

### **NLTRA Mission**

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

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**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  
**Carlyne Fajkos**, Tahome Marketing | NLTRA Board Member: **Brett Williams**, Agate Bay Realty  
   Advisory Board Member: **Erin Casey**, Placer County

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### **AGENDA**

Join Zoom Meeting

<https://us02web.zoom.us/j/88163987466?pwd=eHdmYlViY21FZUdqa1QyM29GQjJkZz09>

Meeting ID: 881 6398 7466

Password: 972131

**+1 669 900 9128 US (San Jose)**

Estimated  
Time

- |           |  |
|-----------|--|
| 2:30 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.  |
| 2:35 p.m. | 3. <b>Agenda Amendments and Approval</b>   |
|           | 4. <b>Approval of Tourism Development Meeting Minutes from April 28, 2020</b> <b>Page 1</b>  |
|           | 5. <b>Lake Tahoe Dance Festival Virtual Event Sponsorship Request (Action Item) - Christin Hanna</b> <b>Page 3</b>   |
|           | 6.      North Lake Tahoe Visitor “Know Before You Go” Guide Update - Amber Burke <b>Page 9</b>   |
|           | 7.      Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member. Click <a href="#">here</a> for reports) <ul style="list-style-type: none"><li>● Conference Sales</li><li>● Leisure Sales</li><li>● Events</li><li>● Public Relations – The Abbi Agency</li><li>● Advertising – Augustine</li></ul> |

8. Standing Reports (located on nltra.org; [here](#))
  - Destimetrics Report
  - Conference Activity Report
9. Committee Member Comments
10. Adjournment

*This meeting is wheelchair accessible*

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

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# north lake tahoe

Chamber | CVB | Resort Association

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

The Tourism Development Meeting was held via Zoom video conferencing.

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

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

**Others in attendance: Caroline Ross**

Meeting called to order at 2:07 pm.

Public Comment: None

**3. Agenda Amendments and Approval**

**Motion to approve the agenda as presented. WILLIAMS/GAFFANEY/UNANIMOUS**

**4. Approval of meeting minutes from March 24, 2020**

**Motion to approve the meeting minutes from March 24, 2020. HUMMER/WILLIAMS/UNANIMOUS**

**5. COVID-19 Response Efforts**

Jeff, Liz and Sarah updated the group ongoing local and regional communications with stakeholders and all the resources that is now available on the nltra.org website. The Stronger Together signs are available for purchase through Print Art and T-Shirts are being printed. The Stronger Together is an effort to evoke community spirit and support business resiliency, NLTRA and Placer County joined together to launch a video series. A video montage containing words of hope and comfort from community leaders kicks off the effort with residents sharing their own words of encouragement. Liz shared #TahoeLove initiative and highlighted there are multiple ways of getting involved and sharing your own message of positivity to follow community members, colleagues, and friends.

A series of roundtable community discussions will be hosted through Zoom with the various sectors and these recommendations will help form policies for reopening for our local businesses.

Sarah shared the North Lake Tahoe Gift Card Recovery Program. This program is a simple effort way to support the north shore business community.

**6. Action Item**

- a. Squaw Valley Drive in Movie Theater

Amber reviewed the \$5,000 event sponsorship for phase 1 of the Squaw Valley Drive-In Theater. 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 local community, regional event businesses and to ultimately provide an event that could drive TOT when appropriate during, this first phase of community opening. Phase 1 will be 2 movies per day for 3 days. If Phase 1 is successful, the committee will be approached about additional funding to support Phase 2.

The goal is to provide a family-friendly cinema experience from the safety of your own vehicle.

Comments:

- Caroline Ross added there is a strong possibility that the movies series in the Village at Squaw Valley will not transpire this summer. She shared her restaurants in the Village is excited about this and there is talk about other activities taking place there too.

- Brett asked about timing for this event. Amber shared that is not decided yet, but they are hoping for June and or maybe July.
- Does Woody have any images of Drive-In movies that will help market this event? Amber stated this is an event that is new to the area and, so a photographer would probably be needed, but she will check-in with Crux Events. It was suggested finding some older retro images for this.
- Christine shared a photographer would probably be hired possibly during the testing as the backdrop for this would be amazing.
- Carlynnne stated the part that stuck out to her the most is the employee relief fund. Maybe there is additional online fundraising to sponsor "a car"?
- Wendy questioned what if there is a local discount to families? Amber will pass on the suggestion.
- Wendy questioned if the event funds will be able to roll-over? Jeff shared he is confident that the funds will be rolled-over this year.

**Motion to approve the event sponsorship for \$5,000 for Squaw Valley Drive-In Theater. WILLIAMS/HUMMER/HORVATH ABSTAINED/UNANIMOUS**

7. Regional Event Update

Katie shared an update on NLTRA canceled and postponed events.

8. 2019/20 Budget Reforecast Overview

Bonnie gave a brief overview of the 19/20 budget. The event budget is currently underspent by \$136K and the Marketing Department budget is currently underspent by \$200K. She stated she is optimistic that these funds will be held and applied toward next year's budget. Coop budget is currently \$200-500 underspent, and these funds will roll-over to next year's budget.

9. Review of SMARI COVID-19 Domestic Leisure Traveler Sentiment Study

NLTMC spent \$2,500 to purchase results from a recently conducted research by SMARI regarding leisure traveler sentiment in light of Covid-19. SMARI intends to do another wave of research as information unfolds during the pandemic and NLTMC will consider purchasing those results. Amber shared the key findings regarding this research. This research is available upon request by contacting Anna Atwood.

**Action to Amber: It was requested that California be separated from this study.**

Comments:

- Are there plans for additional surveys? Amber shared there is plans, and she will keep the committee posted.
- Wendy liked the week-over-week showing. She preferred that next time they do the study, that they go beyond 50 miles.

10. Update on direction of NLT Consumer Recovery Advertising & Public Relations Plan

Amber updated the committee on current efforts.

Comments:

- How do we see alignment on messaging when North Lake Tahoe may be open before other counties in the Bay Area? Amber shared she will pay attention to this and we are looking at markets we traditionally would not consider. Walt at Richter 7 is helping with this.

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

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

13. Committee Member Comments

- Wendy gave compliments to staff on the 6-month report.

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





## MEMORANDUM

Date: May 26, 2020  
TO: Tourism Development  
FROM: Katie Biggers, NLTRA Event Specialist  
RE: Lake Tahoe Dance Festival Revised Opportunistic Funds Approval

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### Action Requested:

Review and approve Lake Tahoe Dance Festivals revised request for \$5000 in support of their online version of the 2020 Festival.

### Background:

Within the 19.20 fiscal year, the NLTRA committed to funding the 2020 Lake Tahoe Dance Festival with \$20,000 in sponsorship funds - \$10,000 was Marketing Sponsorship funding and \$10,000 from Partnership Funding.

Due to the COVID-19 pandemic, the festival will be announcing that the 2020 event will not take place in person. The LTDF is prepared to return all funding as they have not been spent yet.

However, the event producers are now planning to host a virtual dance festival during the same time period. The producers are hoping that the NLTRA will continue to support the online format as they hope it will provide a unique, quality experience and North Lake Tahoe content, while promoting the 2021 Lake Tahoe Dance Festival and North Lake Tahoe as a whole.

### Fiscal Impact:

\$5,000

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# LAKE TAHOE DANCE FESTIVAL 2020

**ONLINE EDITION!**



The Lake Tahoe Dance Festival is a presentation of the Lake Tahoe Dance Collective, whose mission is to promote classical, modern and contemporary dance of the finest quality in the Lake Tahoe area through performance, education and outreach, enriching the community as a whole and as a cultural destination.

PROJECT SUMMARY

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## Objective

As a result of the Covid-19 Pandemic, the 8th Annual Lake Tahoe Dance Festival will not be able to take place in its traditional fashion. However, we believe that we can still fulfill the festival's mission in 2020 with a limited Young Dancer's Workshop (adhering to full safety protocols & social distancing guidelines) and an online series of of videos leading up to three days of live online Festival "performances" featuring unique content from our collaborators from around the world and archival footage of previous Festival performances.

## Goals

After an enormous outpouring of support and viral reach from a short film presented in May in place of our Spring Season, we feel we can take advantage of the online platform to reach further than our traditional demographic. Cultural enthusiasts are starved now more than ever for unique, quality content and a connection to the organizations they support and want to see succeed.

## Solution

Our content, to be shown starting in mid-June and culminate on the original performance dates (July 22 - 24) will be streamed across social media platforms and our website. The messaging focus is simple: Join us online in 2020, and book your tickets and trip now for 2021. Our format will combine artists interviews and insights in to works shown both from Tahoe performances and elsewhere, continuing to broaden awareness of our annual Festival and North Lake Tahoe as a whole.

## Project Outline

### Phase 1: Trailer

2-3 min. video montage trailer

This will be the main ad of the Festival. Created with social media in mind for use of Facebook, Instagram, related dance websites, as well as LTDF's home website. It will be made to loop.

Comprised of:

- Testimonials to the camera
- Footage of past LTDF performances
- Possibly footage of students in class

### Phase 2: Preview & Review

Selection of past works presented by LTDF which can be dropped individually either daily, every two days or a few week beginning approx. 3 weeks before the 'virtual festival.'

Comprised of:

-Footage from past pieces presented by LTDF

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-Possibly footage from dancers/dance companies/other organizations showing work previously scheduled or included in the festival if the controlling entity grants LTDF full license for showing the work.

\*These Phase 2 preview and review pieces will also be archived on LTDF's website so viewers will be able to return to them for subsequent viewing at anytime before or through the dates of the virtual festival.

### **Phase 3: Virtual Dance Fest 2020**

Three 30 min. special presentations by LTDF each unique and aired on one of the days the festival was scheduled to have taken place live.

These three virtual "performances" will not be saved online, they will be live streamed only.

Each unique evening will have a different theme, and contrast a work LTDF has presented in the past with a new work previously scheduled to be performed at this year's festival.

Possible Examples:

Balanchine and the Ballerina

(Ashley Boudier Solo from 2018 at Lake Tahoe Dance Festival with Balanchine's Midsummer Night's dream pas de deux - interview with Ashley Boudier and Adrian Danchig-Waring, principal dancers at New York City Ballet)

Mid-century American Masters

(Martha Graham company dancer Lloyd Knight introducing an archival work of Graham's, paired with a previously performed work by Martha's ex-husband Erik Hawkins at LTDF, or early company dancer Paul Taylor, work performed at LTDF)

Order and Disorder

(An examination of improvised performance, structured improvisation performance, and set choreography)

The Male Dancer

(Profile a series of male dancers who have performed with LTDF in the past and a few who would have been coming for the first time this summer.)

European Contemporary

(Lloyd Knight presenting a solo by Belgian choreographer Sidi Larbi Cherkaoui alongside German/Italian choreographer Jacopo Godani's previously presented duet; Italian choreographer Marco Pelle, commissioned for "T+I" in 2018, in discussion/interview)

All Phases of the LTDF's Virtual Dance Fest 2020 will link back to a donation page, which will also be accessible through our website and social media.

Tickets for the three live stream performances may have a fee or suggested donation attached, and/or gift packages available for purchase including LTDF wine glasses, works made by students, T-shirts, etc.)



# LAKE TAHOE DANCE FESTIVAL 2020

**ONLINE EDITION!**

## BUDGET

INCOME	W/O NLTRA	WITH NLTRA
GRANTS (TTCF, ACPC)	\$10,000	\$10,000
SPONSORSHIPS (CASH)	\$2,000	\$7,000
SPONSORSHIPS (IN-KIND)	\$5,000	\$5,000
EVENT INCOME (TICKET SALES/DONATIONS, WORKSHOP TUITION)	\$10,000	\$12,000
<b>TOTAL INCOME</b>	<b>\$27,000</b>	<b>\$34,000</b>

EXPENSE	W/O NLTRA	WITH NLTRA
WEBSITE/SEO CONSULTANT FOR ONLINE PERFORMANCE LAUNCH	\$3,000	\$3,000
TRAVEL & MEETINGS (INCLUDES WORKSHOP TEACHERS FLIGHTS & MEALS)	\$8,000	\$8,000
CONTRACT SERVICE EXPENSES (ARTISTS FEES)	\$7,000	\$7,000
RIGHTS AND USAGE FEES	\$2,000	\$2,000
ADVERTISING/MARKETING EXPENSES	\$2,000	\$7,000
SWAG (INCENTIVIZE DONATIONS/TICKET SALES)	\$3,000	\$3,000
SOCIAL MEDIA CONSULTANT	\$2,000	\$2,000
<b>TOTAL EXPENSES</b>	<b>\$27,000</b>	<b>\$32,000</b>

## DRAFT MARKETING PLAN - WITHOUT NLTRA SPONSORSHIP MONIES

ITEM	NOTE	COST
MARKETING COLLATERAL	Banner	\$75.00
PAID ADVERTISING (INCLUDES PARTIAL MEDIA SPONSORSHIPS/PARTNERSHIPS)	OUT OF MARKET: Conversations on Dance Podcast Sponsorship, SFGate, SF Chronicle/Datebook Picks. LOCAL/IN-MARKET: Moonshine Ink, NLT Visitor's Guide, Tahoe Weekly, Tahoe Quarterly	\$600.00
SOCIAL MEDIA/DIGITAL ADVERTISING	Facebook & Instagram post and event promotion; Google targeted ads	\$1325.00
TOTAL WITHOUT NLTRA MONIES		\$2000.00

## DRAFT MARKETING PLAN - WITH NLTRA SPONSORSHIP MONIES

ITEM	NOTE	COST
MARKETING COLLATERAL	Banner	\$75.00
PAID ADVERTISING (INCLUDES PARTIAL MEDIA SPONSORSHIPS/PARTNERSHIPS)	OUT OF MARKET: Conversations on Dance Podcast Sponsorship, SFGate, SF Chronicle/Datebook Picks, Dance Europe, DIYDancer, Stance On Dance LOCAL/IN-MARKET: Moonshine Ink, NLT Visitor's Guide, Tahoe Weekly, Tahoe Quarterly	\$2925.00
SOCIAL MEDIA/DIGITAL ADVERTISING	Facebook & Instagram post and event promotion; Google targeted ads: Geo-targeted boosts catering to drive (20%) and non-drive markets (80%) with proven culturally-oriented demographic	\$5000.00
TOTAL WITH NLTRA MONIES		\$7000.00



## MEMORANDUM

Date: May 19, 2020  
TO: NLTRA Tourism Development Committee  
FROM: Amber Burke, Dir. of Marketing  
RE: North Lake Tahoe Visitor "Know Before You Go" Guide

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### Action Requested:

No action. Informational Update.

### Background:

NLT staff has been working on creating a Know Before You Go guide to distribute to visitors and stakeholders as a main communication tool for the region. The guide includes the following topics:

- Responsible Travel & Tourism
- Helpful Hints for Travel to the Region
- What to Expect by Business Sector
- Link to Document with Business Operations Updates
- COVID-19 Friendly Activity Suggestions
- Experiences to Interact with NLT from Home
- Resources

### Format

The document will mainly be a digital piece to allow for updated information as it comes in. However, we will explore printing small quantities for some in-market distribution.

### Distribution Plans

The piece will be distributed when the region is closer to Stage 3 opening which will include lodging properties.

- NLT Owned Channels
  - Social Media, Newsletter, Blog Posts, GoTahoeNorth.com, Visitor Centers, NLTRA.org
- Stakeholders
  - Document will be sent to all business stakeholders who will be encouraged to distribute through their owned channels along with sending to any visitors with advanced reservations.
- Partners
  - Regional VCB's (South Lake Tahoe, Reno, Truckee) will link to it from their sites
  - Take Care Tahoe will link to it from their website

### Fiscal Impact:

The costs have not been fully realized. Without printing, the project will cost approximately \$6,000 for agency help with guide design.