



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

Join Zoom Meeting

<https://us02web.zoom.us/j/85991025602?pwd=WVp5dEZZQUhJRFc5RUtRdk9tYkNkQT09>

Meeting ID: 859 9102 5602

Password: 753877

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 | |
| 2:10 p.m. | 4. | Approval of Tourism Development Meeting Minutes from Mar 24, 2020 | Page 1 |
| 2:15 p.m. | 5. | COVID-19 Response Efforts - Jeff <ul style="list-style-type: none"> • Review of Stronger Together & Smarter Together – Liz Page 3 • Review of North Lake Tahoe Business Gift Card Program – Sarah • Update on Tourism Recovery Action Plan - Jeff | |
| 2:45 p.m. | 6. | Action Item: <ul style="list-style-type: none"> a. Squaw Valley Drive in Movie Theater – Amber/Aaron Tippett | Page 6 |
| 3:00 p.m. | 7. | Regional Event Update - Katie | Page 15 |
| 3:10 p.m. | 8. | 2019/2020 Budget Reforecast Overview – Bonnie/Jeff | |

- 3:20 p.m. 9. Review of SMARI COVID-19 Domestic Leisure Traveler Sentiment Study – Amber **Page 17**
- 3:35 p.m. 10. Update on direction of NLT Consumer Recovery Advertising & Public Relations Plan – Jeff/Amber/Liz
11. 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
12. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
 - Conference Activity Report
13. Committee Member Update/Comments
14. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

Tourism Development Meeting *Draft - Meeting Minutes – Tuesday March 24, 2020*

The Tourism Development Meeting was held via GoToMeetings teleconference.

Committee Members that joined via teleconference: Brit Creeze, Amber Kennedy, Tyler Gaffaney, Brett Williams, Becky Moore, Judith Kline, Christine Horvath, Carlyne Fajkos, Wendy Hummer

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

Others in attendance: Erin Casey, Presenters for CAP projects

Meeting called to order at 2:05 pm.

Public Comment: None

3. MOTION to approve the agenda as presented M/S/C (Kennedy/Williams) (9/0)

4. MOTION to approve the meeting minutes from February 25, 2020 M/S/C (Hummer/Horvath) (9/0)

5. CAP Committee Projects and Discussion

Erin Casey and Jeff provided some insight as to why this is being reviewed by the Tourism Development Committee. They asked the committee to review and provide recommendations on potential tourism impacts of below projects which have applied for funding from the Capital Projects Advisory Committee (CAP). Each of the four projects applied for funding from the CAP Committee through the FY 19-20 Grant Application process.

1. North Tahoe Regional Sports Facilities Enhancement & Expansion. Information on the project can be viewed in the [packet](#) starting on [page 7](#).

Comments:

- Becky asked if they could clarify funding request amounts and shared there has always been a challenge with not having enough fields for some of our sports events.
- Brett re-iterated that this is a great project and a betterment for the community. He did emphasize that the community and tourism are two different pieces and the community dollars should be driven by other funding resources.
- Christine shared that there quite a bit of renaissance going on in Tahoe City with development and that this path is extremely valuable to tourism.
- Brett stated it's important to extinguish the difference between a visitor and a second homeowner. NTPUD clarified that only visitors were surveyed in their study.

2. Kilner Park (TCPUD). Information on the project can be viewed in the [packet](#) starting on [page 13](#).

Comments:

- Erin questioned the effort between the NTPUD and TCPUD plan on recreation facilities and how is this different? Kim stated this is a local park and the efforts between NTPUD and TCPUD is a preliminary concept focused on recreation assessment, so this is a different effort.

3. Tahoe City Community Tree (TCDA). Information on the project can be viewed in the [packet](#) starting on [page 19](#).

Comments:

- Brett shared this brings in tourism during a shoulder period during. This gives it the "old town charms" that people will be looking for after this pandemic.
- Wendy stated this also brings people in the shops during a time where people shop online.
- Christine asked how long the LED lights last? Kaylee stated about 8 to 10 years.

4. Clean Up Lake Tahoe. Information on the project can be viewed in the [packet](#) starting on [page 21](#).

Comments:

- Jeff shared this event has the potential for free advertising. He asked Colin how that could potentially tie in? Colin shared he his background in film and distribution and that he has a lot of great contacts.
- Christine asked Colin to summary project cost. Colin shared the different budget and fundraising initiatives.
- Wendy questioned the distribution. Is this a lake wide distribution? He said there is interest and support from other entities. He shared the different organization he has spoken to.
- Brett stated this is a great initiative and aligns with impacts on tourism in our area. Could this be a higher-level lake wide contribution? Colin stated he is getting some attention and support with this project.
- Amber shared that one of our best performing videos on our social media platforms last year was the cleanup of Bonzai rock.
- Erin questioned if there is a better fit for funding source for this project? Could the NLTRA sponsor this? Amber shared this could fit in as we did sponsor the Out of Bounds Film as we saw the marketing potential with the distribution.

The committee members supported all four projects moving forward.

6. Fiscal Year 19.20 6-month Update Presentation – Sarah/Amber/Liz

This presentation can be viewed on our [website](#) on page 24.

7. Discussion on the future of the Autumn Food & Wine Festival

Katie shared Northstar has decided not to move forward with the event for 2020. The resort wasn't comfortable keeping the AF&W brand while making such a drastic change to the event in order to make it more financially viable. Staff is looking for recommendation from the Tourism Development Committee on next steps for the future of the NLTRA owned event. She stated that Blue Sky Events did reach out expressing an interest in continuing to work with the NLTRA overseeing operations.

Comments:

- Wendy questioned if these funds will be roll-over to next year? Jeff shared it has not been actualized but it's being worked on.
- Jeff shared the re-forecast is being worked on and he will share this at next month's meeting.
- Amber stated we have more time to consider what our next steps will be.
- Wendy suggested looking at the Kings Beach lakeside event for this event next year.
- Becky questioned when do we start talking about this event going forward? Amber shared we do not need direction right now, but this was to keep the committee updated on the event.
- Carlyne questioned if we can reach out to Blue Sky Events to see where the \$30K would take it?

The committee members were on board with the cancelling the 2020 AFW Event.

8. Departmental Reports – these reports can be viewed on our [website](#).

9. Standing Reports- these reports can be viewed on our [website](#).

10. Committee Member Comments – Wendy commented that staff did a great job on the 6 month report.

11. Adjournment – The meeting adjourned at 4:18pm



north lake tahoe

Chamber | CVB | Resort Association

FOR IMMEDIATE RELEASE

NORTH LAKE TAHOE LAUNCHES 'STRONGER TOGETHER' CAMPAIGN TO IGNITE COMMUNITY SPIRIT AND SUPPORT BUSINESS RESILIENCY

Business leaders, first responders, healthcare, tourism and government officials unite to highlight the importance of working together and staying home amid COVID-19 pandemic

NORTH LAKE TAHOE, Calif. (April 22, 2020) - In an effort to evoke community spirit and support business resiliency, the North Lake Tahoe Resort Association (NLTRA) and Placer County have joined together to launch "Stronger Together." The video series was designed to encourage the North Lake Tahoe community to rally together in support of one another during this time of crisis and uncertainty, with an underlying message that encourages residents to stay home and shelter in place. A video montage containing words of hope and comfort from community leaders will kick off the effort, with residents and those who love Tahoe invited to participate in the movement and share their own words of encouragement for the tight knit community.

"What makes our community special is that it is made up of not only those who live and work here full-time, but those who love this place enough to own second homes here, and those who visit. While efforts to encourage adherence to Governor Newsom's Executive Order to stay at home continue, this situation presents an opportunity for every one of us to take personal responsibility for our own actions in the fight to reduce the spread of COVID-19," said Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. "Now is the time to unite as a community and actively show the world what brings us together -- our positivity. Our integrity. Our strength. Our compassion."

A series of videos comprising the "Stronger Together" campaign are shared through NLTRA's digital channels including its website, newsletter and Facebook page, with messages from community leaders focused on business and community recovery, local media, health officials, emergency responders, and business owners eliciting hope and optimism. The series also reiterates a very important shelter in place and stay home directive from local health officials as the best way to slow the spread of COVID-19.

The community can get involved in multiple ways to share their own messages of positivity with colleagues and friends, with details shared online at www.nltra.org/COVID-19. Videos demonstrating how we are "Stronger Together" can also be posted online by using the hashtag #TahoeLove.

"Despite the vast and ongoing challenges ahead of us, so many in our community have already shown their commitment and resolve to ensuring North Lake Tahoe rebounds from this crisis in a position that is stronger than when it started. Staying home and actively making the choice *not* to participate in activities that will put themselves or others at risk is what is going to make the difference and allow us to get through this faster," said Cindy Gustafson, Placer County District 5 Supervisor. "I'm very optimistic that together, we can focus our attention on taking care of ourselves and our loved ones, while demonstrating care and compassion for others who love North Lake Tahoe. In this situation we all find ourselves in, it's important to remember that the real enemy we need to fight is the virus -- not each other."

Community updates, including how to support local businesses, will continue to be updated at www.nltra.org/north-lake-tahoe-covid-19-community-update.

###

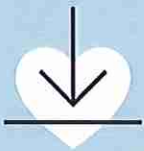
Press Contact:

Liz Bowling, North Lake Tahoe Resort Association
liz@gotahoenorth.com or (303) 726-7104



JOIN THE STRONGER TOGETHER MOVEMENT

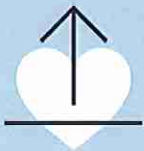
Share messages of **positivity, strength** and **hope** with fellow community members, colleagues and friends. Each week a random submission will be rewarded with a \$25 gift card to be used at a local North Lake Tahoe business.



SHARE a video message or photo and post on social media with the hashtag #TahoeLove. Tell us how you are - show us your current reality.



SUPPORT a local business and purchase a sign from Printart or a t-shirt at the Visitor Center by Tahoe Logowear.



UPLOAD a video message or photo to the NLTRA.org #TahoeLove Community Page. Share with friends and family and join the Stronger Together movement.

~~~~~ **#TahoeLove** ~~~~~



north lake tahoe  
Chamber of Commerce | Resort Association





## MEMORANDUM

Date: April 24, 2020

TO: NLTRA Board of Directors

FROM: Amber Burke, Dr. of Marketing

RE: Squaw Valley Drive-In Theater Event – Sponsorship Funding Request

---

### Action Requested:

Review and approve a \$5,000 event sponsorship for phase 1 of the Squaw Valley Drive-In Theater event weekend.

### Background:

Squaw Valley is putting together a drive-in theater concept event that will adhere to social distancing measures. The mission of the event is to support the local community, regional event businesses and to ultimately provide an event that could drive TOT when appropriate during the first phases of community opening.

The event will have two phases once the Countywide stay-at-home order has been lifted and all parties involved feel its safe and responsible to begin putting on events again. Squaw Valley will work with Placer County on permits and will only operate the events with their approvals.

### Phase 1

This phase is outlined in the attached event deck. It is a 3-day trial event. There will be 2 movies per day for 3 days. If this event goes well, and everyone is comfortable that attendees are adhering with social distancing requirements by remaining in their cars, the plan would then be to roll out to phase 2. Phases 1 and 2 will be under two different County permits and essentially the second permit is based on success of the first.

### Phase 2

If all goes well with the first phase, Squaw will then submit a permit for the event to take place in July and potentially August. Of course, dates are fluid, and these are just estimates. The idea in phase 2 is to have a socially distanced event which could be a good message/activity for the regions slowly re-opens. Squaw anticipates playing movies and having speakers that could all take place on the screen, approximately 4 days per week.

### Fiscal Impact:

- \$5,000 funding request for Phase 1.
  - If Phase 1 is successful, the committee will be approached about additional funding to support Phase 2.

### Attachments:

- Phase 1 Event Overview Deck
- 19.20 FY NLTRA Event Sponsorship Budget





DRIVE IN MOVIE



# DRIVE-IN MOVIES

**This Event has been Rated:**  
Covid19: **SD** Social Distancing Required  
Remaining in Car is Required  
Donations greatly appreciated

  
**SQUAW VALLEY  
ALPINE MEADOWS**

**Mission:**

Provide entertainment to the local community in a safe and socially distant manner while providing an opportunity for community engagement to support the laid off Squaw Valley Alpine Meadows staff due to Covid19. The 3-day trial would also provide a test event to see if it can be rolled out as a visitor initiative once the community and businesses begin to open back up.

**Goal:**

This family-friendly event will provide a complete cinema experience from the safety of your own vehicle. Squaw Valley Alpine Meadows and the Squaw Village Neighborhood Company will seek partnerships for production, logistics, and fundraising support.

**Strategy:**

Show 6 Drive-In movies over 3 days to 100 cars per show in the Squaw Valley parking lot. If shows prove successful offer additional programming over the summer.

**Tactics:**

Charge \$20 per car and request donations, all proceeds will cover hard expenses associated to putting on the event. Left over proceeds will be donated to a Squaw Valley Alpine Meadows Employee Support Fund.

Each car will be parked with an open-parking space between to promote social distancing. Participants may only be allowed to leave their car in order to use the restrooms.

The Village at Squaw Valley restaurant tenants could provide online ordering with food delivery.

Squaw Valley Resort and The Village at Squaw Valley will provide the space, event staff, and security, to enforce all State, Country, and Local Social Distancing requirements.

Crux will provide the stage, sound, and screen at a significantly reduced rate.

NLTR is highly interested in sponsoring the 3 day trial for \$3000-\$5000. They will decide May 28<sup>th</sup> on the final amount.

Placer county has given verbal support but we will need to apply for a 3 day temporary outdoor event permit for final approval.



|           |                      |
|-----------|----------------------|
| Event:    | Drive-IN 3 Day Trial |
| Date:     | TBD                  |
| Location: | Squaw Parking        |

**Donation Request**

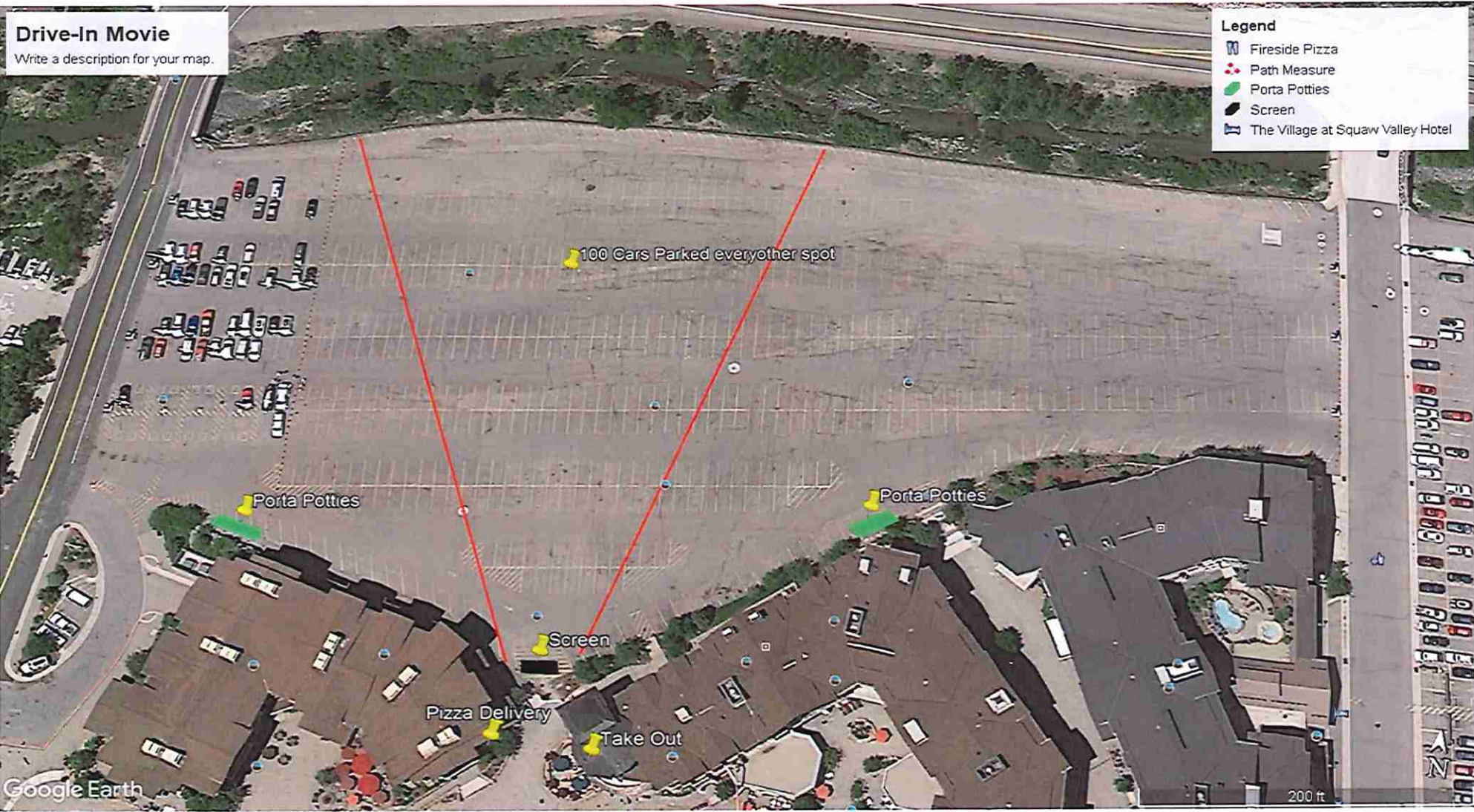
| Entries                                | Price       | # of Cars | Total               |
|----------------------------------------|-------------|-----------|---------------------|
| Revenue is based on \$20 per Car       | \$ 20.00    | 600       | \$ 12,000.00        |
| Asking each partner for \$1000 per day | \$ 1,000.00 | 3         | \$ 3,000.00         |
| <b>Total Event Donations</b>           |             |           | <b>\$ 15,000.00</b> |

**Expenses**

| Event Labor        |          | Total Hours | Total              |
|--------------------|----------|-------------|--------------------|
| Event Day          | \$ 19.00 | 24          | \$ 456.00          |
| Security           | \$ 22.00 | 24          | \$ 528.00          |
| Set up             | \$ 19.00 | 10          | \$ 190.00          |
| Tear Down          | \$ 18.09 | 5           | \$ 90.45           |
| Parking            | \$ 19.00 | 24          | \$ 456.00          |
| Marketing          | \$ 19.00 | 4           | \$ 76.00           |
| HR Support         | \$ 20.00 | 24          | \$ 480.00          |
| <b>Total Labor</b> |          |             | <b>\$ 2,276.45</b> |

| MISC                      | Price       | Count | Total               |
|---------------------------|-------------|-------|---------------------|
| Stage / Screen            | \$ 1,000.00 | 3     | \$ 3,000.00         |
| Sound Streaming           | \$ 2,500.00 | 1     | \$ 2,500.00         |
| Movie License             | \$ 800.00   | 6     | \$ 4,800.00         |
| <b>Total Misc Expense</b> |             |       | <b>\$ 10,300.00</b> |

|                            |                     |
|----------------------------|---------------------|
| <b>Admissions</b>          | \$ 12,000.00        |
| <b>Partnership</b>         | \$ 3,000.00         |
| <b>Total Event Revenue</b> | <b>\$ 15,000.00</b> |
| <b>Total Event Expense</b> | <b>\$ 12,576.45</b> |
| <b>Event GOP</b>           | <b>\$ 2,423.55</b>  |



THANK  
YOU

SQUAW VALLEY  ALPINE MEADOWS



Special Event/Sponsorship Budget  
July 2019 - June 2020

| Line Item                                             | Date                     | Budget           | Actual           | Allocated (Not Yet Paid) | Remaining        | Notes                                                                                    |
|-------------------------------------------------------|--------------------------|------------------|------------------|--------------------------|------------------|------------------------------------------------------------------------------------------|
| <b>Sponsorships</b>                                   |                          |                  |                  |                          |                  |                                                                                          |
| 2019 Spartan World Championships                      | September 27 - 29, 2019  | \$254,400        | \$254,013        | \$0                      | \$387            | Approved - Contract Executed                                                             |
| 2020 Mountain Travel Symposium                        | March 28 - April 5, 2020 | \$75,000         | \$5,078          | \$0                      | \$69,922         | Approved - Event Cancelled mid-March due to COVID-19                                     |
| Sponsorship/Operation Costs                           |                          | \$75,000         | \$10,078         |                          |                  |                                                                                          |
| Squaw Valley/Village at Squaw - Expense Reimbursement |                          |                  | \$0              |                          |                  | NLTRA is covering all costs                                                              |
| Resort at Squaw Creek - Expense Reimbursement         |                          |                  | \$0              |                          |                  | NLTRA is covering all costs                                                              |
| Squaw Valley Lodge - Expense Reimbursement            |                          |                  | \$0              |                          |                  | NLTRA is covering all costs                                                              |
| MTS Reimbursement for Farewell Party Sponsorship      |                          |                  | (\$5,000)        |                          |                  | MTS is sending a reimbursement check since the party didn't take place                   |
| 2020 WinterWonderGrass Tahoe                          | March 27 - 29, 2020      | \$21,900         | \$21,120         | \$0                      | \$780            | Approved - Event Cancelled mid-March due to COVID-19                                     |
| 2019 Autumn Food & Wine Festival                      | September 20 - 22, 2019  | \$37,495         | \$34,648         | \$0                      | \$2,847          | Approved: 2017 - 2019 Contract                                                           |
| 2020 Broken Arrow Skyrace                             | June 2020                | \$25,400         | \$0              | \$0                      | \$25,400         | Event cancelled for 2020 - postponed to 2021                                             |
| 2020 Tahoe Lacrosse Tournament                        | June 2020                | \$6,000          | \$6,000          | \$0                      | \$0              | Event postponed to August 1-2, 2020 due to COVID-19                                      |
| 4th of July Fireworks Sponsorship                     | July 3-4, 2020           | \$20,000         | \$0              | \$20,000                 | \$0              | Waiting to send out contracts/invoices but have been approved by TD and BOD              |
| 2020 Tahoe City Fireworks                             |                          | \$10,000         |                  | \$10,000                 |                  |                                                                                          |
| 2020 Kings Beach Fireworks                            |                          | \$10,000         |                  | \$10,000                 |                  |                                                                                          |
| 2020 Wanderlust                                       |                          | \$37,500         | \$0              | \$0                      | \$37,500         |                                                                                          |
| New Event Development                                 |                          | \$30,000         | \$0              | \$36,000                 | (\$6,000)        |                                                                                          |
| Lake Tahoe Dance Festival                             | July 22-24, 2020         |                  |                  | \$10,000                 |                  | Waiting to send out contract and collect the invoice but has been approved by TD and BOD |
| 2020 EWS North American Continental Series            | August 22-23 2020        |                  |                  | \$20,000                 |                  | Approved                                                                                 |
| Halloweekends at Homewood                             | October 23-25, 2020      |                  |                  | \$6,000                  |                  | Approved                                                                                 |
| <b>Sponsorship Totals</b>                             |                          | <b>\$507,695</b> | <b>\$320,859</b> | <b>\$56,000</b>          | <b>\$130,836</b> |                                                                                          |
| <b>Operations</b>                                     |                          |                  |                  |                          |                  |                                                                                          |
| Operations                                            |                          | \$8,000          | \$1,617          | \$1,445                  | \$4,938          |                                                                                          |
| <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>\$322,476</b> | <b>\$57,445</b>          | <b>\$135,774</b> |                                                                                          |

|                          |                  |
|--------------------------|------------------|
| Approved Budget          | \$515,695        |
| Spent                    | \$322,476        |
| Allocated (Not Yet Paid) | \$57,445         |
| Remaining Budget         | <u>\$135,774</u> |



## NLTRA Cancelled/Postponed Events

- [2020 WinterWonderGrass Squaw](#) | March 27-29 | Squaw Valley → April 9-11, 2021
- [Mountain Travel Symposium](#) | March 29-April 4 | Squaw Valley/North Lake Tahoe --> Postponing 2023/24
- [2020 Wanderlust Festival](#) | July 16-19 | Squaw Valley / Cancelled
- [Tourism Cares Sustainability Conference](#) | May 13-15 | Squaw Valley/North Lake Tahoe / Postponed→ June 2-4, 2021
- [2020 Homewood - Pride Ride](#) | March 28-29 | Homewood Resort / Cancelled
- [2020 Tahoe Spark](#) | April 4-5 | Kings Beach / Pivoting to Virtual Event (Same dates)
- [2020 Wild and Scenic Film Fest](#) | April 17-18 | Tahoe City, Tap Haus Postponed- November 7th
- [2020 Broken Arrow Skyrace](#) | June 19-21 | Squaw Valley / Cancelled

## Upcoming Spring/Summer Events Sponsored by the North Lake Tahoe Marketing Cooperative Big Blue Adventure Race Series | North Lake Tahoe/Truckee

Truckee Running Festival May 31 | Squaw Valley Half Marathon and Run to Squaw 8 Miler June 7 |  
Lake Tahoe Mountain Bike Race June 20 | Burton Creek Trail Runs June 21 |  
Tahoe Off-road Triathlon June 27 | Tahoe City Swim June 27 | Run to The Beach July 4 |  
Big Chief 50K July 12 | Donner Lake Kids Triathlon July 18 |  
Donner Lake Triathlon July 18th & 19th | Alpine Fresh Water Swim July 19th |  
Truckee Half Marathon & 5K August 1 | Marlette 50K and 10 Miler August 9 |  
XTERRA Trail Run 5K & 10K August 15 | XTERRA Lake Tahoe August 15 |  
Lake Tahoe Triathlon August 22nd & 23rd | Lake Tahoe Open Water Swim August 23 |  
Emerald Bay Trail Run September 12 | Lederhosen 5K September 19 |  
Tahoe Adventure Challenge September 20 | Great Trail Race October 4

## Special Event Marketing Sponsorships

A committee reviewed all applications that were submitted in November for the Special Event Partnership Funding and we are happy to share the following events are receiving funding:

- [2020 Tahoe Paddle Racing Series](#) | 5/30, 7/25, 8/29, 9/19, 9/20 (weather) |
- Tahoe Donner, Waterman's Landing- Carnelian Bay & West Shore
- [2020 Lake Tahoe Dance Festival](#) | July 22-24 | North Lake Tahoe/Truckee
- [2020 TaHoeNalu](#) | August 1 - 2 | Kings Beach
- [2020 Lake Tahoe Music Festival](#) | August 12 - 14 | North Lake Tahoe/Truckee
- [2020 Skate the Lake](#) | August 28-29 | Tahoe City & Squaw Valley
- [2020 Tahoe 200 Running Festival](#) | September 11-13 | Homewood Resort
- [2020 Halloweekends at Homewood](#) | October 23-25 | Homewood Resort

## Summer 2020 Events Sponsored by the North Lake Tahoe Resort Association to date!

- [2020 Lake Tahoe Summit Classic Lacrosse Tournament](#) | June 20-21 → August 1-2, 2020 | North Lake Tahoe/Truckee
- [Enduro Continental Series](#) | August 22-23 | Northstar Resort
- [2020 Spartan National Championships](#) | September 26-27 | Squaw Valley

## Community Wide - Cancelled/Postponed Events

### Cancelled/Postponed Events - SVNC

Tahoe Truckee Earthday Festival | April 18 cancelled next years date is April 24, 2021  
Made in Tahoe | May 23 & 24 → October 10-11 (postponed to Columbus Day Weekend)

Bluesdays | plan to start up June 16 and runs through September 8.

*Waiting until May 15 to make a call on June dates - June 16, June 23 and June 30.  
Contemplating a less crowded space to use for the concerts...*

Outdoor Movies - July (tentative)

Yoga Squaw'd - July (tentative)

- Art Wine & Music Festival - July 11-12
- Brews Jazz & Funk - August 8-9
- Foam Fest - September 5
- Alpen Wine Fest - September 6
- Guitar Strings vs Chicken Wings - September 11
- Oktoberfest - September 19

### Cancelled/Postponed Events - Northstar

- 2020 Beerfest & Bluegrass Festival....postponed from July to September. (Still TBD)

### Cancelled/Postponed Events - TCDA

- Wine Walk- Postponed from June date (tbd)

### Cancelled/Postponed Events - TDMA

- Truckee Thursdays still happening - may be postponed until July
- Art and Soul Artwalk - September 14th
- Truckee follies - September 30th



## MEMORANDUM

Date: April 24, 2020

TO: NLTRA Tourism Development Committee

FROM: Amber Burke, Dir. of Marketing

RE: SMARI Domestic Traveler Sentiment Study during COVID-19

---

**Action Requested:**

No action requested. Informational update.

**Background:**

NLTMC spent \$2,500 to purchase results from a recently conducted research study by SMARI regarding leisure traveler sentiment in light of COVID-19. Four waves of surveys were conducted between March 5<sup>th</sup> and April 17<sup>th</sup> from a national sample.

SMARI intends to do another wave of research as information unfolds during the pandemic and NLTMC will consider purchasing those results.

The results are proprietary so information will be sent directly to committee members for review.

**Fiscal Impact:**

\$2,500 was spent on the research through the North Lake Tahoe Marketing Cooperative.

**Attachments:**

None