



north lake tahoe

Chamber | CVB | Resort Association

TOURISM DEVELOPMENT MEETING

Date: Tuesday, March 24, 2020

Time: 2:00pm.

Location: Online via GoToMeetings

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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

Jenny Kendrick, East River Public Relations | **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: (571) 317-3129 Access: 731 209 101#

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. 3. **Agenda Amendments and Approval**
- 4. **Approval of Tourism Development Meeting Minutes from Feb 25, 2020** **Page 1**
- 2:10 p.m. 5. CAP Committee Projects and Discussion **Page 5**
 - 1. Regional Sports Facility Park (NTPUD) – Loren Holt & Brad Johnson **Page 7**

2. Kilner Park (TCPUD) – Sean Barclay & Kim Boyd [Page 13](#)
3. Tahoe City Community Tree (TCDA) – Kylee Bigelow [Page 19](#)
4. Clean Up Lake Tahoe – Colin West & Meghan Burk [Page 21](#)

- 3:10 p.m. 6. Fiscal Year 19.20 6-Month Update Presentation – Sarah Winters/Amber Burke/Liz Bowling [Page 24](#)
- 3:40 p.m. 7. Discussion on future of the Autumn Food & Wine Festival - Katie Biggers/Amber Burke [Page 43](#)
- 4:00 p.m. 8. Departmental Reports (The following reports are provided on 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
9. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report
- 4:05 p.m. 10. Committee Member Comments
- 4:15 p.m. 11. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



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Tourism Development Meeting *Draft - Meeting Minutes – Tuesday Feb 25, 2020*

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

Committee Members in attendance: Carlynn Fajkos, Brett Williams, Wendy Hummer, Christine Horvath, Judith Kline, Becky Moore, Lisa Nigon and Amber Kennedy

Staff in attendance: Jeff Hentz, Amber Burke, Sarah Winters, Katie Biggers

Others in attendance: Presenters

Meeting called to order at 2:05 pm.
Public Comment: None

Summary Motions/Action Items:

MOTION to approve the agenda as presented M/S/C (Hummer/Williams) (8/0)

MOTION to approve the meeting minutes from January 28, 2020 M/S/C (Kennedy/Hummer) (5-3 abstained: Williams, Kline and Fajkos)

MOTION to approve TCDA Firework Display M/S/C (Williams/Fajkos) (8/0)

MOTION to approve NTBA Firework Display M/S/C (Williams/Fajkos) (8/0)

MOTION to approve the 2020 North American Continental Enduro Series Event Sponsorships M/S/C (Kline/Horvath) (8/0)

MOTION to approve the \$10,000 for 2020 Lake Tahoe Dance Collective Event Sponsorship M/S/C (Williams/Fajkos) (8/0)

MOTION to approve the staff recommendation for \$6,000 for Halloweekends Event M/S/C (Hummer/Kline) (7/0/1 – Nigon abstained)

Direction to staff:

- Action: Share the CAP Committee Members with the Tourism Development Committee.
 - Action (Amber): share the different personas with the committee members.
 - Action (Sarah): Find out if the two Tourism Development seats can be filled prior to November.
5. Introduce new NLTRA CEO
Jeff Hentz introduced himself to the committee members.
6. 2020 Lake Tahoe Dance Collective Event Sponsorship Presentation – Christin Hanna
The presentation from Lake Tahoe Dance Collective Event can be viewed [here](#). (page 4)

Comments:

- Christine questioned the tickets pricing? Christin shared the bulk of the ticket sales are within the month, but it skews more and more early.
 - What is the demographic of the audience? Christin stated its family friendly.
 - Does the Truckee Chamber of Commerce support this event? Christin shared they support this too.
 - What markets do you focus on geographically? Christin shared mostly in the Bay Area. There is also a large push on Instagram and Facebook targeting fans within the dance world.
7. 2020 Halloweekends at Homewood Event Sponsorship – Lisa Nigon
The presentation from the 2020 Halloweekends can be viewed [here](#). (page 74)

Comments:

- Wendy asked what channels were used for advertising? Lisa shared they got front cover on Tahoe Action and were mentioned in several other publications. Amber stated this was shared through NLTRA's channels.

- Brett asked the price point for the VIP dinner and general admission. Lisa shared it was \$100 per person for the VIP dinner and she said she may consider increasing it a little next year as well as the day ticket for Saturday.
- Amber shared there is an opportunity to entice the season pass holders with a pre-season party. Lisa shared they will be pushing this message more this year.

8. 2020 Independence Day Fireworks Presentation

Katie gave a brief background to the firework sponsorships and shared both contracts are for \$10,000. NLTRA has sponsored the fireworks since 2016 with an annual contribution of \$10,000.

Kylee Bigelow with TCDA and Alyssa Reilly with NTBA gave a recap of recent events leading up to suspensions of all fireworks last September. Placer County is in the process of implemented a new process, a new best management practices plan. This process has been costly, along with finding a new firework pyrotechnician contractor. Both organizations are facing a huge increase in cost and “lower level” fireworks show. Tahoe City is celebrating it’s 75th anniversary firework and funding is critical to ensure the caliber of the show is equal to last year.

Comments:

- Judith questioned if it the shows could be merged into one night? Kaylee stated they receive a discount from Pyro Spectacular for doing two shows.
- Brett questioned what is the county’s position with the fire department on this event? Kaylee explained the permitting process and that the county has been taking the lead on this.
- Christine questioned where the water ban is taking place? Alyssa stated it’s through the North Tahoe Fire Protection District.
- Becky asked about a timeline for permit process. Kaylee stated once the BMP is approved, it shouldn’t take longer than a month to receive the permit.
- Wendy made a comment that in Incline they lakefront property owners are approached for sponsorships. Is that done in Tahoe City? Kaylee shared they do a direct mail, and this resulted in an estimated \$10K last year.
- Jeff recommending looking into a big brand presenting sponsor. Kaylee stated that TCDA collects the day of but likes the idea of a presenting sponsor.
- Lisa questioned if there is music tied to this event? Kings Beach has music, but Tahoe City does not have a music component. It may be easier for sponsorships if there is music tied to the event.

2019/20 Remaining Event Sponsorship Funds – Opportunities and Staff Recommendations

Amber gave a quick recap of the Special Event Sponsorship Budget. Annual budget numbers are \$515K, \$290K has been spent or allocated and \$75K is remaining budget numbers. This number includes the funding for Wanderlust (\$37.5K) and remaining opportunistic funds. Amber explained the reason behind the Wanderlust 2020 US Cancellation of Events, although they are still licensed to operate the events in Latin America and Europe. Sean, the CEO of Wanderlust hope to relaunch events in 2021.

Comments from committee members on Halloweekends event:

- There may be an opportunity to drive “South Lake Tahoe” visitors to this event too. Lisa shared they did in-market marketing for this event.
- Lisa shared there may be an opportunity to extend the hours to start the Halloweekends event earlier on Saturday.
- Christine recommend looking at Halloweekends as a ticket-resell opportunity for whole region, not just West Shore.
- Brett recommended looking at sponsorship opportunities in the entire region, not just West Shore.
- Jeff suggested maybe change the demographic target; if attracting families during the day and adults at night, this should help drive more TOT. It was recommended looking at a music component.

Comments from committee members on Autumn Food and Wine:

- How much did we sponsor AFW last year? Amber stated we sponsored it with \$30K.
- Christine shared this was a lengthy discussion on a couple of months ago, with an event there is an opportunity for improvement. Northstar needs to come back and present what the \$30K will look like.
- There were concerns expressed regarding this event and it was recommended not proceeding with the 2020 event.
- It was recommended Northstar come back to present what the \$30K sponsorship look like.

9. **Action Items:**a. Approval of Tahoe City Downtown Association Fireworks Contract

Motion to approve the \$10,000 for TCDA Fireworks Display M/S/C (Williams/Fajkos) (8/0)

Brett recommended that when budget re-forecast is complete, that we look at funding this event with more sponsorship dollars.

b. Approval of North Tahoe Business Association Fireworks Contract

Motion to approve the \$10,000 for TCDA Fireworks Display M/S/C (Williams/Fajkos) (8/0)

Brett recommended that when budget re-forecast is complete, that we look at funding this event with more sponsorship dollars.

c. Approval of 2020 North American Continental Enduro Series Event Sponsorship

Motion to approve the \$20,000 for 2020 Enduro Series at Northstar M/S/C (Kline/Horvath) (8/0)

d. Approval of 2020 Lake Tahoe Dance Collective Event Sponsorship

Motion to approve the \$10,000 for 2020 Lake Tahoe Dance Collective Event Sponsorship M/S/C (Williams/Fajkos) (8/0)

Committee asked that we remind Christin Hanna of the three-year sponsorship path.

e. Approval of 2020 Halloweekends at Homewood Event Sponsorship

Motion to approve the staff recommendation for \$6,000 for Halloweekends Event M/S/C (Hummer/Kline) (7/0/1 – Nigon abstained)

f. Discussion and Possible Approval of 2020 Autumn Food & Wine Festival Event Sponsorship

This will be tabled until Northstar can come back and present to the Tourism Development what the \$30K event sponsorship look like.

10. CAP Committee Presentation Timeline and Background

Amber shared that CAP committee project applications have been reviewed and approved but some are in a holding pattern. The CAP committee would like the Tourism Development Committee's recommendation for marketing viability on projects and use this committee as a source of vetting.

Action: Share the CAP Committee Members with the Tourism Development Committee.

11. NLT Destination Video

Destination video is complete and was shown to the committee members. Amber is happy to share the video with our partners.

12. NLT Revised Personas

Amber shared a quick recap of our personas. These personas are used a lot and as the NLTRA continue their research the personas will be further refined. Amber shared the different personas and will share this with our committee members.

Brett stated it may be helpful to renaming some that aligns with personas and seasonality.

Action (Amber): share the different personas with the committee members.

13. Update on Committee Roster

Sarah gave a quick update on two vacant seats: Jenny Kendrick with East River PR and Shawna Faris with The Ritz-Carlton. Jenny moved out of the area and Shawna left the Ritz-Carlton.

One committee member questioned if the two seats could be filled? Sarah will find out.

Action (Sarah): Find out if the two Tourism Development seats can be filled prior to November.

14. Departmental Reports – these reports are listed on GoTahoeNorth.com website.

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

16. Committee Member Comments – Amber shared the Reno Tahoe Airport Report has been added to the monthly report.
17. Adjournment – The meeting adjourned at 4:18pm



MEMORANDUM

Date: March 19, 2020
TO: NLTRA Tourism Development Committee
FROM: Jeff Hentz, CEO
RE: North Tahoe Regional Park Sports Facility Enhancements & Expansions CAP Grant

Action Requested:

Review and provide recommendations on potential tourism impacts of below projects which have applied for funding from the Capital Projects Advisory (CAP) Committee. Provide feedback on alignment with Tourism Master Plan, taking into consideration impacts on increasing visitation and/or enhancing the regions tourism offerings.

Background:

Each of the following four projects applied for funding from the CAP Committee through the FY 19-20 Grant Application process. All four projects were asked to provide additional information to the CAP Committee by answering a series of questions. Those responses are included.

North Tahoe Regional Park Sports Facilities Enhancement & Expansion

Applicant: North Tahoe Public Utility District (NTPUD)

Total TOT Request: \$825,000

Project Description: The proposal includes construction and enhancement of facilities in the North Tahoe Regional Park. The first of two projects include expansion of the existing synthetic turf field to a NCAA/NAIA-sanctioned size to better accommodate tournament and increased play of soccer and lacrosse. The second project includes the construction of a paved accessible multi-use trail to connect the upper trailhead to pickleball courts, tennis courts and the dog park.

Kilner Park Master Plan

Applicant: Tahoe City Public Utility District (TCPUD)

Total TOT Request: \$50,000

Project Description: The Master Plan will focus on identifying park improvements while retaining local neighborhood characteristics. The project deliverable is a completed plan with recommended park improvements and additions that could include a parking lot expansion, new restrooms, a re-routed multi-use trail, a new ADA compliant playground, a dog park, a mini pump track, a bocce ball court and an enhanced buffer zone around the park.

Tahoe City Community Tree

Applicant: Tahoe City Downtown Association (TCDA)

Total TOT Request: \$16,000

Project Description: This project includes the purchase of LED lights for a community tree in Tahoe City. An annual Tahoe City Community Tree Lighting event will be held during the holidays. The tree will also be a focal point for visitors and locals throughout the winter season.

Project Name: Clean Up the Lake - 72 Mile Clean Up

Applicant: Clean Up Cayes

Total TOT Request: \$41,500

Project Description: This proposal includes funding to support a scuba dive team to clean 23 miles of shoreline in the Placer County portion of Lake Tahoe. There will be eight volunteer divers who will complete this work. Some of the trash collected will be used for an art installation to be displayed in Tahoe City.

Fiscal Impact:

No fiscal impact to NLTRA. All funds being referenced are requested from the CAP Committees budget.

Attachments:

- North Tahoe Regional Park Sports Facilities Enhancement & Expansion – Questions & Answers
- Kilner Park Master Plan – Questions & Answers
- Tahoe City Community Tree – Questions & Answers
- Project Name: Clean Up the Lake - 72 Mile Clean Up – Questions & Answers



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Capital Projects Advisory Committee (CAP Committee) Fall FY 2019-20 Group 3 Projects

The Capital Projects Advisory Committee of eastern Placer County has requested additional information about your FY 2019-20 grant application. Please respond to questions included in this supplemental application document. You may attach additional information to this document to support your responses. Please be concise to expedite the review process. Contact Erin Casey or Katelynn Hopkins with questions.

PROJECT INFORMATION
Project Name: North Tahoe Regional Park Sports Facilities Enhancement & Expansion
Applicant: North Tahoe Public Utility District
TOT Requested: \$825,000

1. Have you developed a marketing strategy for your project? If so, please describe. If not, what steps will you take to develop a marketing strategy?

Historically, the NTPUD has not needed to market its synthetic turf field as it is 1 of only 2 synthetic turf fields in the North Lake Tahoe area. Organizers of the 4-6 soccer and lacrosse tournaments that are currently held in the region know of our field and continue to reach out to us when they schedule their tournaments. That stated, the District understands that working with the NLTRA to coordinate, promote, and grow use of all fields, synthetic and natural, in the region to grow existing and seek additional tournaments would be beneficial to the NTPUD, partner Districts, and the tourist industry in our area.

2. Have you coordinated with the North Lake Tahoe Resort Association's Tourism Development Committee or Board of Directors? If so, what feedback did you receive?

Staff from the NTPUD recently met with the NLTRA CEO and discussed future opportunities for partnering with other special districts in the region to promote recreational and sports related events in our region. By utilizing the NLTRA, and partnering with other districts in the area that have synthetic or natural turf full-size fields, up to 9 fields can be marketed for tournament play. The NLTRA sees potential in working on this type of partnership which hasn't existed previously. They recognize there are a number of tournaments already occurring across the region (primarily baseball/softball tournaments on baseball fields) that have developed organically and without a coordinated marketing effort. NTPUD has data on the existing body of regional tournaments and their attendance that can be provided.

3. Please provide data on existing uses of the facility (examples include # of daily users, residents versus visitors, use of existing amenities etc.). We encourage you to attach documentation to support this information.

In December, the District installed vehicle and pedestrian counters in the regional park and along its main pedestrian trail. Since then we've tallied the following information; average daily weekday vehicle totals 112 while the average weekend vehicle totals 298; a 266% increase.

On a recent holiday weekend, Staff informally tracked out-of-town visitors to see where our visitors are coming from and compiled these statistics: That weekend, 290 tourist vehicles entered the park which accounted for 74% of the visitors that weekend with 35% coming from Sacramento area, 33% coming from the Bay Area, 12% coming from Nevada and 21% from other areas.

Winter daily use is slanted to collegiate and high school lacrosse, soccer, and baseball practice while winter weekend visitors played collegiate lacrosse, used the sled hill, and visited the Scout Cabin for overnight camping and Klondike camping.

Attached is a log of the February vehicle traffic into the park with more detail on the data.

4. What is the long-term maintenance plan for the facility?

The District currently maintains the synthetic turf field regularly and will continue to do so for an expanded field. The District budgets for the annual operating maintenance of this facility and would amend its maintenance plan for the expanded synthetic turf and projected additional use. During the synthetic turf's life-cycle, the District would perform annual evaluations and updates of its maintenance plan to account for the deterioration of the synthetic turf and settling of the infill material. The District will be responsible for, and will budget accordingly, the long term capital replacement costs of the synthetic turf field.

Staff is knowledgeable in proper maintenance techniques for synthetic turf fields and would attend refresher training throughout the life of the synthetic turf. Additionally, the District currently owns equipment specifically manufactured for synthetic turf maintenance and would update its equipment with the installation of replacement turf.

5. Does your project fit into other local or regional plans or strategies? If so, please describe. If not, can your project be added?

Yes, this project falls within the Placer County Park Master Plan which identifies opportunities in the North Tahoe area for recreation improvements such as those identified in this project. Their survey results show that 25% of the Tahoe area respondents participated in youth soccer, lacrosse and adult soccer in the previous 12 months and 40% thought there weren't enough developed spaces for field sports indicating a solid demand for facilities that support these recreational activities.

This project supports the County Plan by providing 55% more usable synthetic turf field to allow additional recreation area for local youth and sport participants as well as teams visiting the area for tournaments, sport camps or practices.

6. What is the current demand for the existing field and during what time of year? Please include tournaments, local school groups, AYSO and other.

The District field is regularly used by AYSO, North Tahoe High School, Truckee North Tahoe Lacrosse, North Tahoe Lacrosse and Sierra Nevada University soccer and lacrosse teams for informal and organized practices, games, and tournaments. Depending on weather, teams begin regular use as early as February and continue through late May and pick up again in late August through October.

Tournaments are typically held between June and September when local use is on break.

The BGCNLT also uses the field for some of their summer camp programs.

7. Please describe the types of tournaments (soccer, lacrosse, other) and how many tournaments you book each year.

Soccer and Lacrosse teams use the synthetic turf field for their Tahoe tournaments. The District does not book the tournaments but does book the use of the synthetic turf field with the Tournament Director when they call in looking for field space to schedule their tournament(s). On average, the District participates in 4-6 regional tournaments including 2-3 lacrosse and 2-3 soccer on its synthetic turf field. The soccer and lacrosse tournaments are held on natural and synthetic turf fields across the north Lake Tahoe region including Truckee, Squaw Valley, Tahoe City, Incline Village and North Tahoe PUD.

8. What is the existing inventory of soccer fields in the region (Squaw, Truckee, etc.)?

There are only 2 existing synthetic turf fields in the region and there are an additional 7 natural turf fields that accommodate tournament soccer and lacrosse play totaling 9 fields. These are managed by the following agencies: Placer County (1), Truckee Recreation and Park District (2), Tahoe City PUD (1), IVGID (1), TTUSD (3) and the North Tahoe PUD (1). There are assorted other smaller grass fields available for youth play.

9. How many tournaments were not booked in the last two years due to facility constraints? Please provide detail about those tournaments including tournament type and time of year the tournament would have occurred.

In 2019, six (6) inquiries for field space were not filled due to the need for a "regulation-size" synthetic turf field to support NCAA-level soccer and Men's and Women's lacrosse games. Four (4) of the inquiries were for Lacrosse and two (2) were for NCAA-level soccer tournaments. The lacrosse tournaments were for the summer months while the soccer tournaments were for one (1) in late spring and one (1) in the fall.

In 2018, the District received two (2) inquiries that we could not fill. These were for Lacrosse and were for July and August.

10. Please describe the facility constraints.

The current field at the North Tahoe Regional Park covers approximately 72,000 sf (350' x 205') and is striped for a non-regulation soccer field (330' x 180') which is too narrow and too short to accommodate NCAA-regulation play (360' x 225') nor does it allow the necessary sidelines and end-lines. The field does not meet requirements to play NCAA-sanctioned league tournaments nor does it meet the requirements for playing tournament lacrosse for adult men or women teams. The project proposes a 112,000 sf field (400' x 280') which allows for an NCAA field with necessary sidelines and end-lines. Increased field dimensions also allows additional use by youth soccer and lacrosse as the field can be set up for an increased number of smaller fields for them to play and practice on. Additionally, a greater number of simultaneous practices could be held by local high school athletic teams during times when natural fields are closed due to weather/winter.

11. What is the number of additional tournaments projected with the expanded field? Please include tournament type and time of year.

As stated above, the District's field is used as part of the overall field inventory in the North Lake Tahoe region for tournaments currently being held in the basin. In 2019, the District received six (6) inquiries for tournament weekends that it could not accommodate and would anticipate being able to add those tournament weekends to tournaments that are currently being held in the basin. The additional field availability would then allow tournament organizers to expand their tournament field inventory, drawing additional visitors to the region.

The District would be able to add lacrosse and soccer tournament games between June and September when use of the field by local teams is on a break.

12. Are there other groups that would benefit from expanding the field size? Please describe.

The North Tahoe Regional Park synthetic turf field is used by youth and adult athletic teams from the surrounding area and includes athletes from Truckee, Tahoe City, Kings Beach/Tahoe Vista and Incline Village. The fields in the Regional Park serve as home fields to the area AYSO and the Sierra Nevada University athletic teams and the turf field provides a pre-season practice field for the North Tahoe High School baseball and softball teams as well as field space for their soccer teams. North Tahoe High identified expansion of the synthetic turf field as their number one request to the NTPUD for improvements in the Regional Park. Area lacrosse teams, Truckee North Tahoe (TNT) and North Tahoe Lacrosse (NTLax), also utilize the field for daily practices. The Boys and Girls Club of North Lake Tahoe also uses the fields for their summer recreation programs.

13. Please provide an updated budget with the turf field and trail only.

**North Tahoe Regional Park - Fall FY 2019-2020 CAP Committee Group 3
 Synthetic Turf Field and Accessible Pathway**

Probable Construction Cost

Synthetic Turf Field Resurfacing & Expansion

	Qty	Unit	Unit Cost	Total Cost	% District Match
Existing Turf Removal & Disposal	72,000	SF	\$ 1.00	\$ 72,000	
Subgrade Preparation	40,000	SF	\$ 0.65	\$ 26,000	
Subgrade Rough Grading	40,000	SF	\$ 0.50	\$ 20,000	
Subgrade Fine Grading	40,000	SF	\$ 0.75	\$ 30,000	
Install New Stone Base	40,000	SF	\$ 2.00	\$ 80,000	
Fine Grade New Stone Base	40,000	SF	\$ 0.75	\$ 30,000	
Fine Grade Existing Stone Base	72,000	SF	\$ 0.50	\$ 36,000	
Concrete Perimeter Curb	1,330	LF	\$ 22.50	\$ 29,925	
Nailer Board Installation	1,200	LF	\$ 5.00	\$ 6,000	
Install Base Pad	112,000	SF	\$ 2.00	\$ 224,000	
New Synthetic Turf Installation	112,000	SF	\$ 6.00	\$ 672,000	
Field Drainage Allowance	1	EA	\$50,000.00	\$ 50,000	
				\$ 1,275,925	
Additional Cost					
General Conditions	10%			\$ 127,593	
SWPPP	2%			\$ 25,519	
BMP's	3%			\$ 38,278	
TRPA Filing Fee	1	LS	\$ 6,000.00	\$ 6,000	
Design Fee	8%			\$ 102,074	
				\$ 299,463	
Subtotal				\$ 1,575,388	

CAP Request \$ 712,500
 District Funds \$ 862,888 55%

Accessible Multi-use Pathway Construction

	Qty	Unit	Unit Cost	Total Cost
Remove and Dispose of Trees	15	EA	\$ 700.00	\$ 10,500
Remove and Dispose of Pathway DG	315	CY	\$ 40.00	\$ 12,593
Asphalt Sidewalk	8,500	SF	\$ 6.00	\$ 51,000
Grading Hardscapes	8,500	SF	\$ 1.50	\$ 12,750
Allowance for Entry Improvements	1	EA	\$10,000.00	\$ 10,000
				\$ 96,843
Additional Cost				
General Conditions	10%			\$ 9,684
SWPPP	2%			\$ 1,937
BMP's	3%			\$ 2,905
TRPA Filing Fee	1	LS	\$ 6,000.00	\$ 6,000
Design Fee	8%			\$ 7,747
				\$ 28,274
Subtotal				\$ 125,116

CAP Request \$ 112,500
 District Funds \$ 12,616 10.083%

PROJECT TOTAL \$ 1,700,504

CAP Request \$ 825,000
 District Funds \$ 875,504 51%



Capital Projects Advisory Committee (CAP Committee) Fall FY 2019-20 Group 3 Projects

The Capital Projects Advisory Committee of eastern Placer County has requested additional information about your FY 2019-20 grant application. Please respond to questions included in this supplemental application document. You may attach additional information to this document to support your responses. Please be concise to expedite the review process. Contact Erin Casey or Katelynn Hopkins with questions.

PROJECT INFORMATION
Project Name: Kilner Park Master Plan
Applicant: Tahoe City Public Utility District
TOT Requested: \$50,000

1. Have you developed a marketing strategy for your project? If so, please describe. If not, what steps will you take to develop a marketing strategy?

See attached: FY 19-20 Group 3 TCPUD Supplemental_Final

2. Have you coordinated with the North Lake Tahoe Resort Association's Tourism Development Committee or Board of Directors? If so, what feedback did you receive?

The TCPUD has requested to present the Project to the NLTRA's Tourism Development Committee on Tuesday, March 24, 2020.

3. Please provide data on existing uses of the facility (examples include # of daily users, residents versus visitors, use of existing amenities etc.). We encourage you to attach documentation to support this information.

See attached: FY 19-20 Group 3 TCPUD Supplemental_Final

4. What is the long-term maintenance plan for the facility?

Kilner Park currently requires seasonal routine maintenance such as landscaping, trash collection, winterizing and minor repairs, as well as major maintenance activities such as asphalt paving, sealing, and crack repairs of parking and trail areas, water leak repairs and sign replacement. All of these maintenance requirements are and will continue to be funded by and provided by the TCPUD.

5. Does your project fit into other local or regional plans or strategies? If so, please describe. If not, can your project be added?

In May 2019, the TCPUD requested Placer County add/recognize the Kilner Park project in the Placer County Parks and Trails Master Plan, in consideration of either Tier 1 or Tier 2 Parks and Capital Projects identified Countywide.

**Capital Projects Advisory Committee
Fall FY 2019-20 Group 3 Projects**

Project Name: Kilner Park Master Plan
Applicant: Tahoe City Public Utility District
TOT Requested: \$50,000

1. Have you developed a marketing strategy for your project? If so, please describe. If not, what steps will you take to develop a marketing strategy?

The TCPUD markets its owned and/or operated park and community facilities through its website, collateral materials, such as the TCPUD Parks and Recreation Guide and trail maps, outreach through local business partnerships, word of mouth, and user reviews.

Following development of the Kilner Park Master Plan and any subsequent construction, the current TCPUD marketing strategies will be utilized and improved. The intent of the Kilner Park improvements is to drive more visitation, from both residents and non-residents, to the Park. Promoting upgrades such as additional parking, new features, and improved community areas are anticipated to broaden exposure of the Park and increase usage.

Additionally, the planning process for the Master Plan will have a marketing component to engage the public, including visitors, and solicit their input regarding potential improvements to the Park amenities.

2. Have you coordinated with the North Lake Tahoe Resort Association's Tourism Development Committee or Board of Directors? If so, what feedback did you receive?

The TCPUD has requested to present the Project to the NLTRA's Tourism Development Committee on Tuesday, March 24, 2020.

3. Please provide data on existing uses of the facility (examples include # of daily users, residents versus visitors, use of existing amenities etc.). We encourage you to attach documentation to support this information.

User data at Kilner Park can be categorized into 2 'use types' – Facility Rental and Daily Use. Both of these 'use types' reflect an annual 5-month period when the Park is open to the public (June - October). Attachment #1 provides some of the data summarized below.

Facility Rental

The TCPUD uses a permit reservation system to account for all facility rentals. Over the past 5 years, Kilner Park was reserved six times, five of these were by non-residents. These reservations collectively represent 175 non-resident users. We acknowledge this does not represent a large sample size; however, it does demonstrate recognition and use from the visitor population. As noted in question #1 above, through foreseeable marketing of upgrades such as additional parking, new features, and improved community areas, the TCPUD anticipates a resulting increased exposure of the Park and increased usage.

Daily Use

Because the daily use of TCPUD park facilities are free to all users, specific user numbers can only be generalized, extrapolated, and/or estimated. The TCPUD has summarized a variety of user data to estimate the numbers and types (resident vs non-resident) of users.

TCPUD Parks staff visits the Park daily when open to the public for routine maintenance such as trash disposal, restroom cleaning and stocking, and landscaping. Parks staff indicate, anecdotally, that average daily use of the Park is approximately 20-25 (estimated annually to 17,400-21,750 users). This is slightly higher than the reported 15 users/day in the grant application, and is likely a reflection of increased use of the new Pickleball courts. During summer months, Pickleball users meet 3X per week and can exceed 40 users on any of these days. Park staff also indicate the restroom, water fountain, and parking lot are routinely used by bicyclists and other users of the adjacent multi-use trail system. This is further supported by the following 2019 data:

- Digital Trail User Counts – 40,813 trail users were counted by the digital trail counter located at Homewood, 3 miles south of Kilner Park.
- TCPUD Trail User Counts and Surveys – Surveys conducted during the TCPUD 2-day Multi-Use Trail Counts and Surveys revealed 20% of total visitor respondents surveyed (29 of 142) were visitors vacationing on the west shore. Of the total 301 surveys completed, 142 indicated they were visitors from outside the area.

Annually, a number of signature Lake Tahoe events occur along the west shore, and include events such as World’s Most Beautiful Bike Ride, Reno Tahoe Odyssey, Tour de Tahoe, and the Lake Tahoe Relay. Collectively, 10,000+ participants pass Kilner Park and many use the facilities at Kilner Park, such as the restrooms, drinking fountains, and rest areas. During these events, Kilner Park serves as a popular spectator viewing location.

Additional information suggests heavy tourism visitation on the west shore of Lake Tahoe. For example, Kilner Park is surrounded by numerous lodging options. There are over 300 hotel/motel rooms and campsites within a 4-mile radius. A web search conducted by TCPUD staff indicates an estimated 500 short-term rentals (STR) are available throughout the entire west shore. TCPUD was not able to obtain specific STR data within a 4-mile radius of Kilner Park.

Because Kilner Park is featured on over 20 visitor-focused websites, review websites, and destination and travel websites, the TCPUD assumes a consistent influx of tourist visitors to the Park. In fact, a search of online reviews supports this assumption, as 8 reviews in 2019 have been made specifically for Kilner Park.

4. What is the long-term maintenance plan for the facility?

Kilner Park currently requires seasonal routine maintenance such as landscaping, trash collection, winterizing and minor repairs, as well as major maintenance activities such as asphalt paving, sealing, and crack repairs of parking and trail areas, water leak repairs and sign replacement. All of these maintenance requirements are and will continue to be funded by and provided by the TCPUD.

5. Does your project fit into other local or regional plans or strategies? If so, please describe. If not, can your project be added?

In May 2019, the TCPUD requested Placer County add/recognize the Kilner Park project in the Placer County Parks and Trails Master Plan, in consideration of either Tier 1 or Tier 2 Parks and Capital Projects identified Countywide.

**Capital Projects Advisory Committee
Fall FY 2019-20 Group 3 Projects**

Attachment 1 Data:

1. TRAIL COUNTS

2019 Digital West Shore Multi-Use Trail User Counts

2019 Total: 40,813 trail users

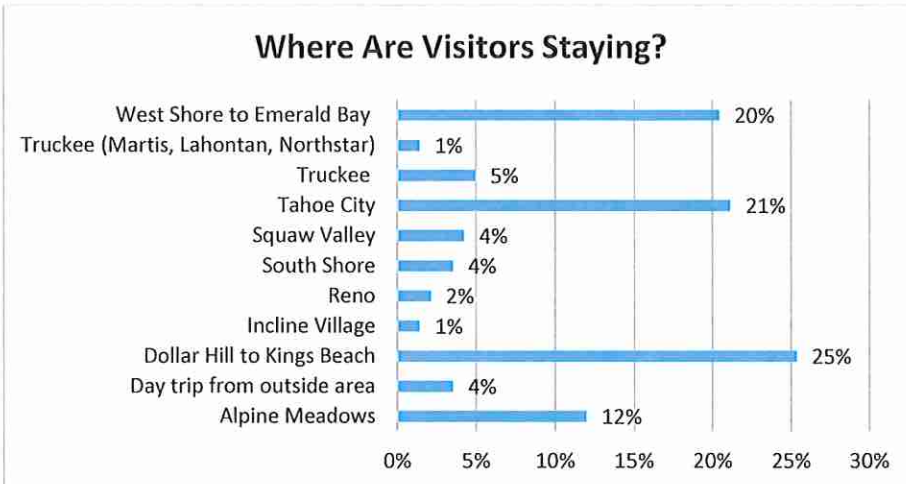
**West Shore Multi-Use Trail User Counts
Located at Homewood (3 miles south of Kilner Park)**

<u>Date</u>	<u>Count*</u>
5/10-5/25	597
5/25-5/28	222
5/28-6/7	1242
6/7-6/13	1261
6/13-6/17	1196
6/17-6/24	2360
6/24-7/1	2194
7/1-7/8	4671
7/8-8/8	11109
8/8-8/16	3168
8/16-8/26	3636
8/26-9/4	3067
9/4-9/11	1386
9/11-10/3	2547
10/3-12/17	2157
Total	40813

*Counts are recorded from the digital counter weekly by TCPUD staff

2. 2019 TCPUD Multi-Use User Counts & Trail Surveys (August 7-8, 2019)

Location response from visitor surveys, based on 142 surveys received from four (4) survey locations (Truckee River, North Lake Tahoe Blvd., West Shore, 64 Acres)



Visitor Survey Response – Where are you staying?	Number of visitors response per location
West shore to Emerald Bay	29
Truckee (Martis, Lahontan, Northstar)	2
Truckee	7
Tahoe City	30
Squaw Valley	6
Shore Shore	5
Reno	3
Incline Village	2
Dollar Hill to Kings Beach	36
Day trip from outside area	5
Alpine Meadows	17
Total	142

3. Lake Tahoe Signature Events

- World’s Most Beautiful Bike Ride: 3,000 annual participants, June
- Tour De Tahoe: 2,000 annual participants, September
- Reno Tahoe Odyssey: 3,000 annual participants, May
- Lake Tahoe Relay: 500 annual participants, June
- Carnelian Bay Half Marathon: 300 participants, October
- Cali Neva Marathon: 75 participants, October
- 72 Mile Ultra & 72 Mile Ultra Relay: 15 participants, October
- Skate the Lake: 100 participants, August



north lake tahoe
Chamber | CVB | Resort Association

Capital Projects Advisory Committee (CAP Committee)
Fall FY 2019-20 Group 3 Projects

The Capital Projects Advisory Committee of eastern Placer County has requested additional information about your FY 2019-20 grant application. Please respond to questions included in this supplemental application document. You may attach additional information to this document to support your responses. Please be concise to expedite the review process. Contact Erin Casey or Katelynn Hopkins with questions.

Table with 1 column and 4 rows: PROJECT INFORMATION, Project Name: Tahoe City Holiday Tree, Applicant: Tahoe City Downtown Association, TOT Requested: \$16,000

- 1. Have you developed a marketing strategy for your project? If so, please describe. If not, what steps will you take to develop a marketing strategy?

Yes, we will market this tree through a tree lighting event. This event will be hosted on "Small Business Saturday" which is always the Saturday after Thanksgiving. This will kick off holiday shopping season in Tahoe City during a typically slow time. This tree will make Tahoe City competitive in holiday attractions. Our neighbors at Squaw and Northstar have beautiful holiday displays, this tree will help make Tahoe City a pre-holiday destination. Walkable shopping areas in town that are on either side of the trees location, and plenty of restaurants near by. We will also create a PR campaign around this tree as the revitalized Tahoe City Tree that used to be in the middle of the street. It holds a lot of history.

- 2. Have you coordinated with the North Lake Tahoe Resort Association's Tourism Development Committee or Board of Directors? If so, what feedback did you receive?

Yes, I met with Jeffery Hentz and Bonnie Bavetta to discuss marketing plans for this project. I plan to present at the Tourism Development Committee on March 24th.

3. Please provide data on existing uses of the facility (examples include # of daily users, residents versus visitors, use of existing amenities etc.). We encourage you to attach documentation to support this information.

Currently the tree that Rotary lights by El Dorado Bank in Tahoe City is not activated. There are no events or marketing tied to the tree, so I do not know the existing use.

If we assume all cars driving through Tahoe City see the tree that would be 756,000 per year based on Cal Tans Average Daily Traffic Data. During the pre-holiday period and holiday period November 28th- January 1st we will see increased visitors as we approach Christmas.

The tree would be both an active and passive asset to Tahoe City. It will be activated at the tree lighting ceremony, and other winter time events as they develop. It will also be a great photo opportunity for visitors to share during their visit. I often see visitors capturing the beauty of our current tree lighting in Tahoe City. This will also be a passive asset and add to the overall ambiance of Tahoe City and create a sense of place.

4. What is the long-term maintenance plan for the facility?

The current lights on the tree have been up for 10 years. They are LED and haven't needed one bulb replaced. We will hang the lights out and back on each limb to prevent damage in wind and weather. We predict a similar life span for our newly lit tree.

The Tahoe City Rotary has committed to save at minimum \$500 per year in maintenance fund. TCDA will coordinate a targeted fundraising campaign once the lights are nearing their lifespan. This initial capital makes it possible for us to light this tree. The tree will become a staple of Tahoe City and create a sense of place. The TCDA is confident we can conduct successful fundraising campaign over two years to raise funds needed when the time comes to replace/repair. Without this CAP Grant and the initial funding I believe we would never be able to get this project off the ground in the first place. The cost is prohibitive to our small organizations without the initial backing.

5. Does your project fit into other local or regional plans or strategies? If so, please describe. If not, can your project be added?

Yes, this project is tied into NLTRA's goal of increasing visitation during the shoulder season. The weeks leading up to the holidays are typically slow, this would attract additional visitation.

The project ties into Tourism Master Plan as an investment in "pedestrian infrastructure...(to) improve the visitors experience walking in commercial core areas" and specifically being "evening lighting"(Transportation, Tier 2). Additionally this project would "support history and arts and culture" in Tahoe City (Visitor Activities & Facilities, Tier 2)



Capital Projects Advisory Committee (CAP Committee) Fall FY 2019-20 Group 3 Projects

The Capital Projects Advisory Committee of eastern Placer County has requested additional information about your FY 2019-20 grant application. Please respond to questions included in this supplemental application document. You may attach additional information to this document to support your responses. Please be concise to expedite the review process. Contact Erin Casey or Katelynn Hopkins with questions.

PROJECT INFORMATION
Project Name: CLEAN UP THE LAKE - 72 MILE SCUBA CLEAN UP
Applicant: CLEAN UP THE CAYES 501(c)3
TOT Requested: \$41,498.75 (total was \$65,784, committee removed one line item).

1. Have you developed a marketing strategy for your project? If so, please describe. If not, what steps will you take to develop a marketing strategy?

Absolutely. We are partnered with TTM Communications for all social media marketing, and Ferraro Group for Public Relations. Our Internal Marketing and PR Strategies prior to these partnerships already landed us on 3 cover stories of Moonshine Ink, Sierra Sun, Tahoe Daily Tribune with 17 other newspaper stories nationwide including publications like SF Chronicle, Seattle PI, Houston Chronicle, Miami Times, Washington Times (DC) & many more. Finally we also had 4 TV news stories from SF to Sac to Reno & nationwide on ABC, NBC, Kron 4 and a national broadcast special segment/story on The Weather Channel. Given our Executive Directors background in film & television, we are also planning a feature documentary film production over this project where past films have been on HULU, Amazon Prime, Virgin Media, ABC International, NBC and Air NZ In Flight Entertainment. Event marketing will hopefully still be a strong point, our first event had 75-100 people with 6 days of planning. We hired an event manager who still remains on payroll during these hard times. We hope to resume event marketing, however are using self isolation time over the next 2+ weeks to develop new strategies to re-enter the marketplace in a new economy when this global pandemic ends.

2. Have you coordinated with the North Lake Tahoe Resort Association's Tourism Development Committee or Board of Directors? If so, what feedback did you receive?

We are currently on the agenda for the NLTRA TDC Meeting for March 24th, 2020 from 2:30-3PM and therefore we have yet to receive this feedback.

3. Please provide data on existing uses of the facility (examples include # of daily users, residents versus visitors, use of existing amenities etc.). We encourage you to attach documentation to support this information.

Our project does not have a specific use of a facility; however there has already been some test clean ups that have been implemented which I feel best applies to this question. Results of a pilot clean-up dive near Secret Cove were analyzed by UC Davis/TERC and the photos that we have attached along with this document showcase UC Davis organization and photos of our findings. Please keep in mind this scuba clean up was of a similar capacity of what we are proposing on doing around the entire shoreline of Placer County.

Photo A: Diver during the clean up.

Photo B - One photo with clothing, ropes and cardboard.

Photo C - Another photo with plastic litter removed from the lakebed included plastics bags, bottle, and single-use items, recreational equipment and scrap items.

Photo D - Another photo of metal litter on Tahoe's lake bed included cans and fishing equipment.

Please note: Images were provided courtesy of Katie Senft from TERC, UC Davis and their interns.

4. What is the long-term maintenance plan for the facility?

This project does not have any specifically required long term maintenance; however we are going to be going back to the GPS pointed "hot spots" that we identify during the 72 mile scuba clean up. In doing so one could see this as maintenance, where we plan on checking in on the heavier trash areas in the coming years to monitor how they change and/or if they remain clean. Effects of the heavier trash areas or "hot spots" as we identified in the past clean ups could be from current, wind, boats mooring up near shore, or high traffic tourism areas. Our continued monitoring of these areas will help ensure the lake remains clean and also help us determine why Lake Tahoe's heavier trash areas exist. Outside of this, our project will not require a long-term maintenance plan.

5. Does your project fit into other local or regional plans or strategies? If so, please describe. If not, can your project be added?

Our research shows that this project would also support the Placer County General Plan by helping to protect natural resources through reducing water pollution, providing long term support for best management practices and will support Public Recreation and Parks through helping ensure the Lake Tahoe Water Trail is providing an optimum experience both above and below the surface. We should also support the sustainability plan through controlling waste pollution on the sub surface shores of Lake Tahoe that will help enhance Placer County community resiliency and local ecosystems. Finally as shown in the Placer County CAP Grant application we also align with the TMP's priorities for both Tier 1 priorities of Visitor Activities and Marketing and Sales as well as Tier 2 priorities of Visitor Activities. For more information on how please reference the actual grant application.

North Lake Tahoe Semi-Annual Summary 2019-2020



north lake tahoe

SALES & INTERNATIONAL MARKETING



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Leisure Sales - 6 Month Highlights

- **Launched our 4th International Office - MSI - Germany, Austria & Switzerland**
 - Completed an inventory analysis, conducting sales calls, launched CANUSA marketing campaign and are in the process of planning an immersion trip.
- **Engaged in key international & domestic marketing campaigns - including TravelZoo & Visit USA Parks**
 - 2020 campaigns with Expedia, Travel Counsellors, British Airways and Brand USA Australia
- **Attended (6) sales missions, attended (2) tradeshow and hosted (5) tour operator site visits**
 - Sales Missions include: UK/Ireland, Mexico Sales Mission, Canada Sales Mission, Volaris Sales Mission
- **Hosted 3 Travel Trade FAMs from Canada and China**
- **Mountain Travel Symposium and Tourism Cares Planning**



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Key Marketing Cooperative Highlight



- Subsidized through Visit California and the High Sierra Region, we were able to participate in VISIT USA PARKS Marketing Campaign
 - In addition to images and content generation, the program yielded the following results

Visit USA Parks with North Lake Tahoe at North Lake Tahoe. **Paid Partnership**

Viewing: Select

It's human nature to love Tahoe in summer.

Lake Tahoe, California shimmers a rainbow of blues that resemble a tropical paradise. Playing on the water in a kayak or paddleboard, or chartering a sailboat were some of my favorite ways to experience this awe-inspiring lake. North Lake Tahoe will keep you busy for days on the lake or in the mountains!

Performance for Your Post

41,601 People Reached

306 Reactions, Comments & Shares

252 Like	190 On Post	62 On Shares
32 Love	14 On Post	18 On Shares
3 Wow	2 On Post	1 On Shares
10 Comments	5 On Post	5 On Shares
9 Shares	9 On Post	0 On Shares

485 Post Clicks

254 Photo Views	0 Link Clicks	231 Other Clicks
------------------------	----------------------	-------------------------

NEGATIVE FEEDBACK

8 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

41,601
People Reached

791
Engagements

Boost Post

Campaign Overview:

- Impressions - **133.9k** - Great! There was an estimated 50k-75k for a campaign of this size.
- Engagement Rate - **20.1%** Success is measured at anything above 8%. (Tourism/Hospitality industry average is 4%)
- Website leads generated from retargeting - **724** Based on the budget for the promotional/distribution components of this campaign, we estimated around 500 leads driven to your site.

Conference Sales - Highlights

- **DMO research on incentive programs was completed**
- **New policy and procedures implemented**
 - Updated the “come see, fly free” program
 - Implemented tradeshow re-caps and appointment sharing process with our partners
- **Created shared partner opportunities**
 - Seattle Sales Mission, Chicago Carrie Underwood Concert, CALSAE Seasonal Spectacular.
 - In addition, there are 5 additional partner opportunities January - July 2020
- **Created shared MCC Marketing Opportunities with Smart Meetings & Meetings Today**
- **Increased mid-week group bookings by 4% year over year**
- **Increased total bookings by 27% y/y**
- **Attended tradeshows in the following “emerging markets”**
 - Connect Georgia, Connect Southwest/AZ
 - Added conference trainings in Seattle and LA
- **Producted (2) conference specific newsletter with an open rate of 28%**



MARKETING



north lake tahoe

Marketing Highlights - By the Numbers

July 2019 - December 2019

- **31M Gross Media Impressions** through Consumer Campaign
- **361,270 Visitors** to GoTahoeNorth.com
- **224K Followers** across Facebook, Instagram and Twitter (8% Growth YOY)
 - Bay Area: 7.14% Growth
 - SoCal: 13% Growth
- **Avg. Time on Website Increased by 23.48%**
 - Jumping from 1:15 to 1:32
- **Avg. Cost Per Click Decreased from \$2.83 (18/19) to \$1.99 (19/20)**
- **57,000+ Attendees** at NLTRA Sponsored Events



Mountain Adventure: Out of Bounds IMAX Film Release and World Premier

- **NLTMC sponsored the film with a \$40,000 commitment**
- **World Premier Event**
 - Pacific Science Center IMAX Theater, October 29, 2019
 - NLT had a live ice carving activation
 - Sales & PR attended and conducted trainings and desksides
- **Los Angeles Launch**
 - California Science Center, March 27 & 28, 2020
 - NLT will participate with a live ice carving demonstration, interactive materials from Take Care Tahoe and the UC Davis Environmental Center and regional information
- **Film featured at the Tahoe Film Fest**
- **Current Distribution Includes:**
 - Seattle, WA
 - Victoria, BC, Canada
 - Queens, NY
 - Edmonton, AB, Canada
 - Hartford, CT



North Lake Tahoe Campaigns Win Big!



Best Content Marketing Initiative - Treasures of Tahoe

- Multi-channel marketing program highlighting under experienced locations during off peak periods
- Short form video, educational blog posts, printed guides, email marketing, social media
- Created 15-part series spanning the four-seasons
 - *Fall* - Secret Season experiences
 - *Winter* - Lakeside experiences
 - *Spring* - Dual Day experiences
 - *Summer* - Mountainside experiences

north lake tahoe



Results

- Each video averaged **51,226 viewers**, resulting in a total reach of **1.3 million viewers**
- **3,779 average monthly views** on the “Treasures of Tahoe” landing page



North Lake Tahoe Campaigns Win Big!



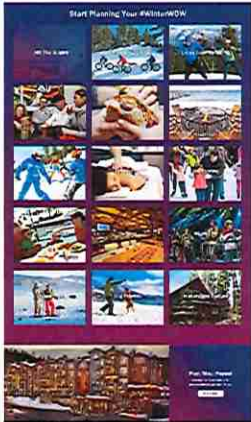
Best Digital Marketing Campaign - Human Nature

- Year-round, four-season campaign targeting flight (NY, LA, SD) and drive (SF/Bay) markets to encourage overnight visitation (mid-week and/or extended stays)
- Developed nearly 600 varieties of digital ad sets to run across integrated paid media plan with flexibility for optimization opportunities
- Implemented behavioral and interest-focused targeting, expanding upon established research-based target audience personas
- Included visuals that are approachable, relatable and emotional.

Results

- **50M Impressions** leading to an impressive **1.35% click through rate** (*0.90% travel benchmark*)
- Social media ads received over **66K clicks** with over **22K engagements**
- **3K Book Now Conversions**





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Connect with nature and each other during North Lake Tahoe's Secret Season.

Elevate Your Family Adventure
Plan your perfect fall getaway. [Learn More](#)

Experience the Wonder
Plan your perfect fall getaway. [Share](#)

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Savor Life's Moments
Plan your perfect fall getaway. [Learn More](#)

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Local Tip #4
Check out the Lake Tahoe Water Trail map to discover hidden beaches and rocky coves.

GOTAHOENORTH.COM
Plan Your Summer Playground Adventure [Learn More](#)

From lakeside to mountainside, there's so much to...

👍 Like 💬 Comment ➦ Share

Lodging Deals That Wow

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It's human nature

[Plan Your #WinterWow](#)

One destination. 12 Ski resorts.
What are you waiting for?

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It's human nature

[Plan Your #WinterWow](#)

Find Yourself Free From Stress

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[Plan Your #WinterWow](#)

Clear Skies. Clear Mind.
Clear Your Schedule.

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Find Your Balance
...and Ice Skate Too

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It's human nature

[Plan Your #WinterWow](#)

North Lake Tahoe Destination Video Complete

Goal

- Tell the authentic NLT story that evokes emotion with target audiences
- Encouraging consumers to view the region as a year-round destination
- Align with new art direction
- Depict all key brand pillars

Dissemination Plan Underway

- Distribution channels include: website, organic/paid social media, Member to Member Communications, organic/paid emails, public relations, trade shows, sales presentations, international media missions



PUBLIC RELATIONS



north lake tahoe

International Public Relations Highlights

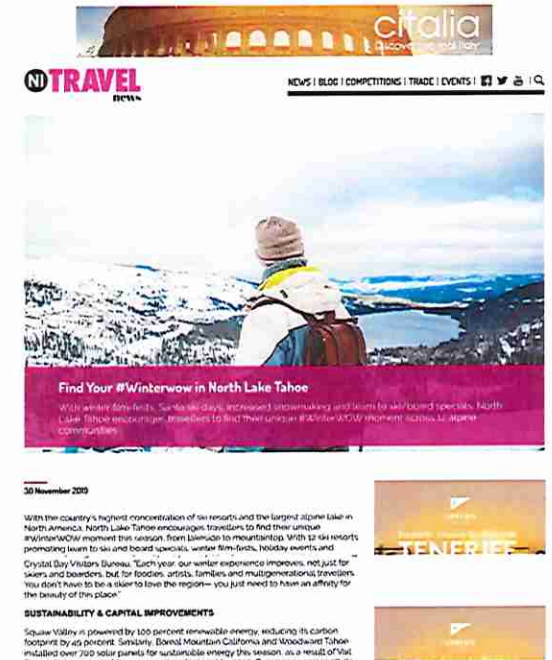
- **Media Market Focus: UK, Australia, Canada, Germany**
- **Add on Media Market Focus: China, India, Mexico**
- **Hosted 2 International Media FAMs, 3 International Influencer FAMs**
 - September 2019, Juan Pablo Montes Edgar
 - October 2019, Canadian influencers Angela Liquori & Matthew Mass
 - October 2019, Elizabeth Santana & Luis Elizonod, Mexico
 - November, HelloWorld TV show filming
 - December, Lisa Perkovic, Expedia Australia & NZ
- **Key Highlights**
 - Canada TV Live Report on the Travel Station on North Lake Tahoe
 - Helloworld TV Shoot & Blog Content
 - Travel NV brought us this opportunity.
 - Media Value: \$306,180 TV, \$75,000 other marketing channels = total media value of \$381,180
 - TV show went live on all news stations & online March 4th



north lake tahoe

Total Placements (July 2019 - December 2019): 10 Placements

- Reach 1,054,169
- Over 150+ social shares
- Countries include: Australia, Mexico, Ireland, UK, Canada



Public Relations Highlights

- **NEW: Internal Oversight + Committee Involvement**
- **NEW: Press Room on GoTahoeNorth.com**
- **Media Market Focus: Southern California, New York City, Non-Stop Flight Markets**
- **Content: Two Seasonal Press Releases; Visit CA Monthly Submissions, Media Pitches + Inquiries**
- **Hosted 4 Domestic Media FAMs; 2 Influencer FAMs**
 - Majority of FAMs take place in fall/spring to highlight shoulder season travel
 - More selective with media to ensure target markets; target publications are hit
 - Generated 124 Placements; 1,364,095,757 Impressions (combined domestic + international)
- **Media Missions: Seattle, New York**
 - Met with 4 Seattle-based media in October to pitch travel stories and Out of Bounds
 - Secured 12 media desksides in January with top-tier journalists based in New York City
 - Attended the TravMedia IMM Conference in New York in conjunction with Visit California; met with 24 journalists in 15-minute increments to pitch travel stories for North Lake Tahoe, highlighting shoulder seasons
 - Attended an editors event and influencers lunch with Visit California and other California-based DMO's
- **Opportunities**
 - Media placements in top-tier outdoor publications: AFAR, Sunset, Outside, SKI
 - Increase media missions in key markets: Texas, Atlanta
 - Consideration of group FAMs in need periods



north lake tahoe

Total Placements (July 2019 - December 2019): 270

- National placements account for 35% (up from 18% in the previous year)
- Southern California placements up 7% from previous year
- Increased range of publications to hit brand pillars, target markets and demographic

Forbes

North Lake Tahoe Is The Ideal Destination for Outdoor Adventure



A vast expanse of Milliken's blue water framed by jagged peaks and evergreen pine trees, low continental rain compares to the national lake Tahoe. Violence activity and partial dumping over the past few mill.

MEN'S JOURNAL

An Adventure Traveler's Guide to North Lake Tahoe (When It's Not Dumping Snow)

U.C. Davis Science Center sits just uphill from the shores of North Lake Tahoe. Inside the LEED-certified platinum building, you'll find water samples collected by environmental researchers, a full-scale model of a research vessel, and interactive exhibits about the lake's ecosystem. An ecosystem that, because of residents who needed a place to dump their home aquariums, now includes at least one four-pound guppyfish.



meetings



TLM ONLINE

#TravelTuesday: North Lake Tahoe's Secret Season



Los Angeles Times

Great places to kick up your heels after you've kicked off your ski boots



DEPARTURES

A ski lift at Squaw Valley Resort, near Stamps

— Travel —

In Tahoe, Outdoor Adventure Abounds

Skiing in the morning, swimming in the afternoon, hiking and biking in between—Lake Tahoe's choose-your-own-adventure spirit is quintessential California.

Mats 'n Mountains Merge at Wanderlust Festival

Squaw Valley is the spot for this utterly serene, look-within, move-stretch spectacular.





Thank You



north lake tahoe



MEMORANDUM

Date: March 24, 2020
TO: Tourism Development
FROM: Katie Biggers, NLTRA Event Specialist
RE: Discussion of 2020 Autumn Food & Wine Festival Event Sponsorship

Action Requested:

Discussion and staff direction surrounding the future plans for the NLTRA owned Autumn Food & Wine Festival.

Background:

The Tourism Development committee heard proposals from Northstar California Resort at the January meeting, where they requested Event Sponsorship Funds from the 20.21 FY budget. Northstar proposed two options - one at \$30,000 and one at \$80,000.

At the February committee meeting, staff was directed to speak with Northstar and notify them that an \$80,000 event sponsorship was not an option, and ask them to provide a more solid plan of what the reimaged event would look at the \$30,000 sponsorship option.

Staff had multiple conversations with Northstar, and ultimately Northstar made the decision to not move forward with the event in 2020. The resort wasn't comfortable keeping the AF&W brand while making such drastic changes to the event in order to make it more financially viable.

Staff is looking for recommendations from the Tourism Development committee on next steps for the future of the NLTRA owned event.

A few actions to consider:

1. Reach out to regional venues to gauge interest in moving the event elsewhere for the 2020 event.
2. Cancel the 2020 event and allow time for the organization to reevaluate next steps.

Blue Sky Events, the production company hired by Northstar for the 2019 event, reached out and expressed interest in continuing to work with NLTRA overseeing operations since they are familiar with the event. They stated that they see opportunities to bring the operational costs down and suggested looking for a new venue with a "turn-key" event that they would put on.

Staff also needs direction as we have already received a number of inquiries from past vendors and presenters on this year's plan.