

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

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

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/85633682024?pwd=em9wVyt0ejJOZGVlNVR0OXcxa29Zdz09>

Meeting ID: 856 3368 2024

Password: 959987

+1 669 900 9128 US (San Jose)

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.
3. **Agenda Amendments and Approval**
4. **Approval of Tourism Development Meeting Minutes from May 26, 2020** **Page 1**
5. **Action Items:**
 - a. **Tahoe City Downtown Association Scavenger Hunt Event Sponsorship request for \$10,000 - Kylee Bigelow, TCDA** **Page 3**
 - b. **North Tahoe Business Association Virtual Music on the Beach Event Sponsorship request for \$10,000 - Alyssa Reilly, NTBA** **Page 12**
6. Update and discussion on the North Lake Tahoe Consumer Recovery Media Plan and Creative - Lindsay Moore/Cathy Nanadiego, Augustine Ideas & Walt McRoberts, Richter 7 **Page 26**
7. Update on North Lake Tahoe Consumer Recovery Social Media and Content Messaging - Amber Burke, NLTRA **Page 40**
8. Budget Update - Jeff & Bonnie
9. 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

10. Standing Reports (located on nltra.org; [here](#))

- Destimetrics Report
- Conference Activity Report

11. Committee Member Comments

12. 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 May 26, 2020

The Tourism Development Meeting was held via Zoom video conferencing.

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

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

Others in attendance: Presenters

1. Meeting called to order at 3:05pm
2. Public Comment: None
3. **Agenda Amendments and Approval**
Motion to approve the agenda as presented. GAFFANEY/HUMMER/UNANIMOUS
4. **Approval of meeting minutes from May 26, 2020**
Motion to approve the meeting minutes from May 26, 2020. GAFFANEY/NIGON/UNANIMOUS
5. **Action Item:**
 - **Lake Tahoe Dance Festival Virtual Event Sponsorship Request of \$5,000 – Christin Hanna**

Katie shared Lake Tahoe Dance Festival is looking for approval for their revised version of the 2020 Festival in the amount of \$5,000. Due to COVID-19 pandemic, the festival will be announcing that the 2020 event will not take place in person. The Lake Tahoe Dance Festival is prepared to return all previous funding. However, the event producer is not 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.

Christin and Constantine shared their proposal with the committee members. LKDF will do an online series of videos leading up to three days of live online Festival "performance", featuring unique content from their collaborators from around the world and archival footage of previous Festival performances. This will be streamed across media platforms and their website.

Comments:

- Becky shared her enthusiasm for this virtual switch. She questioned if the return of the previous funding needs to be worked into the motion? Amber shared that it may be worked into a new motion, but several conversations have been taken place and LTDF and they are fully aware of funding needing to be returned.
- Christin shared she would be happy to make a new contract since deliverables are different.
- Amber thanked Christin and Constantine for thinking of new ways to continue with their event and thinking outside the box.

Motion to award the \$5,000 sponsorship to the Lake Tahoe Dance Collective for their online show with the understanding that the previously awarded grant will be returned. HORVATH/NIGON/UNANIMOUS

6. North Lake Tahoe Visitor “Know Before You Go” Guide Update

Amber shared the information Know Before You Go guide that staff has been working on with the Augustine Agency.

The Guide includes the following topics:

- Get Back to Nature
- Welcome Back
- Responsible Travel & Tourism
- Helpful Hints
- Outdoor Recreation
- COVID-19 Friendly Activity Suggestions
- Daydreaming of North Lake Tahoe
- Stronger Together
- Resources

This link will be shared with all stakeholders, lodging providers and partners. This is a Guide that anyone may use and add to their website or hand to their guests.

Comments:

- Becky shared this is great and covers everything.
- Wendy recommended adding restrooms.

Action (Amber/Anna): Share link with committee members when Guide is complete.

7. Departmental Reports – these reports can be viewed on our [website](#).
8. Standing Reports- these reports can be viewed on our [website](#).
9. Committee Member Comments – No comments.
10. Adjournment – The meeting adjourned at 3:50pm.



MEMORANDUM

Date: June 23, 2020
TO: Tourism Development
FROM: Katie Biggers, NLTRA Event Specialist
RE: Tahoe City Scavenger Hunt Opportunistic Funds Discussion

Action Requested:

Review and approve Tahoe City Downtown Association's request for \$10,000 in support of their town wide Tahoe City Scavenger Hunt

Background:

Within the 19.20 fiscal year, the NLTRA committed to funding TCDA with \$10,000 in sponsorship funds – towards their Fourth of July Fireworks show. Fireworks were officially cancelled in May. No funds were dispersed.

TCDA has canceled all signature events for the summer:

- 4th of July- 75th Anniversary postponed to 2021
- Food & Wine Classic, postponed to 2021
- Summer Solstice Week, postponed to 2021 or reimagined in Fall
- Concerts at Commons Beach, reimagined as a radio event

TCDA hopes NLTRA will support the online Scavenger Hunt, Application will be licensed with GooseChase. This will support local businesses, as well as generate socially distant activities for visitors of North Lake Tahoe.

- 100-200 missions, with new missions uploaded every Saturday. Event runs for 1 month!
- TCDA will manage game from behind the scenes
- TCDA collect coupons, prizes and raffles for participants & winners
- TCDA/NLTRA can curate direct destination specific messages to players.

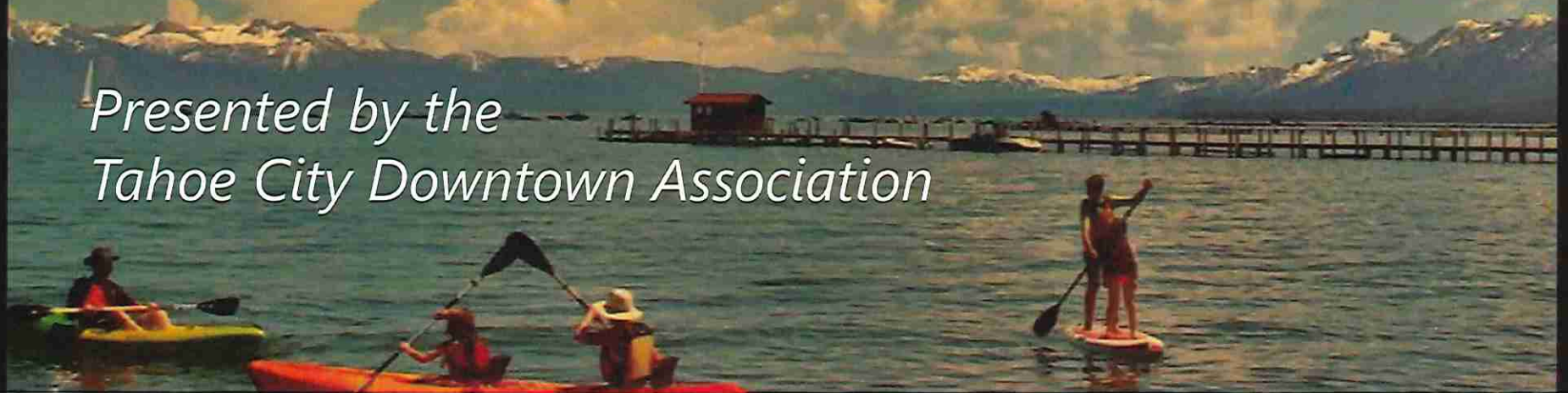
NLTRA can receive the user generated content. Can create challenges specific to marketing needs.

Fiscal Impact:

\$10,000

Welcome to the Tahoe City Adventure Games!

*Presented by the
Tahoe City Downtown Association*





The TCDA is a 501 C6 non-profit

comprised of local merchants, property owners, community associations, residents, professionals, and contributors who are committed to working together to formulate, direct, and forge a sound and prosperous future for Tahoe City and the entire North Lake Tahoe area.

Through innovation, leadership, advocacy, and events, we are dedicated to the promotion and enhancement of the Tahoe City community and serve as the local voice to maintain a vibrant and prosperous place to live, work, play, and visit.

The Tahoe City Downtown Association has made the difficult, but necessary decision to cancel, postpone, or reimagine many keystone events

- 4th of July- 75th Anniversary postponed to 2021
- Food & Wine Classic, postponed to 2021
- Summer Solstice Week, postponed to 2021 or reimaged in Fall
- Concerts at Commons Beach, reimaged as a radio event
 - And the list goes on...

How can a local business association that is known for its events bring life into the community this summer/fall?

- The TCDA took some time to ponder that question, and we are excited to present you what we came up with !



The Tahoe City Downtown Association presents:

THE TAHOE CITY ADVENTURE GAMES!

goosechase

Verizon 1:13 PM

My Joined Games

ACTIVE GAMES

Tahoe City Adventure Scave...

Welcome to the Tahoe City Adventure Scavenger Hunt, brought to you by the Tahoe City Downtown Association. Grab your household and begin to EXPLORE Tahoe City with over 100 challenges!

START: Jun 03, 3:00 PM END: Jun 26, 5:00 PM

PAST GAMES

Adventures in Communicati...

Come join us again for an awesome @home adventure! We're focusing on ways to facilitate communication in families and how to be inclusive and tolerant of everyone.

START: Jun 06, 10:00 AM END: Jun 06, 11:00 AM

Event Details

- Participants sign up for the Tahoe City Adventure Games on visittahoe.com
- Pay online fee to participate
- Participants sent instructions to download enter access code
- PLAY!
- 100-200 missions, with new missions uploaded every Saturday. Event runs for 1 month!
- View Leaderboard and Feed for engagement with other teams
- TCDA manage game from behind the scenes
- TCDA collect coupons, prizes and raffles for participants & winners



Business Sponsorship

One of the goals of the event is to encourage participants to support local businesses

TCDA will sign up business sponsors to be a “Mission” and/or send a dedicated message in the app to participants

Range from \$125-\$500

Examples:

- Mission: Stop by Wanda’s Flower Shop and take a selfie with your favorite bouquet
- Mission: Watch a Movie at Tahoe Art Haus. Snap a pic of your ticket stub
- Message: Visit the North Lake Tahoe Visitor Center TODAY to pick up the new visitor guide
- Message: Fat Cat Bar & Grill is hosting Frisky Friday, \$5 specialty cocktails all day long



NLTRA Funding Request- \$10,000

- Funding will be utilized to sign up for Goose chase App (\$5000) & Event Marketing (\$5,000)
- Event Marketing
 - Logo/Graphic Design
 - Print media
 - Radio
 - Light Pole Banners, Board Walk Banners, A-Frames
 - Flyers/Posters
 - Social Media (26K+ followers)
 - E-newsletter (5000 subscribers)
 - Visit Tahoe City.org
- Targeted Sponsors
 - NLTRA
 - Various Tahoe City businesses
 - Real Estate Companies
 - Adventure/Recreation Companies (bikes, vans, RVs), etc



Tahoe City Downtown Association, Inc
Profit & Loss
 January through December 2019
 TC Scavenger Hunt
 2020 Budget

Income	
Revenue	
Sponsorships	18,000.00
Participant Sign Up Fees	20,000.00
Total Revenue	<u>38,000.00</u>
Total 4000 · REVENUE	<u>38,000.00</u>
Total Income	38,000.00
Cost of Goods Sold	
COST OF GOODS SOLD	
Participant Event Supplies	1,000.00
COST OF GOODS SOLD	<u>1,000.00</u>
Total COGS	<u>1,000.00</u>
Gross Profit	37,000.00
Expense	
TCDA GENERAL ADMIN	
Executive Director Expenses	
Executive Director Wages	3,000.00
Total Executive Director Expenses	<u>3,000.00</u>
Support Staff	3,000.00
Admin Staff	1,200.00
Payroll Taxes	500.00
Accounting	100.00
Credit Card Fees	150.00
Meeting Expenses	100.00
Event Supplies	500.00
Office Supplies	50.00
Mobile App	5,000.00
Advertising/Marketing	5,000.00
Graphic Design	600.00
Copies/Production	250.00
Postage and Delivery	25.00
Website/Web Development	1,500.00
License & Permits	25.00
Total 6000 · TCDA GENERAL ADMIN	<u>20,900.00</u>
Total Expense	<u>20,900.00</u>
Net Ordinary Income	<u>16,100.00</u>
Net Income	<u><u>16,100.00</u></u>



MEMORANDUM

Date: June 23, 2020
TO: Tourism Development
FROM: Katie Biggers, NLTRA Event Specialist
RE: Music on the Beach Opportunistic Funds Discussion

Action Requested:

Review and approve North Tahoe Business Association's request for \$10,000 in support of their online version of the 2020 Music on the Beach Series.

Background:

Within the 19.20 fiscal year, the NLTRA committed to funding NTBA with \$10,000 in sponsorship funds – towards their Fourth of July Fireworks show. Fireworks were officially cancelled in May. No funds were dispersed.

Due to the COVID-19 pandemic, NTBA announced that their second biggest series of events in the summer, Music on the Beach in Kings Beach, would need to pivot. The solution was "Music On The Beach: Virtual Vibes 2020", a safe, socially distanced version of their annual music on the beach show. They are producing 5 LIVE concerts that will be streamed online and via radio (101.5).

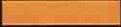
They are asking the NLTRA to support the online format, as they hope it will provide a unique opportunity to highlight the North Lake Tahoe region to visitors planning future safe travels to Tahoe by streaming sunset music shows.

The event will have radio and streaming options in San Diego, South Lake Tahoe, the Bay Area, Sacramento, and Reno. These streaming channels will expand the reach to some of the NLTRMC's target markets.

There are opportunities for the NLTRA to insert destination commercials and branding during the streaming as well as branding opportunities on cups that they will be ordering for the event.

Fiscal Impact:

\$10,000



Music on the Beach

Virtual Vibes 2020



Music on the Beach: Virtual Vibes 2020



“We can’t bring people to the music so we are bringing the music to the people”



MOTB: VV 2020 is our safe, socially distanced version of our annual music on the beach show. We are producing 5 LIVE concerts that will be streamed online and via radio (101.5).

Music on
the Beach:
Virtual Vibes
2020

2020 CONCERT SCHEDULE

June
26

July 10

July 24

August
7

August
28



We have selected 5 local bands – so that we are focusing on the community, the Arts, paying our local artists and supporting our communities desire for Music on the Beach.

Music on the Beach: Virtual Vibes 2020

- Plan of Action

- We are going to be producing these shows from inside the North Tahoe Event Center.
- We will have video and radio productions
- We will be able to stream onto our website, social media, partners websites/social, band websites and social, etc.
- The show will be filmed LIVE as the band is playing – with the Lake Tahoe Sunset in the background so viewers not only get to enjoy some live music but get to enjoy the beautiful Lake Tahoe Views.
- Safety of the public and visitors is important to us – the shows are unavailable to viewing and with the lack of sound and inside filming we are confident that now crowds will congregate.

Music on the Beach: Virtual Vibes 2020

- Budget and Financials:
 - Cost to run Virtual Vibes
 - \$21001.85
 - Costs include: Operations, Staffing, Band, Sound, Video, and Radio.
- How are we Mitigating Costs?
 - Sponsorships
 - Trade
 - Fundraising efforts
 - Cup sales

Music on the Beach: Virtual Vibes 2020

- Overall, financially for NTBA the losses we are expecting for 2020 from lack of Fireworks, a non-traditional Music season and the possibility of a different or smaller Passport to Dining, the cost to run Music on the Beach Virtually vs not at all has been able to mitigate our losses by \$10,000.

Music on the Beach: Virtual Vibes 2020



Community Focus

Bringing a sense of normalcy back to our community.

Bringing the community together safely by doing it virtually.



Expanded Market

We are spreading the word and the show is getting picked up all over the Basin, out to Reno, Sacramento, Bay Area, and even into San Diego.

- Opening up an opportunity to promote our region, our businesses to non-local markets.
- Our partners/sponsors receive commercial and radio ad space throughout the show – allowing our businesses to expand their marketing efforts.



MUSIC ON THE BEACH

- | | |
|-----------|-----------------------------------|
| June 26 | Peter Joseph Burtt & the Kingtide |
| July 10 | The Sextones |
| July 24 | Vokab Kompany |
| August 7 | The Blues Monsters |
| August 28 | Sneaky Creatures |

North Tahoe Business Association
Profit & Loss by Class
July 1, 2019 through May 10, 2020

	<u>July 3rd</u>	<u>MOB</u>	<u>P T D</u>	<u>TOTAL</u>
Ordinary Income/Expense				
Income				
Admin/Org Capacity Income				
Administration Income				
Interest Income	0.00	0.00	0.00	0.00
Membership Dues Income				
Membership Dues Discount	0.00	0.00	0.00	0.00
Membership Dues Income - Other	0.00	0.00	0.00	0.00
Total Membership Dues Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Member Advertising Income	0.00	0.00	0.00	0.00
Placer Contract-Main Street	0.00	0.00	0.00	0.00
Total Administration Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total Admin/Org Capacity Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Community Design Income				
Streetlight Banner Program				
Application Fees	0.00	0.00	0.00	0.00
Applicant Installation Income	0.00	0.00	0.00	0.00
Total Streetlight Banner Program	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Community Design Income - Other	0.00	0.00	0.00	0.00
Total Community Design Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Events, Promo & Mktg Income				
Event Income				
Auction	0.00	0.00	7,000.00	7,000.00
Bar sales (net of sales tax)	0.00	5,000.00	0.00	5,000.00
Booth Fees - Food Vendors	0.00	0.00	0.00	0.00
Booth/Distrib Fees - Members	0.00	0.00	0.00	0.00
Collections / Donations	0.00	2,000.00	82.19	2,082.19
Entry Fees	0.00	0.00	0.00	0.00
Raffle	0.00	0.00	1,500.00	1,500.00
Sponsorship & Grant Income				
In-Kind Sponsorship	0.00	0.00	250.00	250.00
Sponsorship & Grant Income - Other	0.00	13,000.00	500.00	13,500.00
Total Sponsorship & Grant Income	<u>0.00</u>	<u>13,000.00</u>	<u>750.00</u>	<u>13,750.00</u>
Ticket Sales	0.00	0.00	6,000.00	6,000.00
Event Income - Other	0.00	0.00	0.00	0.00
Total Event Income	<u>0.00</u>	<u>20,000.00</u>	<u>15,332.19</u>	<u>35,332.19</u>
Total Events, Promo & Mktg Income	<u>0.00</u>	<u>20,000.00</u>	<u>15,332.19</u>	<u>35,332.19</u>
Total Income	<u>0.00</u>	<u>20,000.00</u>	<u>15,332.19</u>	<u>35,332.19</u>
Gross Profit	0.00	20,000.00	15,332.19	35,332.19
Expense				
Administration Expenses				
TTCF Fiscal Sponsorship Admin	0.00	0.00	0.00	0.00
Accounting & CPA	0.00	0.00	0.00	0.00
Bank & Direct Deposit Fees	0.00	0.00	0.00	0.00
Credit card processing fees	0.00	35.00	300.00	335.00
Dues and Subscriptions	0.00	0.00	0.00	0.00

North Tahoe Business Association
Profit & Loss by Class
July 1, 2019 through May 10, 2020

	<u>July 3rd</u>	<u>MOB</u>	<u>P T D</u>	<u>TOTAL</u>
Email Marketing Platform	0.00	0.00	0.00	0.00
Leadership Program	0.00	0.00	0.00	0.00
Mileage Reimbursement	0.00	0.00	126.63	126.63
Misc / Other	0.00	0.00	0.00	0.00
Office				
Cleaning	0.00	0.00	0.00	0.00
Computer				
IT Support	0.00	0.00	0.00	0.00
Total Computer	0.00	0.00	0.00	0.00
Equipment	0.00	0.00	0.00	0.00
Internet & Telephone	0.00	0.00	0.00	0.00
Office Supplies	0.00	0.00	0.00	0.00
Postage and Delivery	0.00	0.00	0.00	0.00
Rent, Snow Removal, CAM, BAD	0.00	0.00	0.00	0.00
Utilities	0.00	0.00	0.00	0.00
Total Office	0.00	0.00	0.00	0.00
Payroll Expense				
Coordinator	1,230.25	1,220.75	3,705.00	6,156.00
Executive Director	6,222.99	4,619.75	7,634.13	18,476.87
Community Relations	494.00	4,683.50	3,809.50	8,987.00
Program Manager	0.00	0.00	0.00	0.00
Bonus Expense	0.00	0.00	0.00	0.00
Contract Labor	87.50	525.00	1,512.50	2,125.00
Payroll Taxes	669.53	864.69	1,388.11	2,922.33
Workers Comp	0.00	0.00	0.00	0.00
Employee Retirement Simple IRA	0.00	0.00	0.00	0.00
Total Payroll Expense	8,704.27	11,913.69	18,049.24	38,667.20
Professional Development				
Training	0.00	0.00	0.00	0.00
Total Professional Development	0.00	0.00	0.00	0.00
Relations & Recruitment				
40th Anniversary	0.00	0.00	0.00	0.00
Board & Volunteer Relations	232.00	0.00	0.00	232.00
Community Relations	0.00	0.00	0.00	0.00
Employee Relations	0.00	139.22	0.00	139.22
Member Relations / Recruitment	0.00	0.00	0.00	0.00
Total Relations & Recruitment	232.00	139.22	0.00	371.22
Taxes	0.00	0.00	0.00	0.00
Website & Hosting				
Troubleshooting	0.00	0.00	0.00	0.00
Total Website & Hosting	0.00	0.00	0.00	0.00
Administration Expenses - Other	0.00	0.00	0.00	0.00
Total Administration Expenses	8,936.27	12,087.91	18,475.87	39,500.05
Community Design Expense				
Streetlight Banner Expenses				
Applicant installation expense	0.00	0.00	0.00	0.00

North Tahoe Business Association
Profit & Loss by Class
July 1, 2019 through May 10, 2020

	<u>July 3rd</u>	<u>MOB</u>	<u>P T D</u>	<u>TOTAL</u>
Streetlight Banner Expenses - Other	0.00	0.00	0.00	0.00
Total Streetlight Banner Expenses	0.00	0.00	0.00	0.00
Total Community Design Expense	0.00	0.00	0.00	0.00
Events, Promo & Mktg Expense				
Advertising & Mktg - District				
Print Ads - District	0.00	0.00	390.00	390.00
Printing & Graphics - District	0.00	0.00	66.47	66.47
Radio Ads - District	0.00	495.00	0.00	495.00
Advertising & Mktg - District - Other	0.00	0.00	0.00	0.00
Total Advertising & Mktg - District	0.00	495.00	456.47	951.47
Event Expenses				
Fireworks Assist Boat	181.28	0.00	0.00	181.28
Bands / Entertainment	0.00	7,100.00	0.00	7,100.00
Beverages	0.00	0.00	300.00	300.00
CA State Parks Staff	0.00	3,000.00	0.00	3,000.00
Decorations	79.78	0.00	0.00	79.78
Dumpsters	244.31	0.00	0.00	244.31
Event Advertising / Marketing				
Google AdWords - Events	0.00	0.00	0.00	0.00
Print Ads - Events	542.50	542.50	0.00	1,085.00
Printing & Graphics - Events	283.00	1,080.51	933.76	2,297.27
Social Media - Events	0.00	0.00	0.00	0.00
Event Advertising / Marketing - Other	1,219.03	375.00	0.00	1,594.03
Total Event Advertising / Marketing	2,044.53	1,998.01	933.76	4,976.30
Fireworks	0.00	0.00	0.00	0.00
IT Wizard	0.00	0.00	2,750.00	2,750.00
Licenses & Permits	0.00	516.75	304.00	820.75
Miscellaneous / Other	71.50	0.00	40.00	111.50
Non-Profit Beneficiary	0.00	0.00	1,000.00	1,000.00
Other Supplies & postage	13.99	235.22	0.00	249.21
Passport to Dining Supplies	0.00	0.00	832.66	832.66
Prizes	0.00	0.00	850.00	850.00
Raffle	0.00	0.00	275.00	275.00
Signs	0.00	240.27	0.00	240.27
Sound & Production	250.00	4,800.00	200.00	5,250.00
Venue / Facility Fee	0.00	800.00	362.70	1,162.70
Total Event Expenses	2,885.39	18,690.25	7,848.12	29,423.76
Photo & Video Assets - District	0.00	0.00	0.00	0.00
Total Events, Promo & Mktg Expense	2,885.39	19,185.25	8,304.59	30,375.23
Total Expense	11,821.66	31,273.16	26,780.46	69,875.28
Net Ordinary Income	-11,821.66	-11,273.16	-11,448.27	-34,543.09
Other Income/Expense				
Other Expense				
Other Expenses				
Barge	1,543.20	0.00	0.00	1,543.20
Total Other Expenses	1,543.20	0.00	0.00	1,543.20

North Tahoe Business Association
Profit & Loss by Class
July 1, 2019 through May 10, 2020

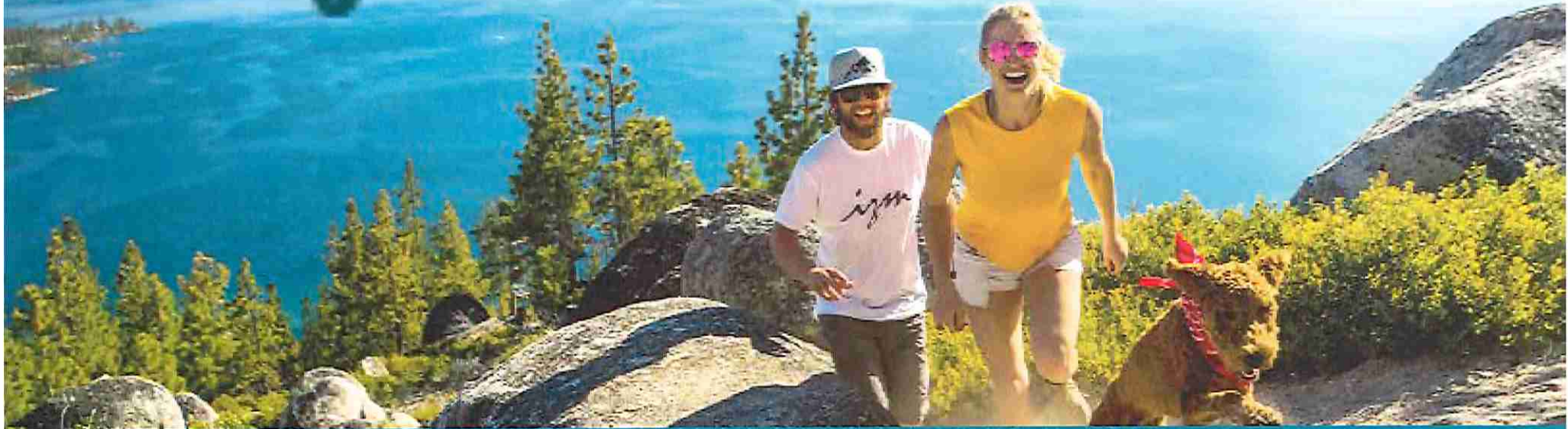
	<u>July 3rd</u>	<u>MOB</u>	<u>P T D</u>	<u>TOTAL</u>
Total Other Expense	1,543.20	0.00	0.00	1,543.20
Net Other Income	-1,543.20	0.00	0.00	-1,543.20
Net Income	<u>-13,364.86</u>	<u>-11,273.16</u>	<u>-11,448.27</u>	<u>-36,086.29</u>

Special Event/Sponsorship Budget
July 2019 - June 2020

Line Item	Date	Budget	Actual	Allocated (Not Yet Paid)	Forecast Month	Actual Month	Remaining
Sponsorships							
2019 Spartan World Championships	September 27 - 29, 2019	\$254,400	\$254,013	\$0			\$387
Cash Sponsorship		\$250,000	\$250,000		July	July	
The Abbi Agency		\$4,000	\$4,000		October	October	
Booth Staffing		\$400			September		
Media			\$13			September	
2020 Mountain Travel Symposium	March 28 - April 5, 2020	\$75,000	\$5,625	\$0			\$69,375
Sponsorship/Operation Costs		\$75,000	\$5,000		February - May		
Eblast - Chamber			\$525				
Crux Events Balance				\$4,120			
Amazon			\$100				
2020 WinterWonderGrass Tahoe	March 27 - 29, 2020	\$21,900	\$21,120	\$4,000			(\$3,220)
Cash Sponsorship		\$17,500	\$17,500		February		
Tahoe City Banners		\$400	\$400		January		
The Abbi Agency		\$4,000	\$3,000	\$4,000	April		
WWG Tahoe Food Hub Dinner			\$220			October	
2019 Autumn Food & Wine Festival	September 20 - 22, 2019	\$37,495	\$34,648	\$0			\$2,847
Cash Sponsorship		\$30,000	\$30,000		July	October	
The Abbi Agency		\$4,000	\$4,000		October	October	
Swag		\$3,000	\$0		August		
ABC Special Event License		\$250	\$525		August	August	
Placer County Sheriff Processing Fee		\$120	\$105		August	August	
FedEX		\$25	\$18		August	September	
Booth Staffing		\$100			September		
Ticket Sales							
2020 Broken Arrow Skyrace	June 2020	\$25,400	\$25,400	\$400			
Cash Sponsorship		\$25,000	\$25,000		December		
Booth Staffing		\$400		\$400	June		
2020 Tahoe Lacrosse Tournament	June 2020	\$6,000	\$6,000	\$0			\$0
Cash Sponsorship		\$6,000	\$6,000		February		
4th of July Fireworks Sponsorship	July 3-4, 2020	\$20,000	\$20,000	\$20,000			
2020 Tahoe City Fireworks		\$10,000	\$10,000	\$10,000	April		
2020 Kings Beach Fireworks		\$10,000	\$10,000	\$10,000	April		
Lake Tahoe Dance Festival	July 22-24, 2020	\$10,000	\$10,000	\$10,000			
Cash Sponsorship (2020)		\$10,000	\$0	\$10,000	April/May		
2020 EWS North American Continental Series	August 22-23 2020	\$20,000	\$0	\$0			\$20,000
Cash Sponsorship (2020)							
2020 Wanderlust		\$37,500	\$0	\$0			\$37,500
Cash Sponsorship (2020)		\$30,000	\$0		January		
Swag - Essential Oils (2020)		\$3,000	\$0		June		
Halloweekends at Homewood		\$6,000	\$0	\$6,000			\$0
Cash Sponsorship (2020)		\$6,000		\$6,000	May		
Sponsorship Totals		\$523,695	\$366,807	\$24,400			\$136,888
Operations							
Operations		\$8,000	\$1,617	\$1,445			\$4,938
Swag		\$8,000			May		
Handtruck			\$64			August	
Banners			\$384			September	
Barrier Jacket Banners			\$963				
Partnership Funding Selection Panel			\$206				
Partnership Funding Newsletter Inclusion				\$1,445			
Operations Totals		\$8,000	\$1,617	\$1,445			\$4,938
Total Spend		\$531,695	\$368,424	\$25,845			\$141,826

Approved Budget	\$531,695
Spent	\$368,424
Allocated (Not Yet Paid)	\$25,845
Remaining Budget	\$137,426

Augustine



North Lake Tahoe Recovery Campaign | June 23, 2020



AGENDA

Objectives

Phased Approach

Creative

Consumer
In-Market

OBJECTIVES

- Develop a phased messaging approach that aligns with the brand while remaining sensitive to our audiences, community and the overall situation.
- Adjust and attach tactics to appropriate phases.
- Provide a recommendation on phase timing/deployment.



PHASED APPROACH

PHASED APPROACH

1

PHASE 1 RECOGNITION (CRITICAL)

Acknowledging situation.
We are in this together.
Offer hope and share bright moments.

Timing:
Now-May

Tactics:
Owned and earned



2

PHASE 2 REBOUND (IMPROVING SITUATION)

Finding your new normal, at your own
pace. Provide potential visitors with the
tools they need to get back to nature one
step at a time.

Timing:
May-June

Tactics:
Owned and earned



3

PHASE 3 RECOVERY (TRAVEL READY)

We are here for you and welcome you
back. We're ready when you're ready.

Timing:
June-September

Tactics:
Owned, earned and paid



PHASE 3 CONSUMER

PHASE 3 | CONSUMER

MESSAGING TYPE/TONE:

- Reconnect with nature (the restorative power of nature, health and wellness).
- Inviting, confident, caring.
- Proximity (drive market), familiarity, closeness, getaway in your own backyard.
- Outdoor activities for all comfort levels, open space, fresh air, uncrowded.
- We are here for you and welcome you back. We're ready when you're ready.

MESSAGING STRATEGY: GET BACK TO NATURE

We all have an innate need to explore, wander and revel in the beauty of the world – It's Human Nature to connect with the outdoors. From towering tree-line mountains to crystal blue shorelines, there's no better place to find your new north than North Lake Tahoe. Now is the time we have all been patiently waiting for—lace up your boots, dust off your kayaks and zip up your backpacks. It's time to feel the wind in your hair, smell the pine in the air and see the beauty we were all meant to explore. It's time to get back to nature.

PAID TACTICS

PART 1 – JUNE/JULY

SACRAMENTO, STOCKTON, MODESTO,
SAN FRANCISCO (WHEN OPEN), LA

- Search Marketing
- Retargeting Display and Video
- YouTube Video
- OTT/CTV
- Facebook/Instagram
- TripAdvisor

PART 2 – JULY / AUGUST

SAN FRANCISCO, LA

- Search Marketing
- Retargeting Display and Video
- Native
- Programmatic Display
- YouTube Video
- OTT/CTV
- Facebook/Instagram
- Reddit
- Twitter
- TripAdvisor
- Email
- Weekend Sherpa
- Expedia

90 DAY PLAN REVISED

CAMPAIGN: CONSUMER

CAMPAIGN: CONSUMER	June/July						August					September			
	Phase 2						Phase 3								
	Sac, Stockton, Modesto (SF when open)					LA	Target Markets: Bay Area, LA					Target Markets: Bay Area, LA			
	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21
DIGITAL ADVERTISING															
Search Marketing	4000						5500					7500			
Retargeting Display	1500						2000					3000			
Native (programmatic and direct)							4000					4000			
Programmatic Display							2000					4500			
Video (Youtube)							4000					6500			
Retargeting Video							1000					1000			
OTT.CTV							3000					19000			
Digital Total	\$12,150						\$30,500					\$45,500			
PAID SOCIAL															
FB/Insta Retargeting	1000						2000					3000			
FB/Insta Dynamic Carousel							6500					9000			
FB/Insta Video							5672					7500			
Instagram Stories							5000					7000			
Reddit							2000					3000			
Twitter							3000					3000			
Paid Social Total	\$8,500						\$24,172					\$32,500			
TRIPADVISOR															
Desktop & Mobile Display	1000						3000					3000			
Mobile Display							3000					3000			
Audience Segments (Outdoor/Ski/etc)							2000					2000			
TripAdvisor Total	\$2,000						\$8,000					\$8,000			
EMAIL															
Prospecting Email							850					850			
Email Total	\$0						\$850					\$850			
OTHER															
Expedia															
Weekend Sherpa												9250			
Other Total	\$0						\$0					\$9,250			

YOUR SAFETY IS IN OUR NATURE

north lake tahoe
get back to nature

GET BACK TO MAKING MEMORIES

north lake tahoe
get back to nature

north lake tahoe
get back to nature

COMMONS BEACH
Tahoe City, CA

PLAN TRIP

YOUR SAFETY MATTERS

north lake tahoe
get back to nature

VIEW OUR

KNOW BEFORE YOU GO

INFORMATIONAL GUIDE

north lake tahoe
get back to nature

north lake tahoe
get back to nature

VIEW GUIDE



PHASE 3 IN-MARKET

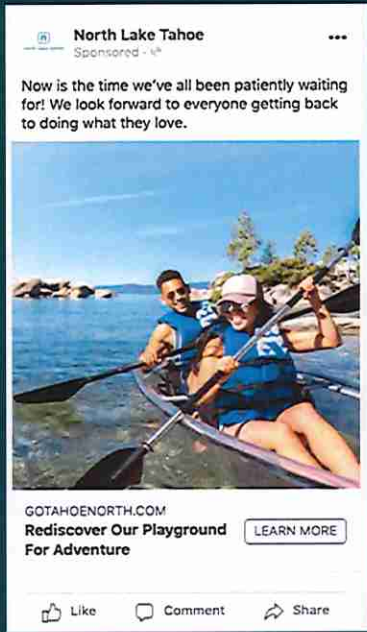
PHASE 3 | IN-MARKET

MESSAGING TYPE/STRATEGY:

- Inviting, confident, caring.
- Business revitalization (support local).
- Expand upon the Get Back To Nature campaign with a community focus.
- Encourage community members to visit their favorite businesses (rentals, restaurants, retail).
- Support local businesses through in-market media placements.

TACTICS:

- Print/Digital
- Radio
- Social





THANK YOU!

Consumer Channels Content & Social Media Update

June 2020



north lake tahoe



Newsletters

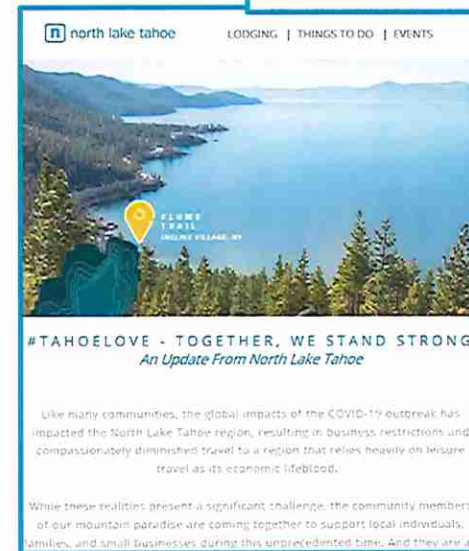
Get Back to Nature

North Lake Tahoe Re-Opening Information

Sent: June 12, 2020
 Open Rate: 22% * *highest open rate of any NLT newsletter*
 Click Rate: 1.1%

#Tahoe Love - Together, We Stand Strong

Sent: May 15, 2020
 Open Rate: 13.8%
 Click Rate : 0.9%



Blogs


Get Back to Nature as North Lake Tahoe Reopens - June 12, 2020

North Lake Tahoe COVID-19 FAQ's - June 4, 2020

Love Tahoe? Here's How to Stay Connected - Even at Home - May 5, 2020

North Tahoe Gift Cards - April 20, 2020

Destination Statement - March 20, 2020



Things To Do

LOVE TAHOE? HERE'S HOW TO STAY CONNECTED—EVEN AT HOME

The spread of the novel coronavirus has turned our world upside down as we know it's done for you. It's introduced new challenges for visitors, locals, and organizations in the North Lake Tahoe region as we navigate uncharted territory. These changes have made it necessary to temporarily dissuade travel to the region, but the fact remains that Tahoe is still...

[READ MORE >](#)

[f](#) [t](#) [G+](#)




Summer

GET BACK TO NATURE AS NORTH LAKE TAHOE REOPENS

If you're anything like us (and we know that you are), you've been missing North Lake Tahoe's lush landscapes, spectacular mountain views, and that gorgeous Tahoe blue that's made our lakeside paradise one of the most sought after destinations in the world. As lodging, restaurants, and retail businesses closed, Tahoe adventurers were asked to temporarily suspend travel plans, and wait...

[READ MORE >](#)

[f](#) [t](#) [G+](#)



Spring Wellness

DESTINATION STATEMENT

The North Lake Tahoe destination has welcomed visitors from around the globe for generations and as such, over 60% of jobs in North Lake Tahoe are within leisure industries. The business community is feeling acute impacts of COVID-19 and given state directives from both Nevada and California Governors' to stay home, and shutter non-essential businesses, large scale events have been...

[READ MORE >](#)

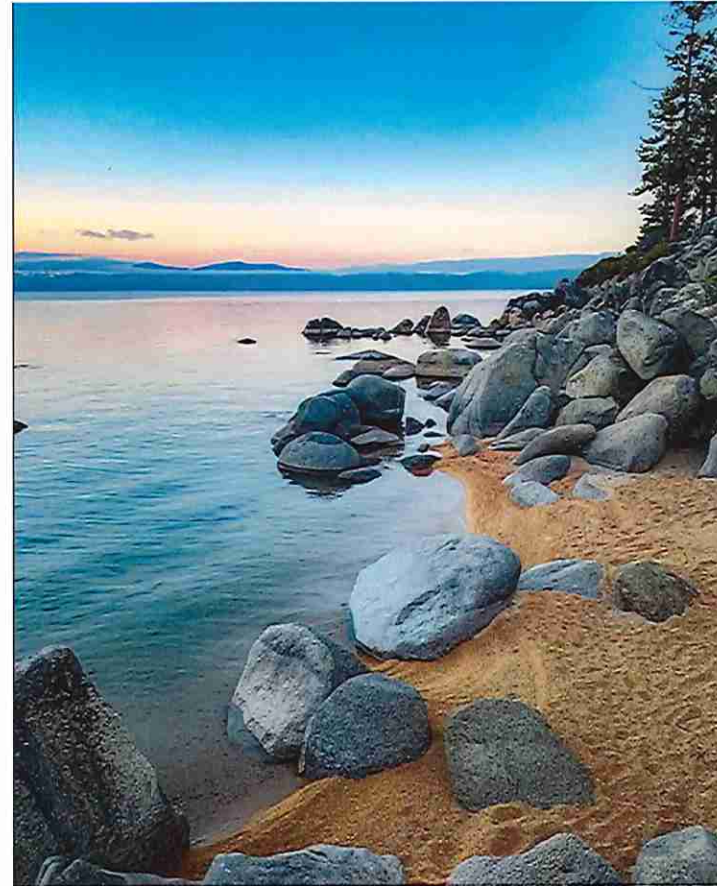
[f](#) [t](#) [G+](#)



Social Media Channels

June 12, 2020 - Welcome Back Post

- Resumed actively promoting visitation
- Weekly posts consist of:
 - Know Before You Go Travel Tips
 - Responsible Travel
 - Business Focus
 - Dining Highlights
 - Local Recreation Highlights
 - Lodging Highlights
 - Shopping Highlights
 - Aspirational Imagery
 - Road Trips



North Lake Tahoe
Page Liked - June 12

The water is calm and things are finally clear. We are excited to announce that as of today, North Lake Tahoe is officially open. When you are ready, we would be happy to safely welcome you back. During this time we ask that all visitors please review and adhere to our handy Know Before You Go guide to ensure your own safety as well as the safety of our local communities.
<https://www.gotahoenorth.com/knowbeforeyougo/> — with Louise Fried

1.2K 36 Comments 142 Shares

Like Comment Share

Most Relevant

Willy Elder Please leave it as clean —or better —than when you came. We all love Tahoe.
Like Reply 6d 6

C.W. Predovich AMEN!
Please, everyone, follow suggested safety guidelines, so that there won't be any more shutdowns!
Like Reply 6d 5

Carol Killeen What about our own stand up paddle boards on the lake?
Like Reply 6d 1

Author
North Lake Tahoe Carol Killeen You absolutely can! We suggest making sure the board is clean and no invasive species on the bottom! Local rentals are also open and available, too.

Write a comment...

Reopening Video Series

North Lake Tahoe recently launched the first video in a series to highlight what different business sectors are doing to prepare for welcoming visitors back to the region in a safe and responsible manner.

The series coincides with the NLT Know Before You Go Informational Guide.

Video Topics

- Responsible Travel & Tourism
- Lodging
- Restaurant & Retail
- Outdoor Recreation & Public Lands

