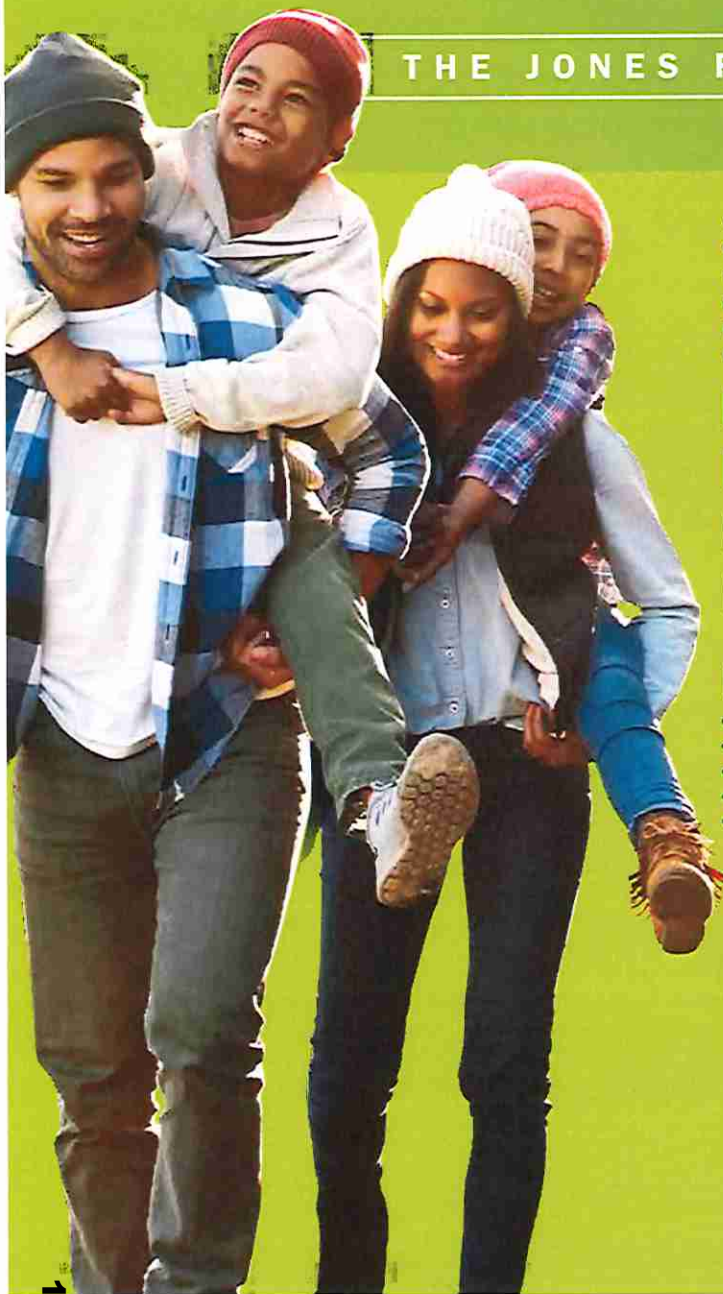
PLANNED SPONTANEOUS

SEASONAL PREFERENCE

WINTER	██████████
SPRING	██████████
SUMMER	██████████
FALL	██████████

# THE JONES FAMILY

family memories



AGE EARLY 40s  
 OCCUPATION FIRE FIGHTER & DENTAL ASSISTANT  
 HHI \$150K-200K (COMBINED)  
 EDUCATION COLLEGE GRADS  
 MARITAL STATUS MARRIED

- ORGANIZED
- PRACTICAL
- ACTIVE
- SOCIAL

- GOALS**
- TAKE ONE BIG FAMILY TRIP ANNUALLY
  - ELEVATED EXPERIENCES AT A VALUE
  - EXPOSE CHILDREN TO NEW THINGS
  - SPEND QUALITY TIME TOGETHER
  - PROVIDE LEARNING OPPORTUNITIES

- BRAND PREFERENCES**
- |             |          |
|-------------|----------|
| TARGET      | CANON    |
| TRADER JOES | TOYOTA   |
| COSTCO      | AMAZON   |
| BLUE APRON  | FACEBOOK |
| APPLE       |          |

**BIOGRAPHY**

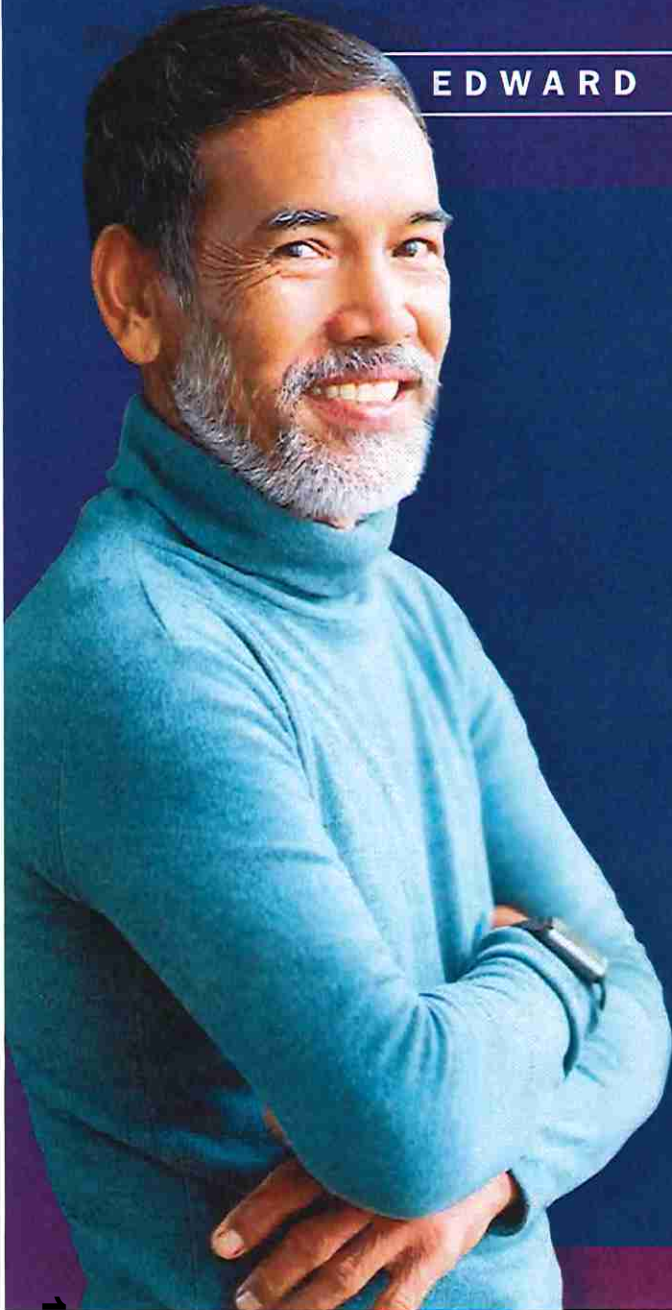
The Jones' are in their early 40s and have two kids – a girl and a boy. Their family leads a busy life juggling work, school, sports and weekend activities. Mom drives a Toyota Sienna and takes care of most of the family duties, including the grocery and school shopping. Everyone in the family heavily uses electronics with Apple products leading the charge. With their busy schedule, they subscribe to Blue Apron and get two meals a week delivered. The Jones' like to stay active and plan a lot of their vacations based on outdoor adventures, enriching experiences and family bonding opportunities that create lasting memories. They enjoy skiing as a family, along with bike riding and discovering new things to do. Mom is the primary trip planner and is driven by value and convenience, but she doesn't want her kids to miss out and will spend a little more if necessary. Most of her time on social media is spent on Facebook posting photos of the family and scrolling through Pinterest for the next great project idea.

- MOTIVATORS**
- VALUE
  - CONVENIENCE
  - REWARDS
  - ACCESSIBILITY
  - GREAT MEMORIES
  - ENRICHING EXPERIENCES

- SEASONAL PREFERENCE**
- |        |            |
|--------|------------|
| WINTER | ██████████ |
| SPRING | ██████████ |
| SUMMER | ██████████ |
| FALL   | ██████████ |







# EDWARD

something old, something new



**AGE** 55  
**OCCUPATION** BUSINESS OWNER  
**HHI** \$200K +  
**EDUCATION** SOME POST GRAD  
**MARITAL STATUS** MARRIED

- EXTROVERT
- CONFIDENT
- EXPERIENCED
- THOUGHTFUL

- GOALS**
- ENJOY FRUITS OF HIS LABOR
  - TRAVEL MORE FREQUENTLY
  - SPEND TIME WITH FAMILY
  - COMPLETE BUCKET LIST ITEMS

- BRAND PREFERENCES**
- |           |                |
|-----------|----------------|
| MERCEDES  | NORDSTROM      |
| FACEBOOK  | WHOLE FOODS    |
| NEWSWEEK  | BARNES & NOBLE |
| STARBUCKS | DIRECTV        |
| CALLAWAY  | EXPEDIA        |

**BIOGRAPHY**

As a moderately active and pretty fit 55-year old, Edward likes to ski, travel and spend time with his family, especially the grandkids. Edward owns his own insurance agency and lives quite comfortably, but plans on retiring in the next five years or so and passing the family business over to his daughter. Edward usually goes out to dinner with his wife a few times a week. They like attending events hosted by their country club and are avid golfers. They indulge in luxury destinations and still use a travel agent when booking their vacations. Discounts don't influence their travel decisions, but Edward is enticed by the perks of being a rewards member and being treated to upgrades. Edward likes "surfing" the internet on his tablet and desktop computer, and will click on things that interest him. He isn't a heavy social media user, although he does have a Facebook account so he can keep up with what his friends and family are doing. Edward is old-fashioned, preferring to get his news from the newspaper or CNN. His reading preferences are non-fiction and Edward subscribes to Newsweek and Sunset Magazine (for his wife).

- MOTIVATORS**
- REST & RELAXATION
  - COMFORT
  - QUALITY TIME
  - PERKS
  - PLEASURE
  - CONVENIENCE
  - PRESTIGE

- SEASONAL PREFERENCE**
- |        |            |
|--------|------------|
| WINTER | ██████████ |
| SPRING | ██████████ |
| SUMMER | ██████████ |
| FALL   | ██████████ |

