

NLTRA Mission

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

Committee Members: **Chair: Caroline Ross**, Squaw Valley Business Association
 Stephen Lamb, PlumpJack Inn | **Kylee Bigelow**, Tahoe City Downtown Association
 Sahra Otero, Tahoe City Downtown Association | **Alyssa Reilly**, 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: **Jim Phelan**
 Placer County Representative: Emily Setzer
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

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/89963886183?pwd=eFdUMnpQYWJQOForbIV0dVpWek1ydz09>

Meeting ID: 899 6388 6183

Passcode: 864883

+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 May 26, 2020** **Page 1**
- 1:10 p.m.** **5. Action/Motion Items:**

a. **Takeout Tahoe Initiative Discussion & Direction - Amber Burke & Connie Anderson**

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1:30 p.m

Other Items:

6. Event Update - Katie Biggers

- Sponsored Events
- 2021 Partnership Funding Program [Link to documents](#)

1:40 p.m.

7. Discussion on Shopping Campaign - Amber Burke & Connie Anderson **Page 12**

1:55 p.m.

8. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

In-Market Tourism Development Draft - Meeting Minutes – Tuesday May 26, 2019

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

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

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

Other in attendance: Jeff Kabigting

1. Meeting called to order at 1:06pm
2. Public Comment: None
3. **Motion to approve the agenda as presented. GAFFANEY/MOORE/UNANIMOUS**
4. **Motion to approve the In-Market Meeting minutes from March 24, 2020. GAFFANEY/HUMMER/UNANIMOUS**
5. Action/Motion Items:

Amber gave a brief background on the Community Marketing Grants. NLTRA allocates \$30,000 annually to be used for business association marketing grants each fiscal year. 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.

 - a. Squaw Valley Business Association 18.19 Community Marketing Grant Recap Presentation
Caroline gave a recap of 18.19 Community Marketing Grant. The money awarded was to reprint and distribute 40,000 copies of the Squaw Valley Shopping, Dining during Summer 2019. This piece features a detailed map of the Valley, represents all lodging properties and highlights businesses, year-round recreational offerings and calendar of events. Caroline shared they distributed 26,000 copies via Certified Public Folder Display Service in Reno, Carson City and South Lake Tahoe and 14,000 copies in North Lake Tahoe and in Squaw Valley. This guide continues to move well and be requested by front line and concierges' employees.
 - b. Squaw Valley Business Association 19.20 Community Marketing Grant Proposal and Funding Request
Caroline reviewed the 19.20 proposal with the committee members. The \$10,000 will be used to reprint and distribute the Squaw Valley Area Shopping, Dining & Lodging Guide late Summer/Fall. 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. The guide will be updated with new photos and content for Summer/Fall 2020. Caroline stated they are looking to change up the distribution to include the Gold County.

Comments:

- Sarah offered to help with the Gold Country distribution.
- Brett asked of there is a plan to point to a website in case the print collateral is outdated. Caroline stated the editing process has not started yet, but it brings up a valid point. She stated the call to action is individualized. Christine also shared most events and pointed to their Squaw Alpine Event page on their website with a disclaimer that events are subjects to change.

**Motion to support the Squaw Valley Business Association 19.20 Community Grant.
WILLIAMS/LONG/HORVATH ABSTAINED/UNANIMOUS**

- c. Northstar 18.19 Community Marketing Grant Recap Presentation
Amber introduced Jeffery Kabigting from Northstar to the committee members. Jeff has been onboard since late January. The Northstar representative who submitted the 18.19 proposal is no longer with the company. The project was postponed due to movement within the marketing department was resurfaced in February once marketing position were filled. The project was not completed but adjustments are being made on COVID-19 and they will continue to monitor the situation regarding health and safety of the NLT region along with summer operations and pivot if/when necessary.

Northstar California will create a 3-5-minute video to highlight the experience 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 aim to inspire their guests to dream, to look forward and dream about tomorrow’s explorations. Northstar will capture photography during the video shoot to provide supporting assets to help the rollout strategy.

- d. Northstar 19.20 Community Marketing Grant Proposal and Funding Request
Northstar is requesting funding for 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. Northstar will continue to pursue video and utilize social media platforms to reach the visitors. The estimated rollout strategy would be Spring of 2021.

Comments:

- Wendy shared the spend breakdown is very vague. Could it be broken down in further detail? Jeff shared he could provide more details and send out to the committee members.
- Brit questioned if the businesses highlighted will be Northstar specific? Jeff shared they will not be Northstar specific.
- Brit shared it would be great if the videos were made available for others to use. Will they be branded Northstar? Jeff’s is not sure of approach and the details yet.
- Amber suggested helping Northstar on the itinerary development or asked that Northstar help guide the influencer.
- Wendy stated she does not want to hold up the process but it’s necessary to see more details on budget.
- Brett questioned if the funds can be carried over? Amber will get back after checking in with Jeff and Bonnie.

Motion to approve the 19.20 Northstar Community Grant *if we can roll over the funds to give Jeff time to come back with a more detailed plan. If funds can not be rolled over a decision will be made once we receive the e-mail with the detailed plan.* HUMMER/GAFFANEY/UNANIMOUS

Action to Amber: Follow up with Jeff to provide more details on the plan/budget for the Northstar Community Grant.

- e. West Shore Association 18.19 Community Marketing Grant Recap Presentation
Lisa gave a recap of 18.19 Community Marketing Grant. Lisa stated that as a small organization they need support from outside vendors to continue to reach their audience. They allocated \$7520 to Digital Marketing and they also sponsored two smaller events: Opening Day at the Lake and the West Shore Café Wine vs. Beer Event.

Social Media and Website Recap: Decrease in impressions YOY due to reallocating efforts to organic posts and content gathering.

- f. West Shore Association 19.20 Community Marketing Grant Proposal and Funding Requests
Lisa reviewed their Community Marketing Grant request for \$10,000. Ideal Wild has been managing the West Shore Association social media account for over 5 years and they continue to see a strong following through management efforts. In addition to growing social media channels, Ideal Wild would send out a series of eBlasts and manage a full website update over the next year.

**Motion to approve the West Shore Association 19.20 Community Marketing Grant.
RAYMORE/KLINE/UNANIMOUS**

- g. In-Market Recovery Campaign Approval
Amber shared 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 local 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 the 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.

The current proposed plan comes to \$42K which is how much is remaining in the 19.20 fiscal year budget. Staff recommends increasing 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 the final plans for Phase 2 completion.

Comments:

- Becky brought up the concern with new protocols, that if we do print ads, it may be a magazine that will not be sitting on the coffee table any longer.
- Lisa emphasized that the radio seems like a great idea and people are listening to the news on the radio.
- Christine mentioned that if you are targeting locals, would it make more sense to more of a midweek campaign? Connie shared that they focus on promoting certain hours of operations.
- Christine questioned the demand on lodging and how difficult it is to look at future bookings. Sarah shared the Destimetrics information can be forwarded to her.
- Brett shared that he is surprised at the demand for lodging he has had and pacing for bookings really picked up in May. He also thinks we will see more day trip visitors this summer.
- Brett shared concerns that only 20% of our residents are primary residents in our market with this campaign. We are spending a good amount of money to have 20% do something that we are assuming they are not doing already. There is more marketing we can do in our community. We need to minimize the local versus visitor and we need to be careful with the words we are using. We should be thinking of rolling over this money.
- Lisa recommended doing a direct mailer.
- Sarah shared the education piece to is going out to the community. The #TahoeLove and #StrongerTogether Campaign are in play currently.
- Wendy recommended using Moonshine Ink and KTKE for media.
- Wendy reminded the committee we usually spend \$40K In-Market.
- Kylee shared TCDA has been pushing out messages on what businesses are open and shared most of the time social media has been a very hostile place. Locals are asking for an education piece tied to orders and status on opening lodging. Amber shared that she is working on a Visitor Readiness Guide that will be presented at the Tourism Development Committee meeting.
- Caroline shared her preference on moving this campaign forward maybe with a few modifications.
- Paul emphasized that he is for moving this campaign forward.
- Wendy

Motion to approve and move forward with the Recovery campaign knowing that the staff and agencies are conscientious and fluid with what is going on in the marketplace. HUMMER/MOORE/UNANIMOUS

6. Update on Special Event Partnership Funding Events
Katie shared an update on NLTRA cancelled and postponed events. The update is available on page 33 in the [packet](#).
7. Update on Gift Card Program & Tahoe Truckee Shop Local
Sarah shared the gift card program was launched on our website on the Nltra.org site. As of today, 126 businesses listed on there. It is the highest visited portion of our website currently. Businesses that are not listed can get added anytime.
8. Update on COVID efforts
Liz shared that the site is continually updated, and the visitor center is now taking PPE orders. Jeff shared that a resolution is being drafted to have some type of response from the governor by June 1st on reopening lodging.
9. Committee Member Reports
No updates.
10. Adjournment
The In-Market Tourism Development meeting adjourned at 3:04pm.

Takeout Tahoe Initiative



north lake tahoe

Restaurant Survey

- **Regional Restaurant Survey Sent 7/13**
- **25 Respondents**
 - **96% Currently offering takeout**
 - **100% Want help promoting takeout offerings via a social media campaign**
 - **87% Support the creation of a NLT Restaurant Facebook Group where they could post information, deals, etc.**
 - **76% Interested in receiving an outdoor banner stating they're open with a phone number**



“Takeout Tahoe” Initiative

This initiative is in an effort to support regional dining partners during these uncertain times while capacity is limited due to regulations on indoor dining and physical distancing.

Goals

- Encourage takeout options to both visitors and locals
- Highlight each dining “region” in North Lake Tahoe
- Provide information to make takeout an easy option
- Create a collateral piece for lodging properties and STR’s to put in rooms encouraging takeout



HIGHLIGHTED REGIONS

Each region will be promoted for one (1) week during the campaign. Messaging focus will be on restaurants, menu items, promotions, chefs, etc.

1. West Shore (Homewood, Tahoma, Sunnyside, Granlibakken)
2. Tahoe City (including Alpine Meadows)
3. Tahoe Vista & Kings Beach
4. Incline Village & Crystal Bay
5. Olympic Valley
6. Northstar

TACTICS

- **Landing Page on GTN.com**
- **Downloadable PDF's with Restaurant Information**
 - 1 North Lake Tahoe PDF or 7 "Town" PDF's
 - Information Included:
 - Restaurant Name, Address, Phone, Website, How to Order, Hours/Meals Served
 - Promotions?
- **In-Market Social Media Advertising**
 - Target Locals & Visitors in North Lake Tahoe / Truckee Region
- **Prize Incentive**
 - Bring a takeout receipt to either IVCBVB or NLT Visitor Center and be entered into a drawing to win a \$300 regional dining gift certificate package.
- **Organic Social Media Activation**
 - Example: Facebook Live, Q&A with Restaurants, Food Chat
- **Create a North Lake Tahoe Restaurant Facebook Page**
- **Community Banners for Each Region**



Roseville, Rocklin, Lincoln and Loomis Chambers of Commerce Present



PLACER VALLEY EATS

4 weekends + 4 cities = a whole lot of takeout

TAKEOUT ROSEVILLE SEPT. 11-13
@rosevillechamber

TAKEOUT ROCKLIN SEPT. 18-20
@rocklinchamber

TAKEOUT LINCOLN SEPT. 25-27

4 Weekends + 4 Cities = a Whole Lot of Takeout

COVID-19 has dramatically impacted our business community, especially the operations of our restaurants, caterers, breweries & wineries.

In an effort to support and boost the traffic for these businesses, the Roseville Area Chamber is proud to partner with Rocklin Area Chamber of Commerce, Lincoln Area Chamber of Commerce and Loomis Basin Chamber of Commerce and bring you "Placer Valley Eats."

RESTAURANTS

TAKEOUT DATES: SEPT. 11-13

ORDER: By Phone, Online or In Person

TAKEOUT PROMOS

\$20 Burger & Beer To-Go

50% Off one appetizer w/ entree purchase -
Dine in only

BOISSET WINE LIVING WITH LESLEY

Granite Bay, CA 95746
(916) 834-7788

<https://my.boissetcollection.com/lesleyallen>

TAKEOUT DATES: SEPT. 11-13

ORDER: By Phone or Online

TAKEOUT PROMOS

\$45/\$36 for members: Buena Vista Sheriff Red Blend
\$28/\$22.40 for members: JCB No 69 Sparkling Rose
\$28/\$22.40 for members: Deloach Rose of Pinot
\$54/\$43.20 for members: Wattle Creek Cabernet Sauvignon

ORDER: By Phone, In Person, DoorDash, UberEats

TAKEOUT PROMOS

\$60-65 Family Meal for 4
\$19 Prime Rib French Dip
\$16 50/1/50 Sliders
\$32 Thai Chili Halibut

BUCK & SADIE'S

2030 Douglas Blvd., Roseville, CA 95661
(916) 749-3394
www.buckandsadies.com

TAKEOUT DATES: SEPT. 11-13

ORDER: By Phone, In Person or Online

TAKEOUT PROMOS

\$14 The Clucker
\$5 The Crownie
\$5 Buck Beers

FOURSCORE COFFEE

325 Lincoln St. Roseville CA 95678
(916) 390-0367
www.fourscorecoffee.com

TAKEOUT DATES: SEPT. 11-13

ORDER: By Phone, In Person, Online

TAKEOUT PROMO

\$4.75 Spiced Latte

TAKEOUT DATES: SEPT. 11-13

ORDER: By Phone, In Person or Online

TAKEOUT PROMOS

\$7.99 Lamb & Beef Gyro Wrap
\$7.99 Falafel Wrap
\$13.99 Combo Platter (Chicken, lam & beef gyro, rice, salad & hummus)
\$10.99 Badmash Burger

FLAME & FIRE BRAZILIAN STEAKHOUSE

963 Pleasant Grove Blvd., Ste. 100
Roseville, CA 95678
(916) 790-5750
www.flameandfire.com

TAKEOUT DATES: SEPT. 11-13

ORDER: By Phone, In Person, Online, DoorDash

TAKEOUT PROMOS

\$42 Takeout Family Meal (3 Meats, bean stew, Rice & Salad)
\$49.95 Churrasco (Endless servings) patio only
\$9 Brigadeiro Dessert

TIMING

- **Campaign Launch: October 12**
 - **Week 1:** Oct. 12 - Oct. 18 - West Shore
 - **Week 2:** Oct. 19 - Oct. 25 - Tahoe City
 - **Week 3:** Oct. 26 - Nov. 1 - Olympic Valley
 - **Week 4:** Nov. 2 - Nov. 8 - Kings Beach & Tahoe Vista
 - **Week 5:** Nov. 9 - Nov. 15 - Incline Village & Crystal Bay
 - **Week 6:** Nov. 16 - Nov. 22 - Northstar



north lake tahoe

IN MARKET CAMPAIGN PERFORMANCE REPORT

NORTH LAKE TAHOE



WINTER SHOPPING CAMPAIGN



97,891

Impressions

826

Clicks

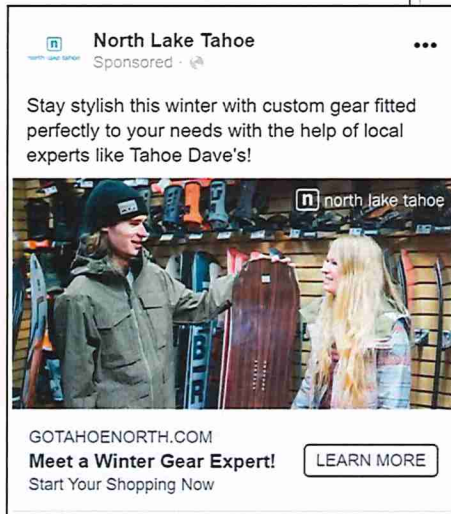
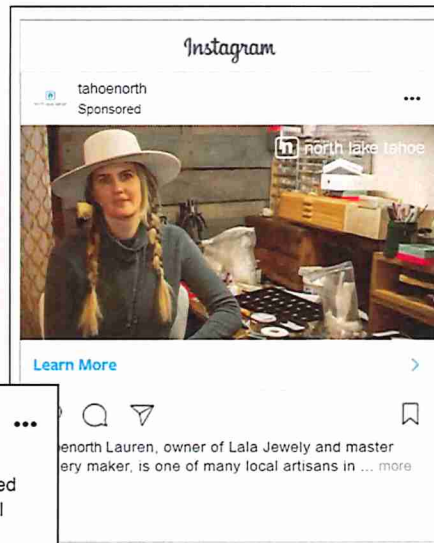
.84%

CTR

SOCIAL MEDIA ADS

- Similar to the Winter Lakeside Campaign, ads are served to both Instagram and Facebook in order to maximize ROAS.
- The CTR on the static ads is slightly below the travel industry standard, which may be attributed to the change in messaging theme – in other words, 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 CTR than its 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.

	Impressions	Clicks	CTR	Reach	CPC	ThruPlay
Hybrid Static	82,947	596	.72%	32,950	\$1.74	-
Facebook Video	14,944	230	1.54%	9,755	\$1.49	1,011



WINTER SHOPPING CAMPAIGN EXECUTION

Screenshots of the hybrid Facebook/Instagram paid social campaigns.

Facebook Shopping General Ad video:
<https://fb.me/90BZoDvofmbBx6>

Facebook Shopping District 2 video:
<https://fb.me/1KEXwpZJmxnoH78>

Facebook Made by Locals video:
<https://fb.me/1KfxAqT5UenzbXi>

Facebook Expert video:
<https://fb.me/1Jtg8mEeY8oY9JE>

IN-MARKET CAMPAIGN

RECOMMENDATIONS

- Summer Mountainside Campaign
 - Taking learnings from the winter lakeside campaign, the summer mountainside campaign will be set-up as a hybrid ad campaign to optimize towards the best performing social platform based on engagement and impressions.
 - A messaging strategy aligning with a post recovery travel message to drive awareness to mountainside activities.
- The GoPro social giveaway was set to run in conjunction with the winter lakeside campaign, but we recommend repurposing the giveaway as a post recovery mini-campaign to encourage followers to visit the region and capture their Spring / Summer moments and share with us via social.
- Summer Shopping Campaign
 - To increase engagement of the static ads, adjustments to the creative execution to include a 15 - 30 second video for each featured vendor.
 - Post-recovery shopping message to encourage supporting local vendors, artisans and craftsman.

THANK YOU

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