

## 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: Caroline Ross**, Squaw Valley Business Association  
   **Stephen Lamb**, PlumpJack Inn | **Kylee Bigelow**, Tahoe City Downtown Association  
   **Alyssa Reilly**, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association  
**Greg Long**, Incline Community Business Association | **Paul Raymore**, Incline Community Business Association  
   **Kay Williams**, West Shore Association | **Liz Bowling**, North Lake Tahoe Resort Association  
   North Lake Tahoe Resort Association Board Member: **Aaron Rudnick and/or Karen Plank**  
   Placer County Representative:  
**Chair: Becky Moore**, Granite Peak Management | **Vice Chair: Christine Horvath**, Squaw Alpine  
   **Carlyne Fajkos**, Tahome Marketing | **Lisa Nigon**, Homewood Mountain Resort  
   **Judith Kline**, Tahoe Luxury Properties | **Brett Williams**, Agate Bay Realty  
   **Susan Redding**, Hyatt Regency, Lake Tahoe | **Brit Crezee**, Sotheby's International Realty  
   **Amber Kennedy**, Tahoe Getaways | **Tyler Gaffaney**, Tahoe Biltmore  
   **Wendy Hummer**, EXL Media  
   Advisory Board Member: **Erin Casey**, Placer County

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## AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/88163987466?pwd=eHdmYlVlY21FZUdqalQyM29GQjJDZz09>

Meeting ID: 881 6398 7466

Password: 972131

Dial by your location

+1 669 900 9128 US (San Jose)

- 1:00 p.m.**      **1. Call to Order – Establish Quorum**
- 2. Public Forum**-Any person wishing to address the In-Market Tourism Development Committee on items of interest to the committee 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 committee on items addressed under Public Forum.
- 1:05 p.m.**      **3. Agenda Amendments and Approval**
- 4. Approval of In-Market Tourism Development meeting minutes from Mar 24, 2020** **Page 1**
- 1:10 p.m**      **5. Action/Motion Items:**  
                                 a. Squaw Valley Business Association 18.19 Community Marketing Grant Recap Presentation -  
                                 Caroline Ross - **Page 5**

**b. Squaw Valley Business Association 19.20 Community Marketing Grant Proposal and**

**Funding Request - Caroline Ross Page 6**

c. Northstar 18.19 Community Marketing Grant Recap Presentation - Jeffery Kabigting **Page 8**

**d. Northstar 19.20 Community Marketing Grant Proposal and Funding Request - Jeffery**

**Kabigting Page 10**

e. West Shore Association 18.19 Community Marketing Grant Recap Presentation - Lisa Nigon

**Page 11**

**f. West Shore Association 19.20 Community Marketing Grant Proposal and Funding Request -**

**Lisa Nigon Page 14**

**g. In-Market Recovery Campaign Approval - Amber Burke Page 16**

2:30 p.m

**Other Items:**

**6.** Update on Special Event Partnership Funding Events - Katie Biggers **Page 34**

**7.** Update on Gift Card Program & Tahoe Truckee Shop Local - Sarah Winters

**8.** Update on COVID efforts - Jeff Hentz

3:00 p.m.

**9.** Committee Member Reports/Updates from Community Partners (1-2 mins each)

3:10 p.m.

**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

## In-Market Tourism Development *Draft - Meeting Minutes – Tuesday March 24, 2019*

The In-Market Tourism Development Meeting was held virtually through GoToMeetings.

**Committee member that joined via teleconference:** TCDA: Kylee Bigelow, Incline Village Community Business Assoc.: Greg Long, Squaw Valley Business Association: Caroline Ross, Steve Lamb, Chamber of Commerce: Liz Bowling NTBA: Alyssa Reilly, Tourism Development Committee: Brett Williams, Christine Horvath, Carlynne Fajkos, Judith Kline, Becky Moore, Brit Creeze, Amber Kennedy, Tyler Gaffaney, Wendy Hummer

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

**Other in attendance:** Presenters

### Summary

Meeting called to order at 1:03pm

Public Comment: None

### Motions/Action Items:

3. MOTION to approve the agenda as presented M/S/C Moore/Lamb (15/0/0)
4. MOTION to approve the meeting minutes from November 19, 2019 M/S/C Moore/Gaffaney (15/0/0)

### Direction to staff

- Share Shopping landing page with the committee members.

### 5. North Lake Tahoe COVID-19 Response and Action Plan

Jeff announced a North Lake Tahoe – Truckee stakeholder meeting was set-up on March 17 in response to COVID-19. This was a huge success with many key stakeholders participating including businesses, government and non-profit partners. The objective on this is to support business and community recovery from COVID-19 impacts, streamline information gathering and distribution, identify resource needs and potential solutions and have regular communication and coordination between stakeholder participants. Jeff also stated from a consumer message standpoint and for the health and safety of our residents and workforce the North Lake Tahoe destination is asking visitors to refine travel plans and come again when travel is safe and viable.

Liz shared the new COVID-19 [landing page](#) on our website that now includes the following:

- Public Official Directives
- Community Resources Grocery Store Hours & Mental Health
- Local Business Openings and Virtual Offerings
- Stakeholder Information
- Support Local Businesses
- Resources for Business & Non-Profits
- Resources for Employees
- Resources for Residents
- Restaurants offering curbside Pickup or Delivery
- Public Health Resources

- Travel-Tourism Resources

Amber also stated there is a COVID-19 message on our consumer site [GoTahoeNorth](#) with the message now it's not the time to visit.

#### 6. **19.20 Winter Lakeside In-Market Campaign Update**

Amber stated both Winter Lakeside Campaign and Summer Mountainside campaigns have been paused as of March 15<sup>th</sup> and will remain that way until we find an appropriate time to relaunch them. When we have a better idea when that will be, we can discuss best way to proceed forward.

Amber re-introduced Connie Anderson as our brand manager role from the Abbi Agency as Greg Fine is no longer with the Abbi Agency.

Amber gave a quick overview of the Winter Lakeside campaign and impressions. The campaign has been performing higher than industry standards with a 1.25% CTR (Click through rate) and shared some of the creative examples from Facebook/Instagram.

Comments:

- Christine shared that one of her takeaway from the stakeholder conference call last week was that both state agencies (Visit CA & Travel Nevada) are working on "We are ready when you are" messaging and it worth thinking about as we come out of the COVID-19. Amber stated we are already in communication with the Augustine team regarding this on a much larger scale.
- Wendy questioned the funding and Connie and Amber broke down the budget with \$10K in advertising spend.

#### 7. **19.20 Year-Round Shopping In-Market Campaign Update**

Amber gave a quick overview of the Year-Round Shopping campaign and impressions. The CTR on the static ads is slightly below the travel industry average standards, which may be attributed to the change in messaging theme, followers and those interested in aspirational travel may be less interested in shopping at first glance. In contrast the long-form video content tends to have a much higher static counterpart and the industry average, indicating that more exposition on how this shopping message is related to the destination, encourages the audience to engage.

Amber stated that staff and agency were in the process of setting up a photo/video shoot for summer creative prior to pausing the campaign with Walter Lightner – Tahoe Spa & Wellness (Northstar) and Keoki Flagg with Gallery Keoki (Squaw Valley).

Comments:

- Carlyne questioned if all businesses are listed on the landing page? Amber shared it is focused on each region and the uniqueness of each region and what they offer.

#### 8. **19.20 Summer Mountainside In-Market Campaign Discussion and Staff Direction**

Amber shared we could take this week-by-week by she is looking for a broad recommendation from the committee members.

Comments:

- Wendy recommended for the recovery campaign to be broadened beyond Facebook and Instagram to include local media and maybe do a contest. Look at local efforts with the additional budgets. Channels can be re-evaluated.
- Brett shared that he agrees with Wendy on broadening the channels beyond Facebook and Instagram. Outdoor advertising could be something to look at.
- Connie shared they have partnered with Tahoe Weekly in the past.
- Brett shared we should look at overall market and make sure we are reaching the drive market. He thinks the demand may be lower due to unemployment. Maybe consider moving the \$25K funding for in-market to out-of-market programs? Amber shared this is something we are already look at for our consumer recovery campaigns.
- Caroline suggested not making that decision right now but as we have events that may need help.

**9. Committee Member Reports**

**10. Adjournment**

The In-Market Tourism Development meeting adjourned at 2:04pm.



## MEMORANDUM

Date: May 19, 2020  
TO: NLTRA In-Market Tourism Development Committee  
FROM: Amber Burke, Dir. of Marketing  
RE: Community Marketing Grants – 2019.2020 Fiscal Year

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### Action Requested:

Review usage of 18.19 community marketing grant funding and then possibly approve funding each 19.20 proposals from the three (3) business association (Squaw Valley Business Association, Northstar California and West Shore Association), each at a \$10,000 level.

### Background:

The NLTRA allocates \$30,000 annually to be used for business association marketing grants each fiscal year. The three business associations eligible for a \$10,000 grant each, are Squaw Valley Business Association, Northstar California and the West Shore Business Association.

In May 2019, each organization presented how they utilized the 17.18 funding and then proposed how the 18.19 funds would be implemented. All three grants were approved by the NLTRA Board of Directors. Below are brief descriptions of each organizations proposals.

#### Squaw Valley Business Association:

- Reproduction and distribution of the Squaw Valley Area Shopping, Dining & Lodging Guide during summer 2019.

#### Northstar California:

- Creation of video and rich content showcasing a “trifecta” of what can be done in a day, highlighting summer offerings throughout the NLT region.

#### West Shore Association:

- Marketing functions including digital marketing including content creation, social media advertising, website updates and newsletters, along with advertising campaigns promoting events taking place on the West Shore.

The three Business Associations will be presenting recaps of their 18.19 efforts and will submit proposals of how they would like to utilize their 19.20 funding.

### Fiscal Impact:

\$30,000

- Funds were included in the approved 19.20 budget



ROI Prepared for: The Business and Chamber Advisory Collaboration  
Community Marketing Grant Program  
For: FY 2018-2019

## **SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW**

The Squaw Valley Business Association (SVBA) membership consists of the following six lodging properties; Olympic Village Inn, PlumpJack Squaw Valley Inn, Red Wolf Lodge, Resort at Squaw Creek, Squaw Valley Lodge and The Village at Squaw Valley and three corporate entities: Squaw Valley Resort, the Squaw Village Neighbourhood Company and the Squaw Valley Public Service District.

The purpose of the Association is to:

- (a) Promote Squaw Valley as a year-round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

The Squaw Valley Business Association was awarded \$10,000 in May 2019 from the Community Marketing Program to edit, re-print and distribute 40,000 copies of the Squaw Valley Shopping, Dining during Summer 2019. The piece features a detailed map of the Valley, represents all of the lodging properties and highlights businesses, year-round recreational offerings and calendar of events. With the help of prior grant funding, this collateral received its last major update, reprint and distribution in 2014, so it was great to bring this collaborative piece back.

We distributed 26,000 copies via Certified Public Folder Display Services in Reno, Carson and South Lake Tahoe and 14,000 copies in North Lake Tahoe and here in the Valley. This guide continues to move well and be requested by front line and concierge employees due to its usefulness – good content, detail and is made with paper you can write on for easy note taking. Because the Guide showcases the amazing range in lodging properties available in the Valley, our intent is to capture TOT with interest for future reservations, repeat business and to make sure visitors know we are a great option, off lake during summer months. We have run out of copies.

Thank you for the opportunity to promote our Valley and Summer lodging offerings collaboratively.

Caroline Ross  
SVBA Representative  
Squaw Valley Business Association  
PO Box 2915 Olympic Valley, CA 96146

Proposal for consideration by:  
The Business and Chamber Advisory Collaboration  
Community Marketing Grant Program  
For: FY 2019-2020

## SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

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- (d) Maintain existing funding sources and identify new ones.

SVBA Tax ID # - 68-0471187

Currently the SVBA maintains an annual operating budget of approximately \$45,000. The funding is made up solely by contributions from the above businesses to cover expenses associated with the gateway to our community at the base of Route 89/Squaw Valley Rd, marketing and normal business expenses to operate a non-profit corporation.

In addition to this funding, the SVBA members contribute individual funds towards enhanced operations that will benefit visitors and our community as well as to promote and host numerous events throughout the year. The businesses in Squaw Valley have successfully created a well-rounded calendar of events that draws visitors nationally, regionally and locally.

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The Squaw Valley Business Association respectfully requests \$10,000 from the Community Marketing program for FY2019-2020 to reprint and distribute the Squaw Valley Area Shopping, Dining & Lodging Guide this Summer/Fall. Thanks to the support we received over the years, the SVBA has successfully produced and printed over 200,000 copies of this Guide. This collateral has proven great value over the course of the years, not only to the SVBA members but also to our business partners and



visitors alike. We plan to update the guide with new photos and content for Summer/Fall 2020, which will highlight our outdoor shopping, dining and recreational opportunities along with our winter offering. The guides will be distributed via Certified Public Folder Display, to capture interest from our drive market, at 350 sites in Gold Country (Auburn, Grass Valley & Hwy 49 corridor), South Lake Tahoe as well as here in North Lake Tahoe and Squaw Valley.

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**Project Expense Breakdown:**

DYNAGRAPHICS = \$7,500.00

40K – Printing of Brochure

CERTIFIED PUBLIC FOLDER DISPLAY = \$3,000.00

26K – Copies needed for distribution in 350 sites – Gold Country, South and North Lake Tahoe

Six Months of Distribution – May through October 2020

- 2019 International research conducted by Bentley University’s Center for Marketing Technology says maps & guides are the #1 influencer of visitors during their trip!

EXTRA COPIES

14K – To be distributed amongst our members for distribution in the Valley

CREATIVE DESIGN/UPDATES TO GUIDE = \$500.00

Total Project Expense = \$11,000.00

NLTRA Grant Request = \$10,000.00

SVBA Expense = \$1,000.00 (10% match)

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The project is consistent with the NLT Tourism and Community Investment Plan because it promotes Squaw Valley as a summer and fall destination that offers lodging, shopping, dining, events and recreational activity year-round and off the Lake. The timing of this piece also supports the current TBID initiative in that it will drive more revenue into our valley.

The continued success of the project will be measured by our guest and visitor’s pleasure when they are handed the piece, by increased visitation and consumer satisfaction because they will be able to easily find the places they want to go and by increased room nights which some properties are able to track with a unique phone #. New for this print, we plan to add a Tram coupon to drive even more interest in the piece and into the Valley. This will allow us to better track ROI on the piece as well.

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Distribution numbers for the map will also speak for themselves.

On behalf of all SVBA members and the Squaw Valley community, we thank you for your consideration and continual support in our marketing efforts.

Sincerely,

Caroline Ross  
Squaw Valley Business Association Representative  
PO Box 2915 Olympic Valley, CA 96146

## NLTRA x Northstar California 2019/20 Marketing Grant Proposal

### **PREFACE**

*This document includes information on Northstar California's existing grant proposal that was originally submitted by Northstar representatives who are no longer with the company. The project was postponed due to movement within the marketing department and was resurfaced in February 2020 once marketing positions were filled. Additionally, we have revisited the project proposal and have made adjustments based on COVID-19. We will continue to monitor the situation regarding health and safety of the NLT region along with summer operations and pivot if/when necessary.*

### **OVERVIEW**

Northstar California will create a 3-5 minute video to highlight the experiences and activities that visitors can enjoy in the North Lake Tahoe and Truckee region in one day. The story line will focus on the various activities that can be easily accessed – lake activities, hiking or mountain biking, golf, and the dining and shopping options in a “day in the life” approach. The concept will showcase the region as a whole and aim to inspire our guests to dream, to look forward and dream about tomorrow’s exploration.

We will also capture photography during the video shoot to provide supporting assets to help the rollout strategy.

### **ROLLOUT STRATEGY**

**Estimated Release Date:** September 2020

#### **Deliverables/Assets:**

- 3 to 5 minute video to live on NLTRA YouTube channel (GoTahoeNorth)
- Shorter edits to be used for social rollout
- Supporting photo assets

### **SPEND BREAKDOWN**

Funding will be spent through the following:

- 2-day photo and video shoot
- Agency + Production House Fees
- Videographer & Photographer
- Talent
- Post Production (editing, color correcting, audio)
- Boosted social posts

### **CONSIDERATIONS & DIRECTION**

COVID-19 has introduced new challenges for the health and safety of our local community and has also changed traveler's sentiment. While we continue to learn more about the situation and how our community and our state will address updates, we will address all captured content and messaging with strict guidelines to insure content is depicting responsible messaging.

## NLTRA x Northstar California 2019/20 Marketing Grant Proposal

### OVERVIEW

Northstar California is respectfully requesting the 19.20 community marketing grant to work with an influencer and YouTube vlogger (tbd) to create a single or short series of online episodes showcasing the activities in the North Lake Tahoe and Truckee region through a candid lens.

We will continue to pursue video and utilize social media platforms as a way to reach our visitors. We will work with a marketing agency to find a social influencer who focuses on film making or photography and can capture the North Lake Tahoe region while also creating high-quality content for partners to use and share.

An additional goal is to find an influencer who has a social following rooted in neighboring regions. This strategy is based on the ever-changing COVID-19 scenario and how sentiment on travel will evolve and lean towards drive traffic vs. long-haul flight travel. As a result, we can focus our efforts and speak to local visitors.

The narrative will focus on the subject showcasing first-hand how the activities and experiences of North Lake Tahoe as a region can be enjoyed post-COVID and not to Northstar specifically.

### ROLLOUT STRATEGY

**Estimated Release Date:** Spring 2021

**Distribution/Platforms:**

Videos will live on YouTube through influencer channels to best engage with most viewers based on influencer subscribers

Influencer will also share raw content captured to allow re-purposing of content.

### SPEND BREAKDOWN

Funding from the 19.20 marketing grant will go towards agency fees on finding the right social influencer(s), local lodging, meals and activities provided by local businesses.



## West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

### WELCOME TO THE MAGICAL WEST SHORE.

The mission of the West Shore Association is to promote business interests and the community as a whole on the West Shore of Lake Tahoe, CA. These interests include encouraging tourism and activities, coordinating community project involvement, supporting special events, and active involvement in important issues affecting the membership base and the West Shore region.

## 2018 – 2019 BACC Grant Request RECAP

### WSA Digital Marketing \$7,520.74 (\$620.74 Roll Over)

Our plan is to continue to grow our email list and send, at the minimum, biannual emails to our visitor list promoting happenings on the West Shore. In addition we plan on running a summer giveaway, similar to our winter giveaway, to encourage sign ups. A portion of this fund will be directed toward content creating for the eblasts including, gathering content from WSA members, blog writing that focuses on the area and other engaging content. Social media ads and website updates continue to remain a focus for us and we plan on allocating a large portion of our money to this avenue.

We recognize that we are small volunteer organization that needs support from outside vendors to continue to reach our audience. Because of this we have decided to increase our spend specifically through digital marketing.

			Allocated	Actual
<b>Social Media</b>	Andria Gutierrez	Social Media Management	<b>\$3,570.74</b>	\$5,800
		Facebook & Instagram Ads	<b>\$1,550</b>	\$0
<b>Website Updates</b>		Member/Event updates	<b>\$1,000</b>	\$692
<b>eBlast Campaigns</b>		Content Creation	<b>\$700</b>	\$700
		Quarterly Newsletters	<b>\$700</b>	\$0
		<b>TOTAL</b>	<b>\$7,520.74</b>	<b>\$7,192</b>
		<b>REMAINING</b>		<b>\$328.74</b>

### WSA Advertising Campaigns \$4,100 (\$1,000 Roll Over)

Similar to the previous year, the WSA will continue focusing print advertising towards marquee West Shore events such as Opening Day at the Lake, Lake Tahoe Music Festival and Lake Tahoe Dance Festival.

#### Opening Day at the Lake – Memorial Day Weekend

Opening Day at the Lake is a West Shore tradition, an official summer "kick off" that lets visitors know that shops are open and to stop by the West Shore. Advertising focuses on businesses that host deck opening parties and other events around Memorial Day.

#### Lake Tahoe Music Festival – August 21 – 26, 2018

The Lake Tahoe Music Festival 20-Piece Academy Orchestra is comprised of elite student musicians from across the United States under the direction of Maestro Timm Rolek. Five concerts are held over days during the month of August and consist of music, ballet, food, and wine.

#### Tahoe Dance Collective – Annual Lake Tahoe Dance Festival



## West Shore Association

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The Lake Tahoe Dance Festival is a presentation of the Lake Tahoe Dance Collective, a 501c3 organization, 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. <http://www.laketahoeandancefestival.org/>

### WSA Member Event Support

The WSA is interested in supporting events on the West Shore. Public facing events ultimately result in additional traffic to our side of the lake and will help increase business, provide additional impressions and in turn solidify our brand. In order to be considered the organizer must be a current WSA member and the event must include the WSA as a sponsor in all marketing materials. The WSA board will vote on each event proposal.

		Allocated	Actual
<b>Opening Day/Lake</b>	Local Media Placements including: The Weekly Moonshine Ink, Sierra Nevada Media	\$1,100	\$495
			\$500
<b>Tahoe Music Festival</b>	Local Media Placements including: The Weekly Moonshine Ink	\$1,000	\$0
<b>Tahoe Dance Collective</b>	Local Media Placements Including: Sierra Nevada Media, The Weekly,	\$1,000	\$0
<b>WSA Member Event Support</b>	West Shore Café Wine vs Beer Event Sponsor	\$500	\$500
	Other TBD	\$500	\$500
<b>Total</b>		<b>\$4,100</b>	<b>\$1,995</b>

	Allocated	Actual
<b>Total Ask 2018-19</b>	\$10,000	\$9,187
Roll Over 2017-18	\$1,620.74	
<b>Total Budgeted Spend</b>	\$11,620.74	\$9,187
<b>Amount Remaining</b>		<b>\$2,433.74</b>

## Social Media & Website Recap

*Decreases in impressions YOY due to reallocating efforts to organic posts and content gathering. Notes: Decrease in posts by 23% explains some of the decreases in reach, impressions and engagements.*



## West Shore Association

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	5/16 – 5/17	5/17 – 4/18	5/18 – 4/19	5/19 - 4/20	Increase YOY
<b>FANS</b>					
Facebook	6,978	8,062	8,932	9,508	6.44%
Instagram	13,400	16,200	17,986	19,785	10%
Twitter	1,297	1,370	1,442	1,482	2.77%
<b>OVERALL METRICS</b>					
POSTS			172	143	-16%
CLICKS TO WEBSITE	1,932	1,053	730	767	5%
REACH (Total)	4,100,000	4,200,000	2,500,000	2,750,000	10%
REACH (Paid)	497,900	206,600	0	0	NA
ENGAGEMENTS			64,253	52,253	-19%
IMPRESSIONS (Total)	7,200,000	7,300,000	5,100,000	4,950,000	-2.9%
IMPRESSIONS (Paid)	500,600	210,300	0	0	NA
ENGAGEMENT RATE	6.70%	7.84%	11.15%	12.60%	13%
PAGE VIEWS	3,131	3,224	5,931	7032	18.4%
<b>TWITTER</b>					
POSTS			294	203	-30%
CLICKS TO WEBSITE	44	39	99	343	61%
IMPRESSIONS (TOTAL)	139,300	141,500	155,400	105700	-31%
Organic	77,141	141,500	155,400	105700	-31%
Paid	62,159	0	0	0	NA
MENTIONS			56	83	48%
RETWEETS	181	245	228	43	-81%
LIKES	662	1,367	1365	460	-66%
<b>INSTAGRAM</b>					
POSTS			168	144	-14%
CLICKS TO WEBSITE	210	751	239	232	-2.92%



## West Shore Association

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ENGAGEMENTS	52,116	61,000	78,517	68,242	-13%
Average ENGAGEMENT per post	543	642	491	490	0%
IMPRESSIONS	-	-	877,000	1,000,050	14.03%
REACH			N/A	746,000	N/A
<b>WEBSITE</b>					
Sessions	12,522	15,397	17,425	12,406	-28.80%
Users	10,761	13,321	15,282	10,946	-28.37%
Page Views	25,438	29,440	33,409	23,431	-29.86%

## 2019 – 2020 Grant Request

### WSA Digital Marketing

**\$10,000** (\$2,433.74 Roll Over)

Ideal Wild (Andria Gutierrez) has been managing the WSA social media accounts for over 5 years and we continue to see a strong following through management efforts. If received, all grant money would allocate towards digital marketing and Ideal Wild.

In addition to growing our social channels Ideal Wild would send out a series of eBlasts and manage a full website update over the next year.

Throughout this next year our organization will take the time to find other West Shore businesses that may be interested in helping with the association. Many members of the organization have moved on or are no longer interested in volunteering and we are now looking for others who can help continue the association.

		Allocated	Actual
<b>Social Media</b>	Social Media Management	<b>\$7,000</b>	
<b>Website Updates</b>		<b>\$3,000</b>	
<b>eBlast Campaigns</b>	Content Creation	<b>\$2,433.74</b>	
	Quarterly Newsletters		
	<b>TOTAL</b>	<b>\$12,433.74</b>	

### Ideal Wild Plan Overview

#### Visitor Email Marketing:

Visitor Email #1

Date: TBD

Focus: Email to visitor list when tourism opens





## West Shore Association

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### Visitor Email #2

Date: End of Summer

Focus: Fall Focus

### Visitor Email #3

Date: Mid-November - Early December

Focus: Winter Focus

### Visitor Email #4

Date: March

Focus: Spring activities and spring skiing

### Member Email Update:

Member Email #1

Date: TBD (ASAP)

Focus:

- "We are here for you."
- COVID-19 Updates and Resources. Including county updates, small business resources.
- Let businesses know that we are the liaison between the business and the WSA. Ask for updates to their profile pages. Ask for specials/offers/deals. Ask about opening hours.

### Membership List:

Review the membership list and update.

### Website Updates:

Date: May 2020

Details: Review every page of the website and update. Review business pages and update.

### COVID-19 Message:

Develop COVID-19 message for re-opening. Craft social media posts.

### Social Media:

- Share updates from local businesses.
- Craft social message for COVID-19 reopening



## MEMORANDUM

Date: May 22, 2020  
TO: NLTRA In-Market Tourism Development Committee  
FROM: Amber Burke, Dir. of Marketing  
RE: 19.20 COVID-19 In-Market Recovery Campaign

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### Action Requested:

Review and approval to move forward on the COVID-19 In-Market Recovery campaign.

### Background:

Staff took direction from the March meeting to create an in-market recovery campaign. The recommended proposal has two phases – Local Outreach and In-Market Visitor Outreach. The goal is to encourage locals and visitors to support North Lake Tahoe businesses during the first few months of the reopening phases.

Both North Lake Tahoe Marketing Cooperative agencies (The Abbi Agency and Augustine) have been asked to collaborate on this plan. The Abbi Agency will manage media buys and content strategies while Augustine will provide creative to fully align with the out-of-market creative efforts once they begin.

The media plan includes both social media buys along with a substantial print and radio component.

### Fiscal Impact:

The current proposed plan comes to \$42,000 which is how much is remaining in the 19.20 fiscal year budget. Staff recommends increasing the Phase 2 media buy with 20.21 budget and creative for Phase 2 is not included at this time. Once staff has confirmed 20.21 budget, the committee will be involved in final plans for Phase 2 completion.

### Attachments:

- COVID-19 Recovery Campaign Proposal
- 19.20 FY In-Market Budget

**IN-MARKET SUMMER CAMPAIGN**

# **NORTH LAKE TAHOE**

THE ABBI AGENCY + NORTH LAKE TAHOE

OVERVIEW OVERVIEW

As the destination initiates a phased approach to reopening under the directives of state and counties, affected businesses will need to implement safe practices and procedures to ensuring they are reducing the possible spread of Covid-19 (i.e. reduced seating in restaurants, limited capacity for retail, requirements of masks in outlets, likely cancelation of regular events, etc.). The measures will reinforce consumer confidence in the vendors and in the region. As businesses continue to come back online, there is uncertainty of which types of businesses will be the first to open their doors in the region providing a challenge for the in-market campaign to provide up to date and relevant information for visitors.

# PROPOSAL

The in-market summer campaign's goal is to support the post recovery message in the region while providing confidence for locals and in-market visitors to spend their dollars at local businesses from both lakeside and mountainside communities.

The campaign will launch in two phases.

## Phase 1: Local Outreach

The first phase will target locals to jumpstart the regional economy and reinforce a strong locals solidarity message before marketing to visitors.

This campaign will be done through a mix of digital and traditional advertising outlets using a similar creative to the out-of-market campaign but targeting the message to show locals this campaign is just to them.

## Phase 2: In-Market Outreach

Phase two will target in-market visitors with key messages that encourage them to explore the region for a full destination experience built around themed itineraries to support different business verticals.

Advertising will be employed to in-market visitors when visitors are welcomed back to the region and it will be complemented with a strong content marketing strategy. Content will center around an itinerary-drive blog that incorporates businesses either all in one region or vertical to encourage spending at multiple businesses. The blog will be updated weekly to ensure information is up to date for visitors.

# PHASE 1 LOCALS CAMPAIGN STRATEGIES & TACTICS

**Strategy #1:** Target locals in North Lake Tahoe communities with paid social media efforts to encourage spending at businesses in the region to jumpstart the Tahoe economy.

- Craft messaging tailored to locals that indicate that they are the champions of their region.
- Visual elements from the post recovery campaign are integrated into paid social and print ads.
- Ads will be placed on Instagram and Facebook
- Potential Placements:
  - Canvas ads
  - Carousel ads
  - Instant Experience ads

**Strategy #2:** Show solidarity in supporting local businesses through strategic local media buys.

- Secure local print and radio media buys through local media partners / publishers for runs in June through mid-August.
- Potential partners:
  - Northstar Living
  - Tahoe Donner News
  - Sierra Sun
  - Tahoe Magazine
  - Tahoe Weekly (note: print edition suspended, hopefully resumes in June)
  - KRLT 93.9 and KOWL 1490
- Potential placements:
  - Full page ad
  - Online companion ads, social media posts
  - :15 or :30 ads

# PHASE 1 LOCALS CAMPAIGN CREATIVE & MESSAGING

## CREATIVE

Creative will have the out-of-market consumer messaging look and feel and will be created by Augustine to ensure cohesion.



## MESSAGING

Messaging will tie into the consumer *Get Back to Nature* recovery campaign, but with copy adjustments to speak specifically to the North Lake Tahoe local community. Below is the tone we'd like to take:

- Supporting our local community is of utmost importance, especially during this time.
- We would like to invite members of our community to help jumpstart local businesses as they get back online.
- It's time to get back to nature, and it's in our human nature to want to explore and travel. Let's rediscover our own backyard – our own community – and support our small businesses who make this region what it is.
- It's also time for locals to re-discover all that North Lake Tahoe has to offer.
- To encourage this we'll be running a local-only campaign that will run across radio, print and social.
- Support your neighbors, support your community. Let's get back to business.

# PHASE 1 MEDIA MIX

## SOCIAL MEDIA

Social media will focus on a supporting local businesses (retail, dining, etc) message with a mix of Facebook and Instagram ads targeting locals in the region.

## PRINT

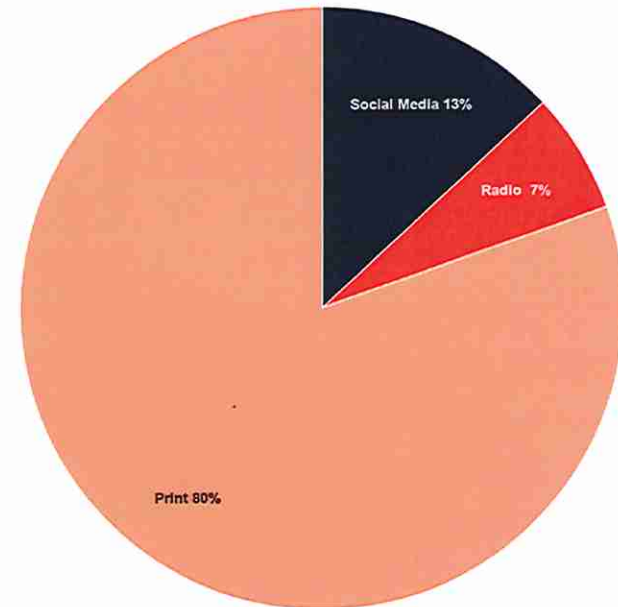
Placements in prominent local publications in Lake Tahoe. Direct locals to the website for more information. Often packaged with a digital component for added value.

## RADIO

Gain regional awareness amongst an active, captive commuter audience.

See full recommended media breakdown [here](#).

BUDGET ALLOCATION RECOMMENDATION





## PHASE 2 IN-MARKET VISITORS STRATEGIES & TACTICS

**Strategy #1:** Target and geofence in-market visitors with messages that align with the overall destination post recovery campaign / summer campaign.

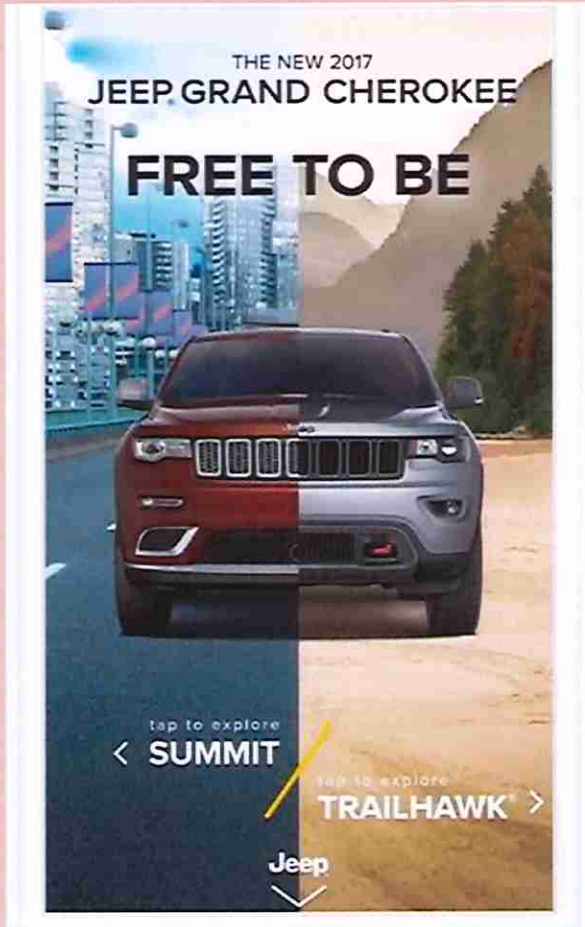
- Explore appropriate messaging areas in North Lake Tahoe and potentially expand reach into South Lake Tahoe.
- Ensure that visual elements from the post recovery campaign or summer campaign are integrated into paid social ads.
- Use the pixel on the gift card page to retarget individuals

**Strategy #2:** Develop content that highlights the different business verticals (F&B, retail, health and wellness, outdoor recreation) to promote content to in-market visitors.

- Create 2-3 instant experience ads to highlight themed itineraires showcasing different businesses.
- Create 4-5 static ads that pair open lakeside and mountainside businesses / communities together to inspire a full day adventure.
- Content will link to the blog itinerary for up to date information on business operations.

**Strategy #3:** Promote different lakeside and mountainside businesses through channels that are nimble and adaptable to provide up to date information for visitors.

- Provide social media toolkits for businesses to guide messaging and inclusion in the in-summer market campaign through a unified hashtag and tagging @LakeTahoeNorth (Facebook) and @TahoeNorth (Instagram and Twitter).
- Blog to support itinerary message that can be updated throughout the season with updated business information.



Instant Experience  
Ad Example

## PAID AD EXAMPLES

Facebook experience ads are highly visual and engaging ads that are mobile-optimized to help create a story through videos and photos. The Abbi Agency can use current owned videos to create these ads. Click on the instant experience ad example to view demo.

The static ads will pair businesses / communities together coupled with ad copy to encourage exploration throughout lakeside and mountainside communities.

# CAMPAIGN IDEAS & THOUGHT STARTERS

## Regional Greatest Hits

While many individuals outside of North Lake Tahoe visualize Tahoe as one location, many don't realize that North Lake Tahoe is actually comprised of several smaller towns. We want to provide our guests with activities that pertain to where they are staying specifically. We would build an itinerary of the "top" locations and activities users would can experience based on where they are staying. For example, if a visitor is staying in Incline Village, they would receive a geo-targeted ad providing them with activities they can do within their proximity. Rather than telling visitors to travel from one side of the lake to the next, we would give them "insider tips" of all the great things they can see and do right within the neighborhood they're staying in.

## Hashtag Options:

- #TahoeGreatestHits
- #TahoeLikeALocal
- #TahoeSecretSpots



# CAMPAIGN IDEAS & THOUGHT STARTERS

## Summer “Play” List

As summer ramps up, we would like to take a new spin on summer itineraries. Each itinerary would be geared around a particular pillar (ie. Outdoor Enthusiast, Family Adventure, Road Trips, etc...). Each of these itineraries would be paired with a Spotify playlist to provide users with curated music that matches each of these activities. Based on website data, one of the highest trafficked pages is the “Activities” section of the website. We would start by building our itineraries off of the highest trafficked/searched activities on GTN and then add in relevant businesses within the nearby proximity. The itineraries would be “teased” and advertised on social media, with the goal of pushing users to the website to find the full details of both the activities and the Spotify playlist.

### Hashtag Options:

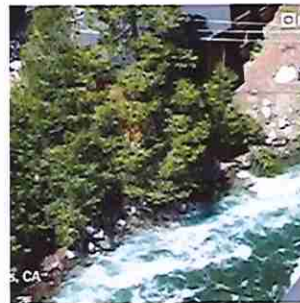
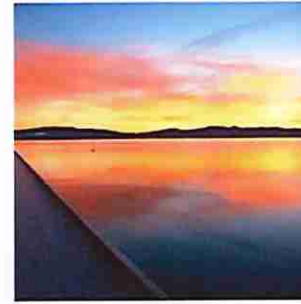
- #TahoePlaylist #PlayTahoe



# SOCIAL MEDIA TOOL KIT

A toolkit will be developed and distributed to partners which will outline the following:

- Branding guidelines
- Hashtags and Social Handles
- Sample Posts
- Sample Photos



## PHASE 2 MEDIA MIX

### SOCIAL MEDIA

Recommended mix of video and photo assets aimed at current visitors in the North Lake Tahoe area for awareness and retargeting. Platforms include Facebook (to target the luxury, middle-aged traveler) and Instagram (to target the aspirational yet budget-conscious younger traveler). Social media will focus on breathing new life into the destination by highlighting fresh and exciting things to do in conjunction with emphasizing traditional experiences.

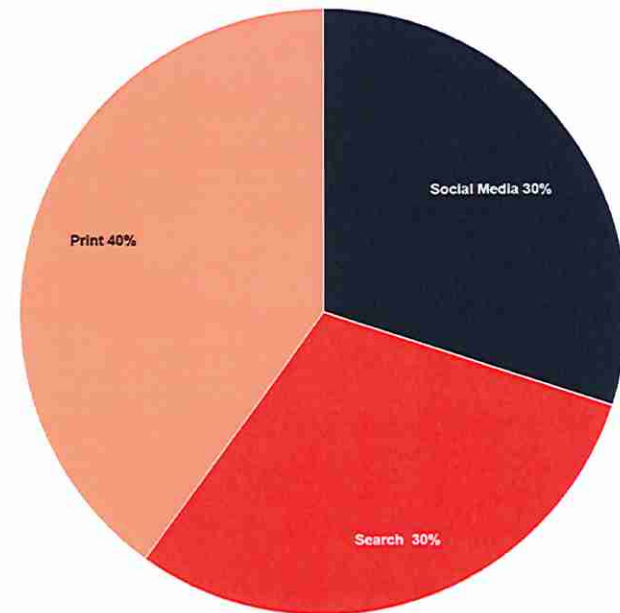
### PRINT

Placements in prominent travel publications in Lake Tahoe. Direct individuals to the website for more information. Often packaged with a digital component for added value.

### SEM

Gain positioning in search while audiences are actively searching for things to do in Lake Tahoe.

BUDGET ALLOCATION RECOMMENDATION



## MEASUREMENT PLAN

Channel	Channel Objective	KPI Benchmarks	Measurable Metrics
Social Media	Raise awareness, drive traffic to the itinerary blog page	Maintain CPM below \$10, CPC below \$1.00 and CPE below \$0.90.	Impressions, Reach, Engagements, CTR, CPM, etc.
SEM	Raise awareness in those actively searching for activities drive traffic	Maintain top of page presence, maintain conversion rate above 1%, maintain CPC below \$2.00	Impressions, Reach, Engagements, CTR, CPM, etc
Print	Raise awareness, drive traffic and interest to the website	Varies by publication, TBD at time of IO signing	Circulation, Impressions, etc.
Retargeting	Retarget gift card page visitors to encourage purchase / spend gift card	Maintain CPM below \$10, CPC below \$1.00 and CPE below \$0.90.	Impressions, Reach, Engagements, CTR, CPM, etc.

*Specific quantitative KPI benchmarks including exponential growth of impressions, engagement, clicks etc. will be determined upon confirmation of budget, duration and placements.*

## WORKING BUDGET

EXPENSES BREAKDOWN						BUDGET
RETAINER COSTS	May-20	Jun-20	Jul-20	Aug-20		
Phase 1: Creative		6,000				\$6,000.00
Phase 2: Creative						\$0.00
Phase 2: Content Marketing		\$2,500	\$2,000	\$1,000		\$5,500.00
Phase 2: Social Media		\$1,000	\$1,000	\$500		\$2,500.00
	0	\$9,500	\$3,000	\$1,500	0	\$14,000.00
MEDIA BUY						
Phase 1: Print		\$6,500	\$6,500			\$13,000.00
Phase 1: Social Media		\$1,000	\$1,000			\$2,000.00
Phase 1: Radio		\$500	\$500			\$1,000.00
Phase 1: Management & Optimization		\$2,000	\$2,000			\$4,000.00
Phase 2: Media Buy			\$3,200	\$3,200		\$6,400.00
Phase 2: Management & Optimization			\$800	\$800		\$1,600.00
	0	\$10,000	\$14,000	\$4,000	0	\$28,000.00
<b>Total Budget:</b>						<b>\$40,000.00</b>
<b>Variance:</b>						<b>-\$2,000.00</b>
<b>TOTAL EXPENSES</b>	<b>\$0</b>	<b>\$19,500</b>	<b>\$17,000</b>	<b>\$5,500</b>	<b>\$0</b>	<b>\$42,000.00</b>

Phase 1 \$26,000  
Phase 2\* \$16,000

\* Does not include creative costs at this time

\* Additional media is recommended utilizing the 20.21 budget



# THANK YOU

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## In-Market Tourism Development 2019.2020 Budget

### EXPENSES

Line Item	Forecast Amount	Actual Amount	Allocated Amount	Notes
Summerlong Music Campaign	\$20,000	\$0	\$0	Account Code: 6743-04
Summer Mountain Campaign	\$21,000	\$0	\$0	Account Code: 6743-05
Winter Lakeside Campaign	\$21,000	\$19,788	\$19,788	Account Code: 6743-03
Year Round Shopping Campaign	\$20,000	\$10,557	\$20,000	Account Code: 6743-01
<b>Total Spend</b>	<b>\$82,000</b>	<b>\$30,345</b>	<b>\$39,788</b>	

### REVENUES

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

	Forecast	Actual	Allocated
Additional Revenues	\$2,000	\$0	\$2,000
Allocated Budget	\$80,000	\$80,000	\$80,000
Expenses	<b>\$82,000</b>	<b>\$30,345</b>	<b>\$39,788</b>
<b>Remaining Budget</b>	<b>\$0</b>	<b>\$49,655</b>	<b>\$42,212</b>



### 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 2022/2023
- [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 / Pivoted to Virtual Event
- [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

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](#) | 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



**n north lake tahoe**  
EVENT NEWS AND UPDATES

- [2020 Lake Tahoe Music Festival](#) | August 12 - 14 | North Lake Tahoe/Truckee → Cancelled
- [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!**

- [Olympic Valley Drive In](#) | July 3-5 | Squaw Valley
- [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 | July 14th- September 15th

Outdoor Movies | Cancelled - working on a modified plan  
Yoga Squaw'd - July (tentative)

- Art Wine & Music Festival - July 11-12 | Cancelled
- Brews Jazz & Funk - August 8-9
- Foam Fest - September 5 | Cancelled
- 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- Homewood**



- High Sierra Archery Shoot - June 20
- Craft Beer and Food Truck Festival - Sept 7
- Tahoe 200 Running Festival - Sept 11
- Pacific Fine Arts Fairs
  - July 3 - 5
  - August 7 - 9
- Beth Weber's Arts and Crafts Fairs
  - June 26 - 28
  - July 17-19
  - July 31 - Aug 2
  - Aug 21 - 23

Cancelled/Postponed Events - TCDA

- Wine Walk- Postponed from June date (tbd)
- Oktoberfest - September 26th
- Fireworks - July 4th- Cancelled

Cancelled/Postponed Events- NTBA

- Fireworks- July 3rd- Cancelled

Cancelled/Postponed Events- IVGID

- Fireworks - Cancelled

Cancelled/Postponed Events - TDMA

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