

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

Join Zoom Meeting

<https://us02web.zoom.us/j/82883246881?pwd=Ni9GOUlubnAvOWlyQmVEa3NoeDRhUT09>

Meeting ID: 828 8324 6881

Passcode: 109001

+1 669 900 9128 US (San Jose)

AGENDA

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 September 29, 2020** **Page 1**
5. Arrivalist Presentation - Nevo Waintraub (15 minutes) **Page 4**
6. CrowdRiff Presentation - Michael Cody (15 minutes) **Page 19**
7. **Action Items:**
 - a. **Review and Approval of NLT Lacrosse Tournament Contract - Katie Biggers** **Page 47**
 - b. **Review and Approval of Arrivalist Contract - Amber Burke** **Page 51**
 - c. **Review and Approval of CrowdRiff Contract - Amber Burke** **Page 58**
8. TBID Update - Jeff Hentz (10 minutes)
9. Partnership Funding Update - Katie Biggers (5 minutes) **Page 66**
9. Campaign Updates - (10 minutes)

- a. Winter Ski Video - Liz Bowling
 - b. Resort Map - Liz Bowling
 - c. Takeout Tahoe - Amber Burke
10. Committee Member Update - Sarah Winters (5 minutes)
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
 - Social Media - The Abbi Agency
 - Public Relations & Communications - Liz Bowling
 - Advertising - Augustine Agency
10. Standing Reports (located on nltra.org; [here](#))
 - Destimetrics Report
 - Conference Activity Report
 - Lodging Referral 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 Sept 29, 2020

The Tourism Development Meeting was held via Zoom video conferencing.

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

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

Others in attendance: Mark Frieden/Kind Traveler, Alyssa Reilly, Paul Raymore

1. Meeting called to order at 2:17pm.
2. Public Comment: None
3. **Agenda Amendments and Approval**
Motion to approve the agenda GAFFANEY/HUMMER/UNANIMOUS
4. **Approval of meeting minutes from Aug 25, 2020**
Motion to approve the meeting minutes from Aug 25, 2020. GAFFANEY/HUMMER/UNANIMOUS
5. Presentation by Kind Traveler

Amber shared some background on this partnership. Staff has been in communication with Kind Traveler for the last year, beginning a relationship with the hotel booking (OTA) and sustainable travel media platform. North Lake Tahoe Marketing Cooperative budgeted to begin this relationship in the 20/21 Fiscal Year. The partnership perfectly aligns with the fiscal year's strategic initiative to expand our sustainability and responsible travel pillar.

Kind Traveler is the first "Give + Get" hotel booking and media platform that empowers travelers to become a force for good, benefiting the wellbeing of communities, the environment, and animals. Travelers give a \$10 nightly donation to a local charity that positively impacts the region. As a reward for donating travelers unlock exclusive hotel offers to book directly with curated hotels. 100% of donations go to the charities in partnership.

The cost is \$10,000 and includes the following:

- North Lake Tahoe hotels featured on Kind Traveler website
- Designated page with sponsor logo and link
- Kind Traveler Blog Story Inclusion
- "Win This" Campaign and Website Display on KindTraveler.com
- Kindness Ambassadors/Influencer Marketing Options
- Press release announcing partnership with distribution

Mark shared his presentation and his website platform. Amber stated the \$10K cost is not an annual buy-in, but a one-time fee. The hotel buy-in is \$500. Sarah stated it should be a easy transition for our local hotel partners as it links up with most common hotel databases.

Comments:

- Wendy questioned Mark since his website is new, how he promotes the site and how he grows his database? Mark shared that Kind Traveler partners with hotels and DMO's that really focuses on responsible travel. They also use their social media audience and many great press releases that helps promote their site. Kind Traveler also ask their hotels and DMO's for cross promotions, so the site is growing slowly.

- Are there opportunities for Vacation Rental businesses? Mark shared they hope to have a platform for vacation rentals by 2021.
- Becky questioned if the \$500 buy-in will be the same in 2 or 3 years since properties are hurting right now? Mark stated he will extend the same rate in 2-3 years.

6. **Action:**a. **Review & Approval of Kind Traveler Agreement**

Motion to approve the Kind Traveler Agreement based on the input and direction from Sarah and Amber today. HUMMER/GAFFANEY/UNANIMOUS

7. Meetings & Conventions Update

Sarah shared some of the changes and staff updates that took place starting this July. Jason Neary's position will not be replaced (due to the current economic climate) at this time and she updated the committee on the market breakdown. Greg Howey will be handling the West Coast. Bart Peterson took on Mountain, Central and Southwest States and Sarah handles the Northeast.

Sarah shared the new meetings and incentive program that was launched and how to qualify.

- Meeting RFP must be submitted to North Lake Tahoe for distribution to North Lake Tahoe hotels.
- Meeting is booked at a selected North Lake Tahoe hotel.
- Meeting must actualize Oct 1st - December 15 or April 1st – June 15th

Based on the group size here are the credits received:

- 25-50 actualized rooms: \$500
- 51-100 actualized rooms: \$1000
- 101-200 actualized rooms: \$1500
- 201+ actualized rooms: \$2000

2020/21 North Lake Tahoe Partnership includes: CVENT, HelmsBriscoe, HPN and new this year is ConferenceDirect. With these partners we receive enhanced listings, updated meeting planner lists, webinar trainings, newsletter and marketing opportunities.

Some of the current MCC project updates includes:

- MCC Website Audit & New Informational Sheets
- iDSS CRM Database Audit
- New bi-weekly cancellation reports
- Updated 20-21 Tradeshow Calendar
- MCC Meeting Readiness Guide

8. PR Update

Liz shared some of the Public Relations Highlights:

- Safe & Responsible Travel (placement in CNN Travel, Forbes, Visit California)
- Destination/Local Business Highlight (placements in Vogue, Marin Magazine, Thrillist)
- Crisis Respond (placements in San Francisco Chronicle, Local/Regional)
- FAM Coordination (CNN Travel, Thrillist, Vogue, Forbes, Golf Media Tour)
- Pending: Marie Claire, National Geographic, Conde Nast Traveler

Liz did a quick recap of Q1 and some highlights include:

- Determined metrics tool for media database & placement tracking. Liz thanked the Abbi Agency for their leadership on this.
- Crisis Communication is a workshop all staff will attend soon.
- Completed budget recommendations for FY 20/21 Scope of Work.

Communications Highlight include Trash mitigation, Ski Season Town Hall and Mask Up Advocacy Campaign.

Upcoming Projects: 1) Fall Asset Collection. Images will highlight safe, responsible travel. 2) Welcome to Winter will include video and a press release. 3) Brand Approach to Sustainability includes visitor education, destination stewardship and infrastructure advocacy. 4) PR Summit (late October or November). Focus will be on Crisis Communication.

Comments:

- Christine share in the past Liz worked on traffic mitigation with CHP, South Lake Tahoe, Truckee etc. Will you do that again? Liz will put together a call.
- Brett recommended pulling in Peter Kraatz into the conversation on the traffic mitigation.

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

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

11. Committee Member Comments

- Jeff updated on a partnership opportunity with AirBnB. This will allow our organization to access their database for safety and responsible travel messaging not only to their consumers but also to their hosts. He shared there is no cost to us, and Andy Chapman is bringing the opportunity to his board of directors next month.
- AirDNA is another opportunity NLTRA is looking to partner with. This is a company that tracks occupancy data, ADR and pacing. Jeff shared he has experience with this company through his previous destination.

Comments:

- Christine recommended being careful if we are grouped in with Reno that the experience and messaging is different than their customers.

12. Adjournment – The meeting adjourned at 3:30pm.



Arrivalist

Measuring the Way We Move



Measuring The Way We Move

Arrivalist is the leading location intelligence provider in Travel. We use mobile location datasets to provide actionable insights on consumer behavior, competitive share, media effectiveness, and market trends. Over 200 travel marketers, including 100 Cities, 40 US States, and 4 of the top 10 US Theme Parks, use these insights to inform media strategy, operations, and destination development.

Arrivalist, founded in 2012, is headquartered in New York City, with offices in San Francisco, Dallas/Fort Worth and Toronto.

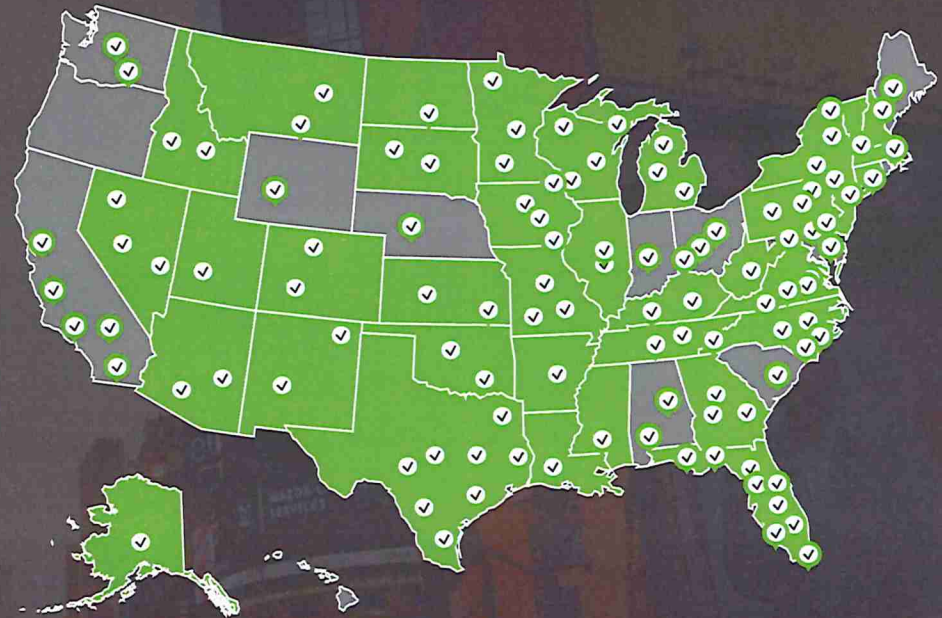




A Trusted Partner in Travel and Tourism

Partners include

- 43 US States
- 100+ Cities
- Brand USA
- Universal Orlando
- San Diego Zoo
- Mohegan Sun Casino
- San Luis Obispo Airport
- Trip Advisor
- Clear Channel Outdoor



How Arrivalist Works



Smartphone Movement From 120 Million devices

- Sourced from over 2,000 Apps
- Opt-in panel
- Ties back to Home location
- Balanced to National Population of Adult Smartphone Users
- Accurate to 30 feet



Connected Vehicle Movement From 10 Million vehicles

- Sourced from Top 3 OEM in the US
- Opt-in drivers
- Ties back to Home location
- Accurate to < 1 Meter
- Stable, Granular, Real-Time Data

BALANCED DATA

**VISITATION
IMPACT**

**MARKET
OPPORTUNITIES**

**COMPETITIVE
SHARE**



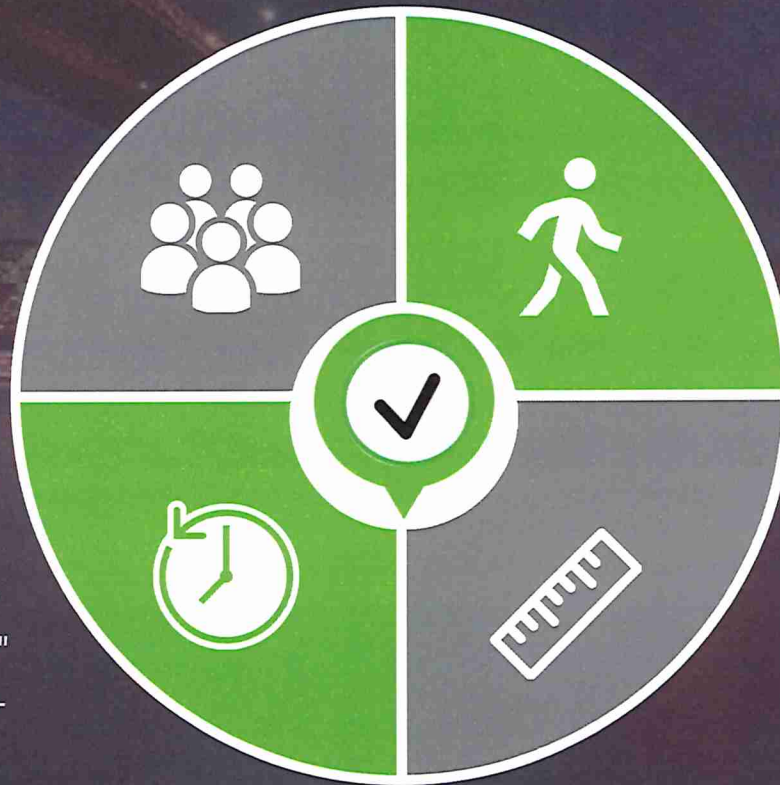
What Arrivalist Provides

Granular Location Data at Massive Scale

Arrivalist sources information from 120M+ devices, creating a geographically representative panel of the United States population with a location accuracy of 30 feet on average.

Always On Insights

Arrivalist enables marketers to understand where their customers come from, what they do during their trip and where they stay. "Always on" insights enable nearly real-time, long-term consumer, competitor and market intelligence via an intuitive self-serve portal.



Journey Intelligence

Arrivalist's travel specific location data algorithms look at more than just a simple visit or foot traffic, focusing instead on a consumer's entire journey including to, within and back from a destination.

Holistic Measurement

We measure all types of travel to a destination regardless of lodging type or method of transportation. Arrivalist enables incremental measures of marketing performance via the creation of dynamically created user control groups for media campaigns.

Go Tahoe North | Arrivalist Program

- Subscription Term: 11/15/2020 – 8/15/2022
 - “Always-On” Visitation Dashboard
 - 50 points of interest (POIs) measured within/around North Lake Tahoe
 - 12-month historical data on day 1 (...and we continue to collect data)
 - 2 Customized Annual Reports
 - Consultative Account Director & Staff Training
 - Daily Travel Index Dashboard, measuring incoming road trips to North Lake Tahoe in real time



Visitation Intelligence





Visitation: Key Visitor & Market Insights



TOP ORIGIN MARKETS

Where do visitors come from?



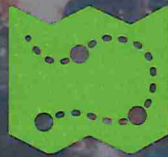
REPEAT VISITATION

How often do visitors return?



LENGTH OF STAY

How long do my visitors stay?



CROSS-VISITATION

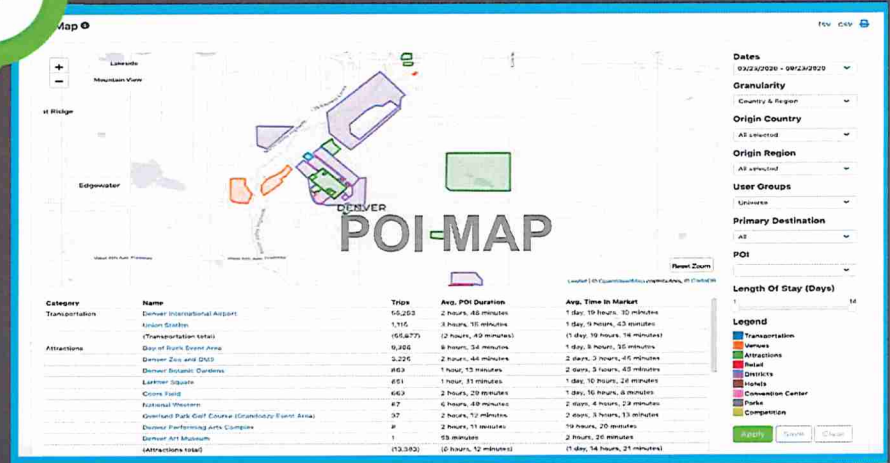
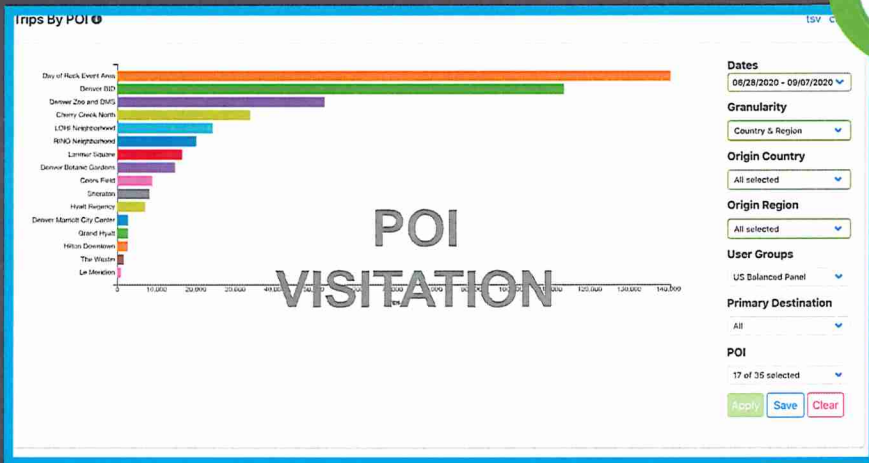
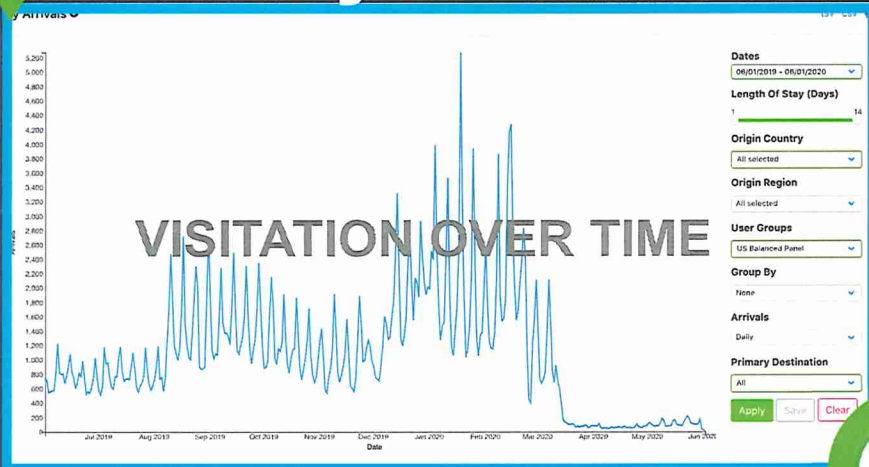
Where do visitors go while in market?



OVERNIGHT VISITATION

How many visitors spend the night?

Always-On Visitation & POI Dashboard





Annual Visitation Reports

Example Visitors Profile



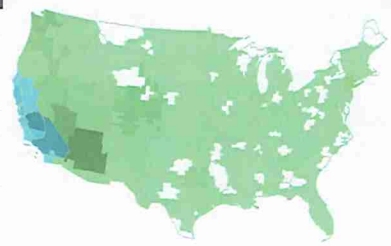
DMA	Trip Share	Avg LoS	Repeat Visits
New York City	15.0%	4 Days, 6 Hrs.	11.5%
Orlando	13.6%	3 Days, 20 Hrs.	21.4%
Miami/Ft Lauderdale	13.4%	3 Days, 2 Hrs.	28.4%
Tampa/St Petersburg	5.9%	4 Days	17.6%
Washington, DC	3.8%	4 Days, 14 Hrs.	9.6%
Philadelphia	3.7%	4 Days, 11 Hrs.	7.7%
Atlanta	3.5%	3 Days, 11 Hrs.	13.2%
West Palm Beach	2.6%	3 Days, 7 Hrs.	20.1%
Boston	2.6%	4 Days, 18 Hrs.	11.8%
Chicago	2.3%	4 Days, 13 Hrs.	8.7%



Examining Where Visitors Come From...

Top In-State Markets

Origin DMA	California Trip %
Fresno, CA	28.9%
Los Angeles, CA	25.7%
San Francisco, CA	14.4%
Bakersfield, CA	12.2%
Monterey, CA	6.3%
Sacramento, CA	6.0%
Santa Barbara, CA	3.6%
San Diego, CA	2.1%
Chico, CA	0.4%
Palm Springs, CA	0.2%



Top Out-of-State Markets

Origin DMA	Out of State Trip %
Phoenix, AZ	12.8%
Las Vegas, NV	9.1%
Seattle, WA	6.8%
Denver, CO	6.0%
Portland, OR	5.3%
Reno, NV	4.6%
New York, NY	4.1%
Dallas, TX	4.1%
Salt Lake City, UT	3.0%
Chicago, IL	2.4%

Represents 95% of all SLO CAL Trips

Represents 5% of all SLO CAL Trips

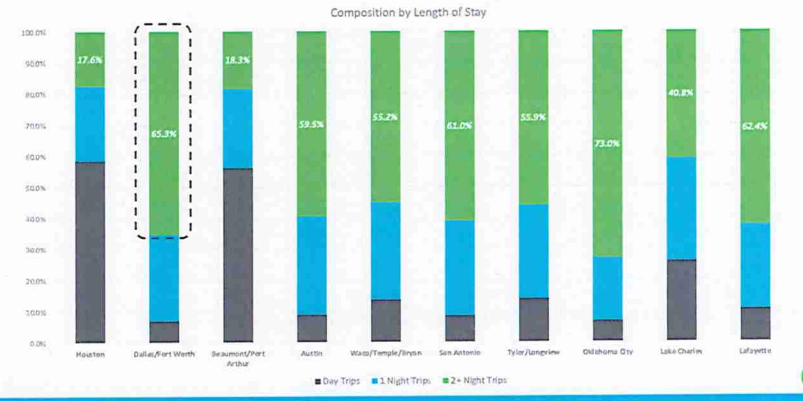
12/7/2018 - 9/30/2019 US Balanced Panel



Understanding the Seasonality of Visitation



Looking at Length of Stay by Origin Market



Daily Travel Index

Measuring Road Trips Into North Lake Tahoe

Arrivalist





Auto Data: Key Insights



DRIVE MARKETS

What zip codes are road trip visitors coming from?



NATIONAL MARKET SHARE

How does my destination compare to the U.S.?



COMPETITIVE SHARE

How does our destination compare to competitors?



YEAR-OVER-YEAR

How does our visitation compare to last year?

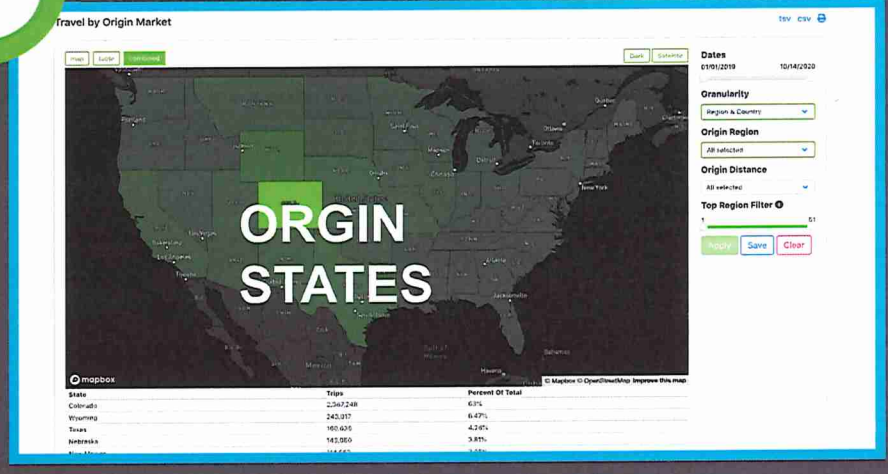
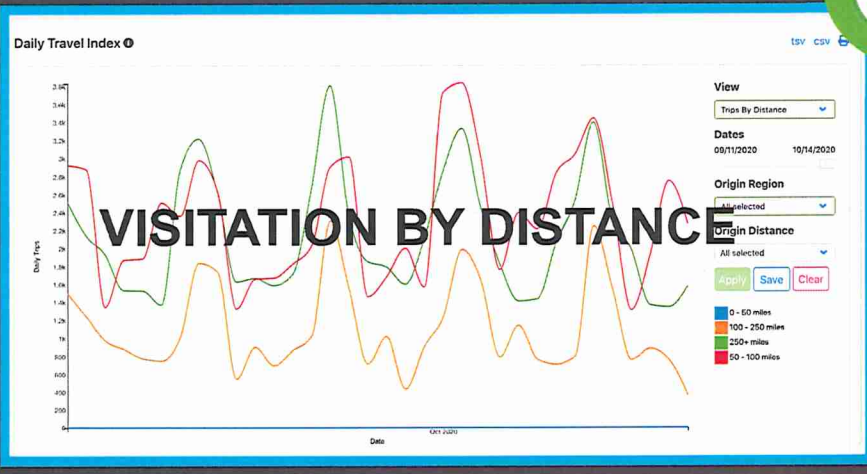
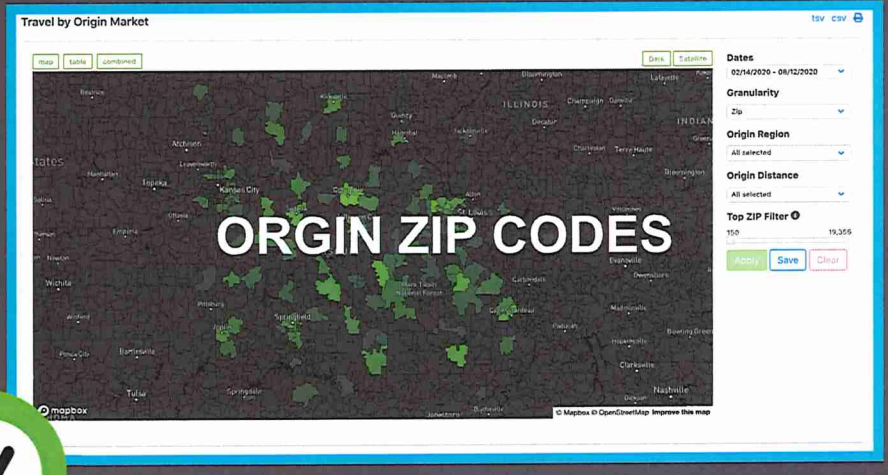
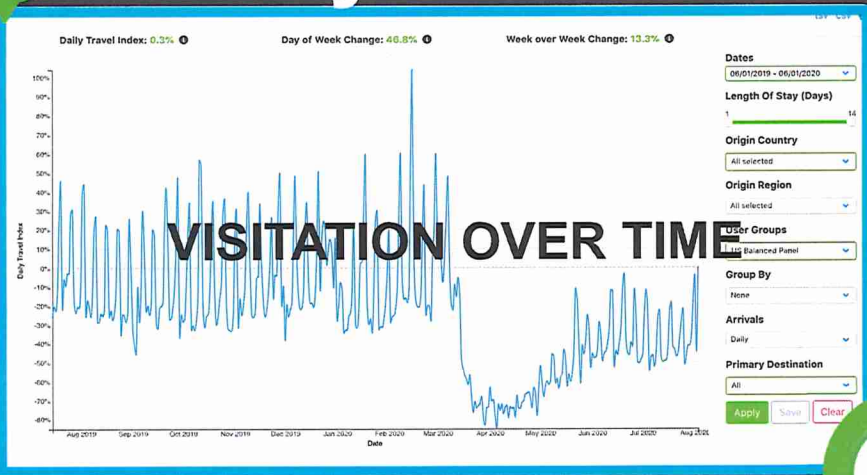


REAL-TIME VISITATION

What did the last weekend's visitation look like?



Always-On Auto Data Dashboard



Questions?



Thank You!

Prepared by
Nevo Waintraub

Contact
nevo@arrivalist.com

www.arrivalist.com



North Lake Tahoe

► CrowdRiff

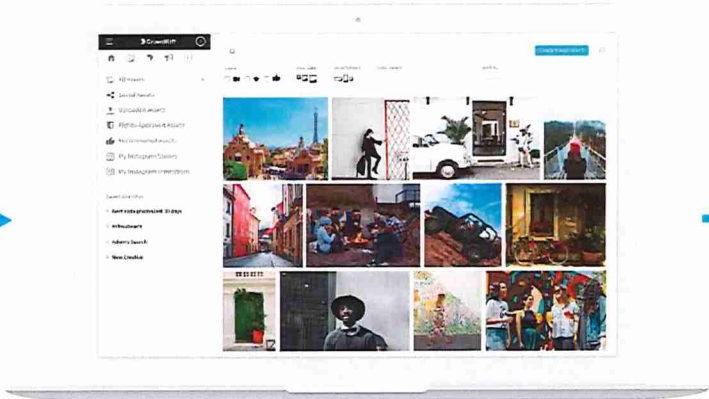








First, meet CrowdRiff.

CrowdRiff is a visual content marketing platform trusted by **800+** travel and tourism brands worldwide.



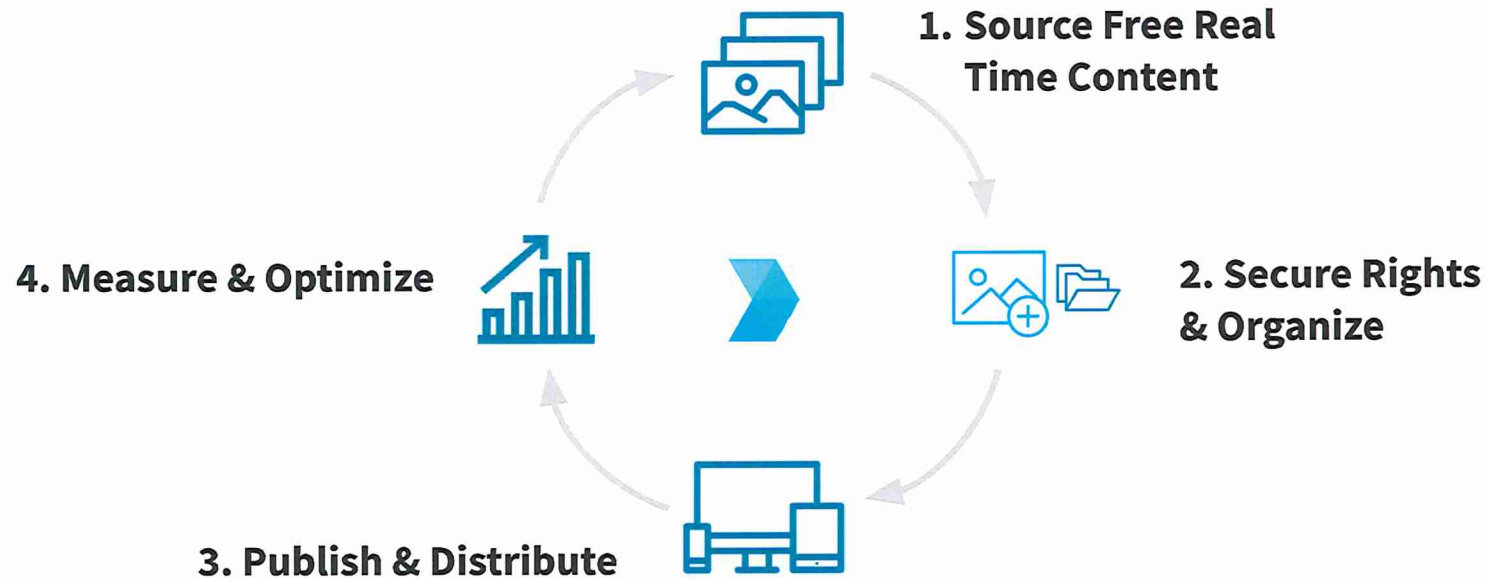
How CrowdRiff Works



-  Email
-  Website
-  Digital Display Screens
-  Advertising
-  Digital Integrations
-  Print Collateral

CrowdRiff's Content Lifecycle

The CrowdRiff platform works natively through the entire content lifecycle.



Objectives

Let's Prioritize Outcomes

1



Source & Discover UGC for your content

2



Incorporate UGC throughout website

3



Organize your owned assets



Get rights to repost assets



Digital, Print, Social Marketing with UGC



Measure Performance

North Lake Tahoe & Objectives:

- 1) **Stop reusing stock inaccurate images & partner content. Source authentic real time content that is cost effective and provides real time social proof of your experiences**
- 2) **Prevent Copyright concerns or complicated processes by easily securing legal permission to this content**
- 3) **Save time by distributing FREE content through multiple digital/ traditional channels. Amplify conversion rates to partners via website**
- 4) **Get more performance data of web content. Then utilize that data to determine content in paid campaigns**
- 5) **Present findings to relevant stakeholders**

Typical Results from CrowdRiff Customers

4X

Increase in Time on Site

30%

Reduction in
Bounce Rate

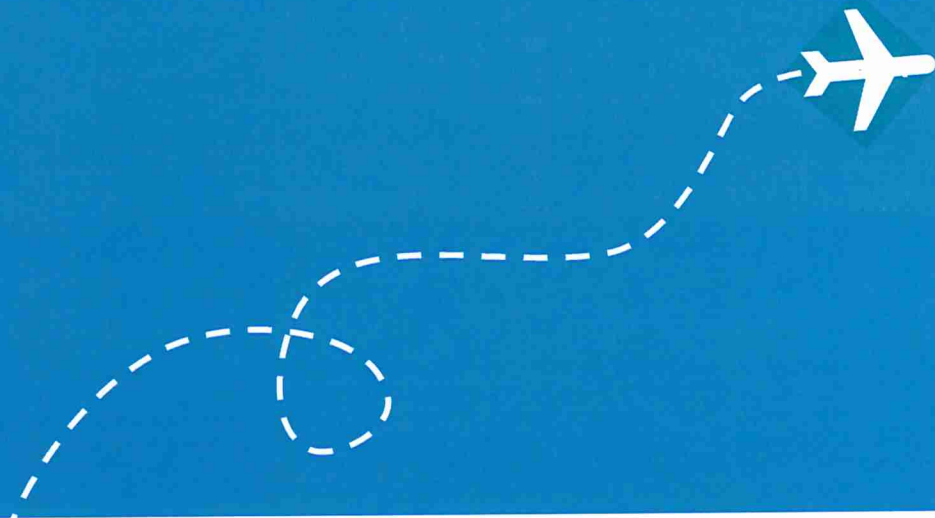
90%

Decrease in Time Spent
Searching for Visuals

65%

Approval Rate for
Rights to Photos

Source & Manage Content



Social Trackers

Get all the photos and videos captured and shared by your community sent straight to CrowdRiff in real time.

You'll have the visuals you need to curate relevant and authentic content across each of your marketing channels.

Source visuals from:

- Hashtags
- Users (Instagram Business Accounts & Twitter users)
- Pages



Connect

Easily discover and share highly relevant, high-quality content and better promote your tourism partners.



Get partner content directly in your library

Connect lets you bring Instagram content from your tourism or business partners *directly* into your library, so you can easily find and share it, without having to search for it yourself.



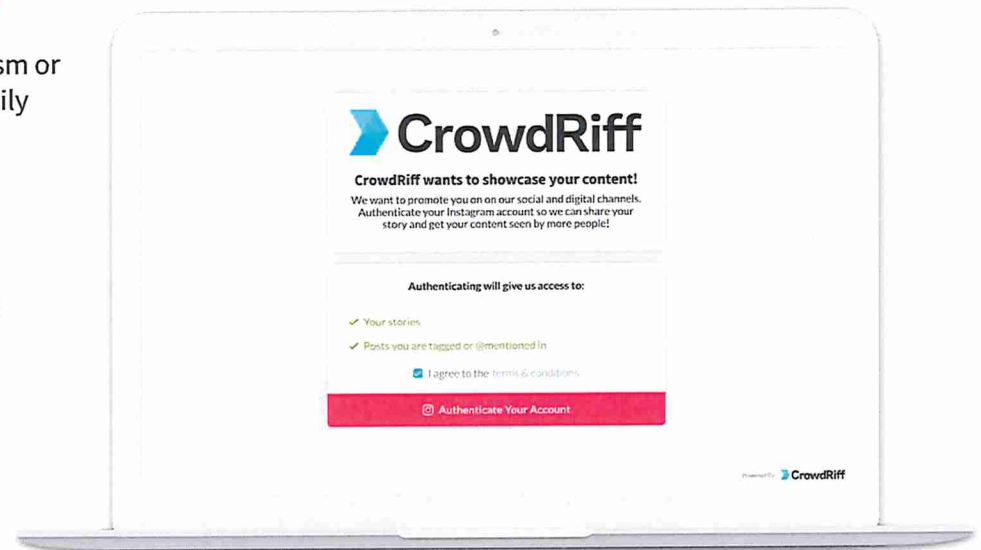
Easily discover the most relevant content

Authentically tell your story by sourcing the best, most relevant content from the businesses and attractions that are part of what make your destination so unique.



Strengthen partner relationships

With partner content right at your fingertips, you can easily incorporate it into your own marketing, better promoting your partners and amplifying their reach.



Lightning-Fast Image Search

No more wasted time manually scrolling through hashtags. CrowdRiff finds what you need with a fast, flexible and powerful search function.



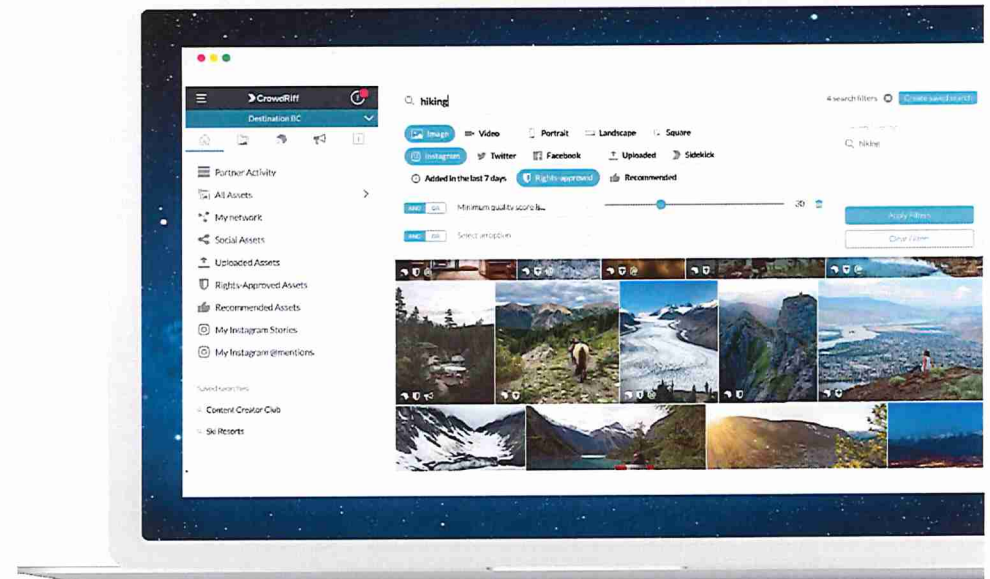
Find the right visual in seconds

CrowdRiff's Intelligent Search recognizes word stems (hike = hiking, hiked, hikes) and multiple languages, so you can always find the content you're looking for, even if it's not exactly what you typed.

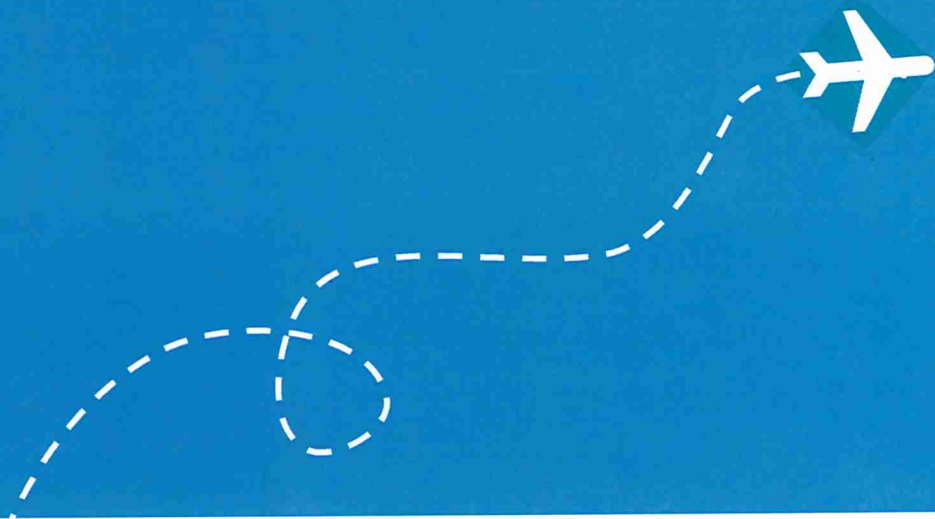


Get as specific as you need with flexible search parameters

You also have the option to add and combine additional keywords, license expiry dates, quality scores, date ranges and many other filters, making your search even easier.



Secure Rights to Content



Get Rights to UGC

Build out your content library with authentic visuals and quickly get the rights to use them across your marketing channels.

✓ Quickly and easily get rights to visuals

When your request is approved, CrowdRiff automatically takes a screenshot for your records and downloads the highest resolution image available.



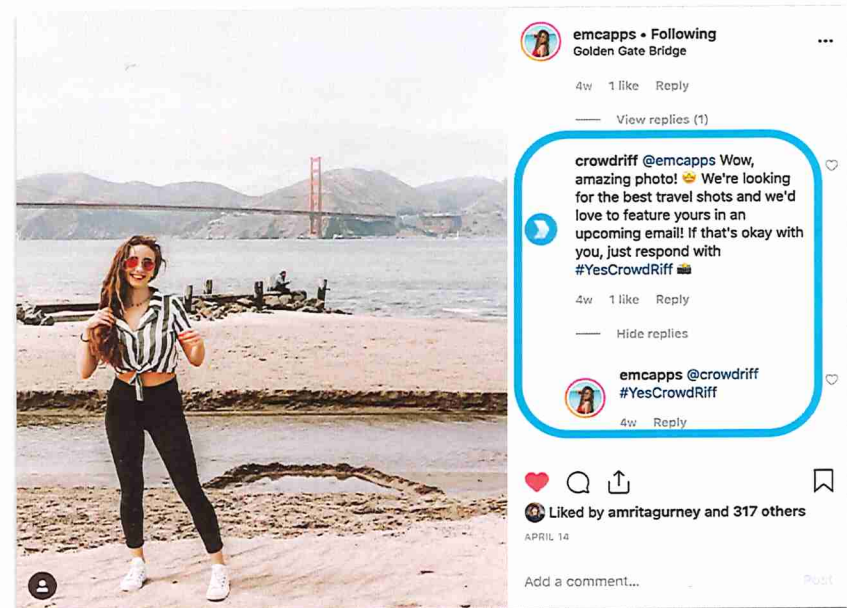
Create customizable messaging

You have full control and customization of your messaging, so you can easily create personal, on-brand comments.



Track rights-approved images

Easily filter to see the photos you've already requested rights to, as well as those that have been approved, so you always know which visuals you can use.



Advanced Rights Management

Streamline the rights management process, meet strict legal requirements, and get rights to UGC visuals at scale with ARM.

✓ Meet the most rigorous legal requirements

ARM lets you show the terms of your rights request on-screen alongside the requested photos, or link to a full legal document for users to agree to before granting rights.



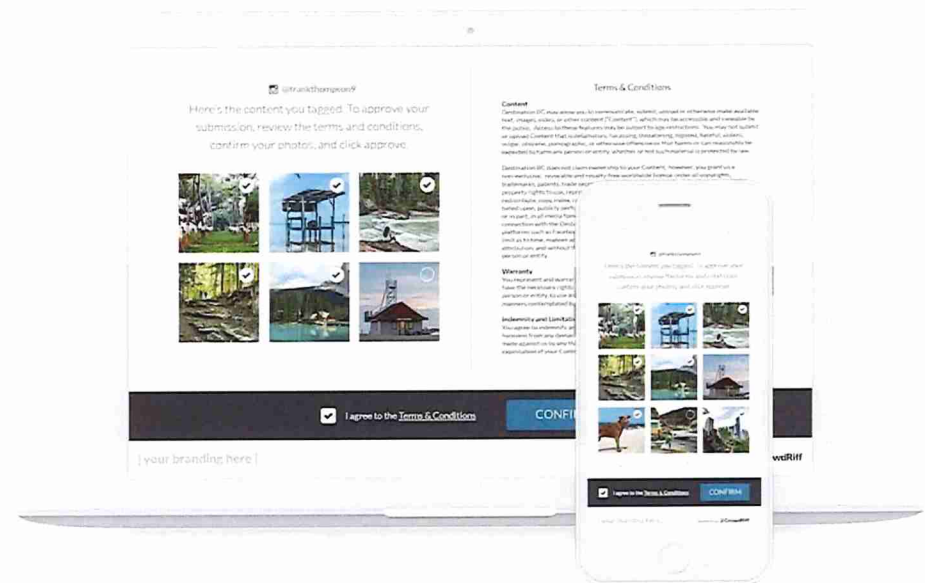
Deliver a seamless mobile experience

CrowdRiff's ARM was designed mobile-first, making it easy to use without sacrificing the precision and thoroughness your brand requires.

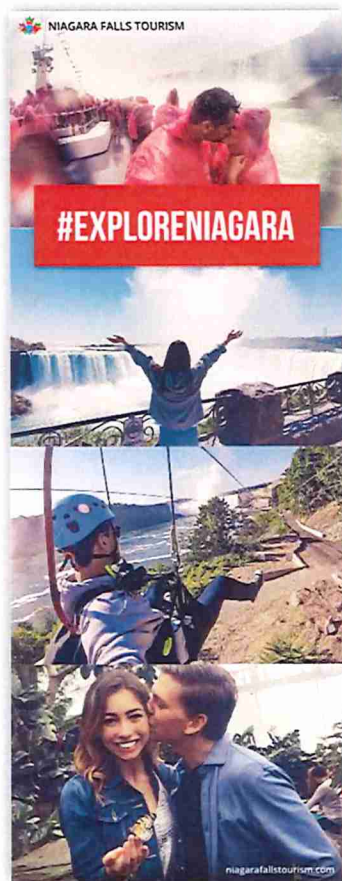


Get rights to multiple photos at once

Users can select the photos they want to grant permission to, so you have a higher chance of getting more photos approved.

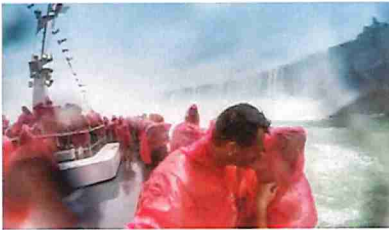


Repurpose Content sourced from Advanced Rights in paid Digital campaigns or commercial content.



Niagara Falls Tourism Sponsored Like Page

How do you #ExploreNiagara?



Creating magical moments
This is just the start of your Niagara Falls summer getaway


NIAGARAFALLSTOURISM.COM Book Now

20 562 Comments 311 Shares

Like Comment Share

Niagara Falls Tourism Sponsored Like Page

Plan ahead and spend your getaway time getting away.



#ExploreNiagara this summer
Book your activities and attractions now and spend your time in the Falls having fun.

NIAGARAFALLSTOURISM.COM Book Now

20 562 Comments 311 Shares

Like Comment Share

Niagara Falls Tourism Sponsored Like Page

How do you #ExploreNiagara?



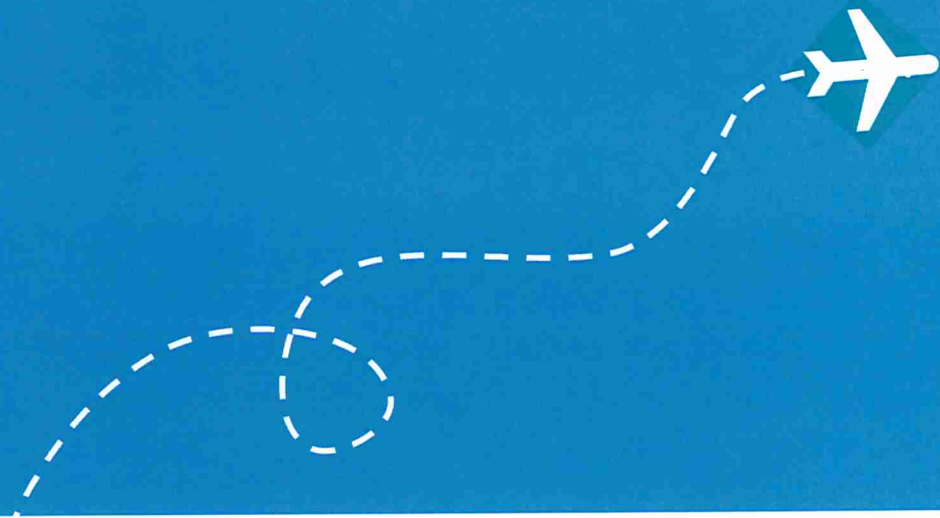
With my partner in crime!
This is just the start of your Niagara Falls summer adventure

NIAGARAFALLSTOURISM.COM Book Now

20 562 Comments 311 Shares

Like Comment Share

Distribute Content



Unlimited Visual Website Galleries

Display the Real time and effective UGC you source, and easily refresh your visuals in just a few clicks.



Create engaging visual experiences

Responsive and interactive galleries make it easy to captivate and excite travelers with fresh content.



Save time updating web visuals

Updating your website visuals only takes a few minutes, making it easier to showcase the new, relevant visuals CrowdRiff sources for you.



Watch your web performance soar

30%

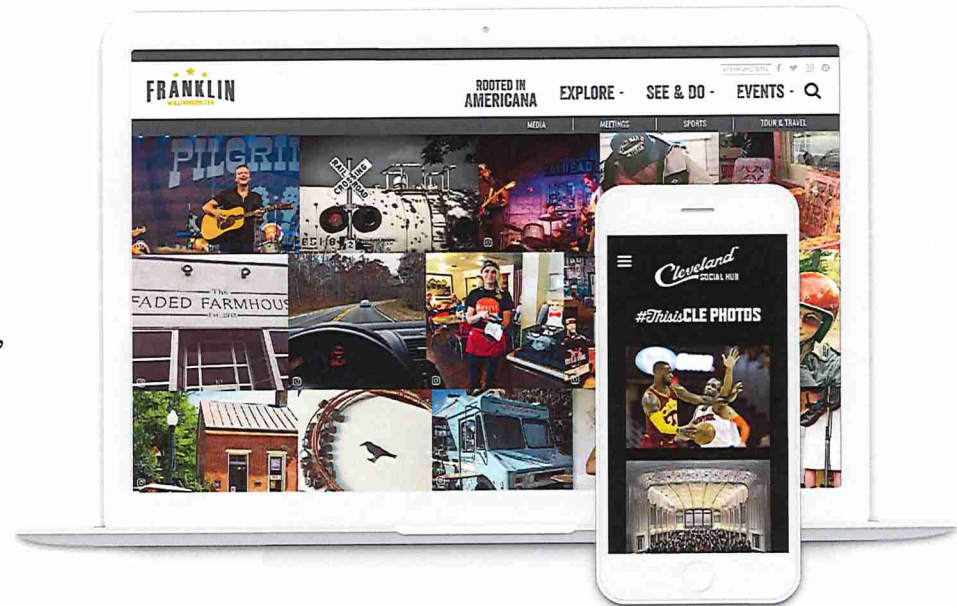
Reduction in bounce rate

4x

Increase in time on site

20%

Increase in new users



Smart Self-Optimizing Galleries

Toggle smart galleries on if you want content that resonates with your website visitors, automatically optimized.



Display the most effective visual content

CrowdRiff galleries use artificial intelligence to learn which photos are the most engaging, and automatically give them more visibility.



Keep adding new visuals to test

You can keep adding more visuals into smart galleries, and CrowdRiff will automatically swap them in to test.

20%

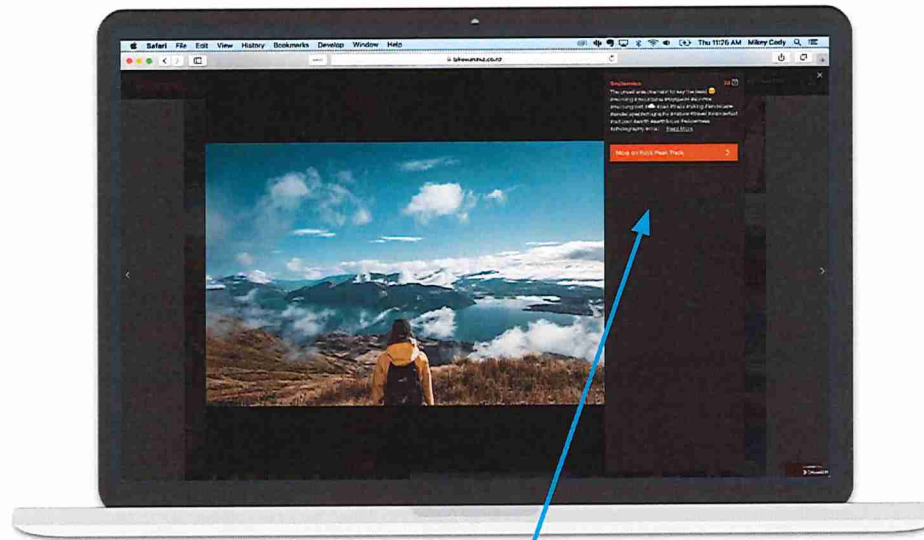
Higher time on site than our standard galleries



Add CTAs (Calls to Action)

Use multiple [CTA galleries](#) to take visitors from inspiration to action.

Customise your buttons so visitors can navigate through your website based on the content that resonates with them. Use Gallery insights to understand your viewers, and repurpose imagery in targeted content campaigns.



CTA's on desktop and mobile

Mobile Optimised



Creative Editor

Edit photos, add text and filters, and build social posts directly in CrowdRiff.



Easily transform your visuals

Creative Editor lets you crop, edit, and apply filters to your rights-approved and owned assets without ever having to leave CrowdRiff.



Create social posts in minutes

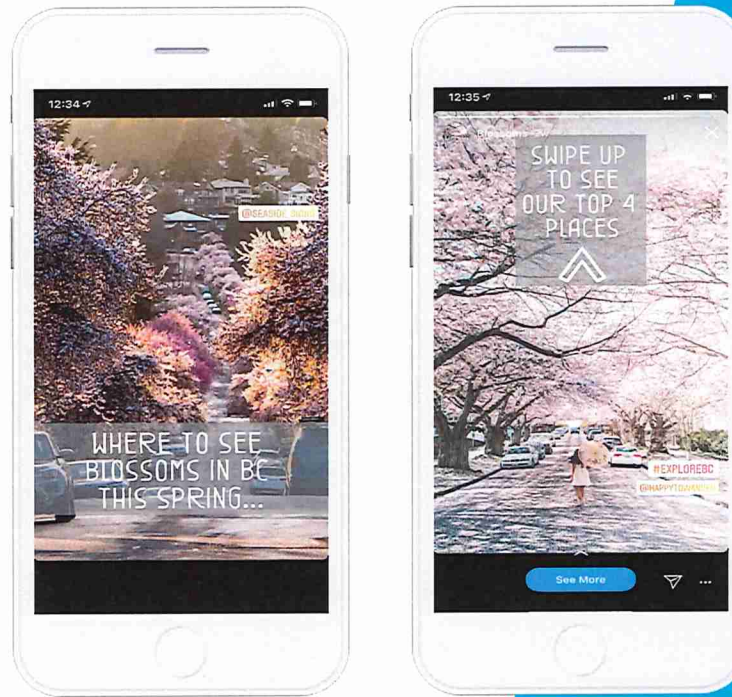
Quickly create content for your social channels with the ability to crop visuals to standard post formats, add text, and apply stickers.



Use Stories to inspire and drive traffic

By having a CrowdRiff library with thousands of rights approved UGC assets, you can use this content to produce beautiful, pre-planned Instagram Stories that are released alongside current campaigns in other channels.

Stories will engage and inspire visitors & locals – as well as provide excellent conversions to your website, or campaign landing pages for more information.

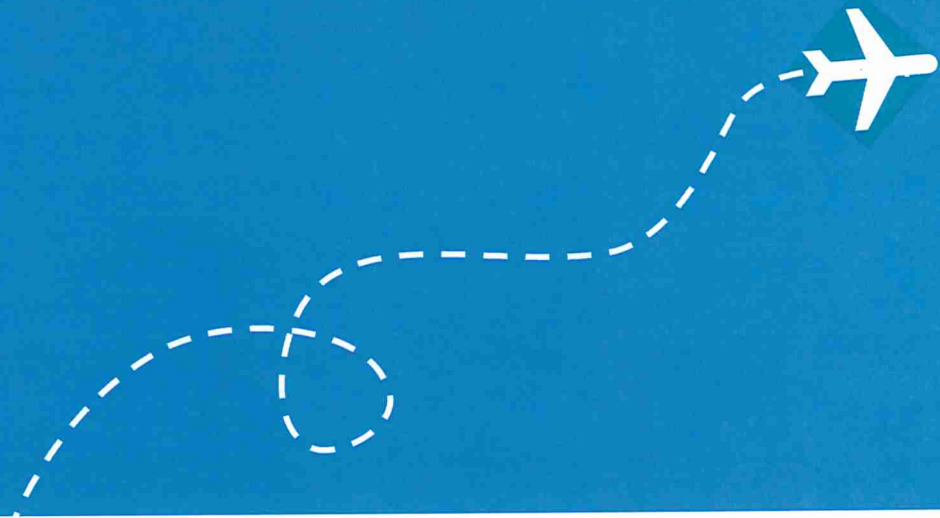


Take the manual labour out of producing your own stories, and use rights approved assets as a base to add your own brand messaging and personality.

The great thing about Instagram Stories is that they've created so many cool tools, you can really get as creative as you'd like to build off authentic UGC.

Case Study: Rights Approved UGC in Stories - Destination BC

Measure Performance



CrowdRiff Insights

Measure the impact of your website visuals on the metrics that matter most to your business.



Measure and report on website visuals

CrowdRiff Insights lets you track, measure and report on the ROI of your website visuals, all in a simple, easy-to-use analytics dashboard.



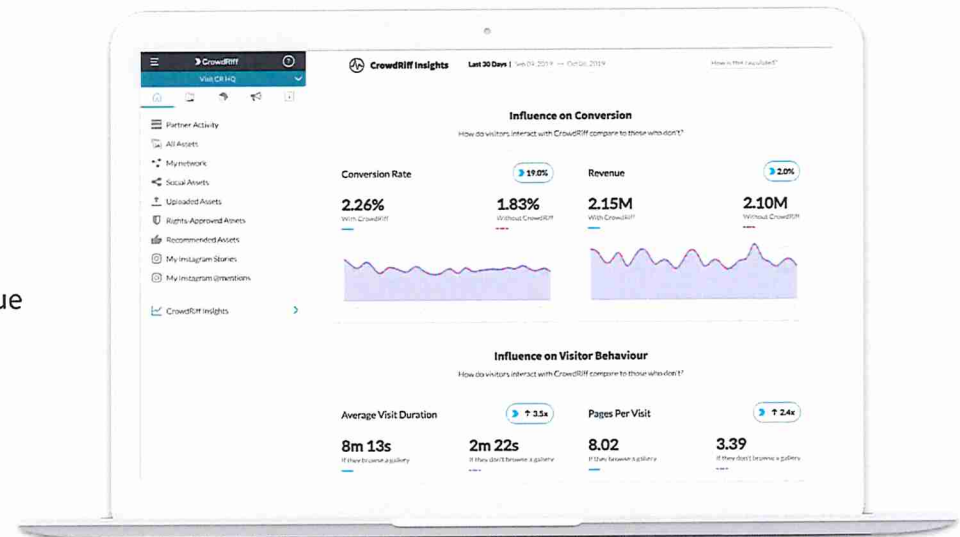
Use insights to optimize your visual content

With insight on how your visuals impact conversions, revenue and overall website performance, you can make more confident, data-driven decisions to drive your content strategy.



Identify top-performing assets

See how every visual in your library is performing, from views to engagement to conversions.



Your Package



Investment:

North Lake Tahoe (with Advanced Rights)

Sourcing & Discovery

Intelligent Social Content
Social photo image recognition
Quality filtering + smart curation
Photo and Video Uploading*
1GB storage
Collector

Rights:
Hashtag Rights Management

Advanced Rights Management

Distribute & Measure

Unlimited Web Galleries
Smart Galleries (self optimizing)
Google Locations
Live Photo Wall
Sidekick
Gallery Insights
Google Analytics
CrowdRiff Insights
Call To Actions (CTAs)

Social Publisher & scheduling

Platform Total

~~\$22,000 USD/YR~~

\$17,600 USD/YR

(20% OFF) California Partnership

Also Includes:

Implementation, Onboarding & Training
Phone & Email Support
Dedicated Account Manager

Investment: North Lake Tahoe

Sourcing & Discovery

Intelligent Social Content
Social photo image recognition
Quality filtering + smart curation
Photo and Video Uploading*
1GB storage
Collector

Rights:
Hashtag Rights Management

Distribute & Measure

Unlimited Web Galleries
Smart Galleries (self optimizing)
Google Locations
Live Photo Wall
Sidekick
Gallery Insights
Google Analytics
CrowdRiff Insights
Call To Actions (CTAs)

Social Publisher & scheduling

Platform Total

~~\$18,000 USD/YR~~

\$14,400 USD/YR

(20% OFF) California Partnership

Also Includes:
Implementation, Onboarding & Training
Phone & Email Support
Dedicated Account Manager

Get In Touch

Mike Cody
michael.cody@crowdriff.com





MEMORANDUM

Date: October 27, 2020
TO: NLTRA Tourism Development Committee
FROM: Katie Biggers, Sr. Event Specialist
RE: 2020 Lake Tahoe Summit Classic Sponsorship

Action Requested:

Review and possible approval of an agreement with ADVNC Lacrosse and Summit Lacrosse Ventures to sponsor the 2021 Lake Tahoe Summit Classic Lacrosse Tournament taking place in North Lake Tahoe and Truckee, June 19-20, 2021 with a \$6,000 sponsorship.

Background:

The NLTRA has sponsored the Lake Tahoe Summit Lacrosse Tournament since it's inception in 2014. The event has consistently drawn large numbers of out of town guests to the North Lake Tahoe region and is becoming a staple in the North Lake Tahoe event calendar. The event has seen teams consistently returning year over year to attend the event. Teams attend from all over CA, including San Francisco Bay Area, Napa Valley, Sacramento and Los Angeles, and also OR, ID, TX and CO. The event was cancelled for the 2020 year. They have a plan to really push the destination vs just the tournament, and to focus on that drive market within 5+ hours. They did a great job on their website and keeping players up to date on changes this past summer, as well as pushing out our safe travel content.

Staff recommends sponsoring the event and continuing to support this successful, family event.

Fiscal Impact:

\$5,000 - \$6,000

Staff allocated a \$6,000 cash sponsorship in the 20.21 Special Event Budget.

2021 Lake Tahoe Summit Classic EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this “Agreement”) is made and entered into between Lake Tahoe Summit Classic owned and operated by, ADVNC Lacrosse and Summit Lacrosse Ventures (“Producer”), and the NORTH LAKE TAHOE RESORT ASSOCIATION, INC., a California nonprofit corporation (“Sponsor”) on October 27th, 2020

1. Event. ADVNC Lacrosse and Summit Lacrosse Ventures is the organizer, owner and operator of “Lake Tahoe Summit Classic” which will take place on June 19-20, 2021 at North Tahoe High School / Riverview Sports Park / Truckee High School/Squaw Valley Park Fields/Alder Creek Middle School, Placer County, California (the “Event”). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.

2. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:

- a) Sponsor’s name and logo shall be included on digital, print and grassroots media pertaining to the event where applicable.
- b) Sponsor’s logo/web address/social handles/hashtags shall be included in all LTSC Event collateral, posters, websites, social media, on-site signage, etc. where applicable. Sponsors is to be mentioned as a sponsor of the event wherever possible.
- c) LTSC will list event on GoTahoeNorth.com event calendar no later than 90 days prior to event.
- d) LTSC will include regional information on event website and in participant communications, promoting additional activities in the region to encourage longer regional stays.
- e) LTSC will highlight the North Lake Tahoe destination in a minimum of two (2) destination specific posts on Lake Tahoe Lax event social media channels. Content will be created collaboratively and approved by both parties.
- f) LTSC will make reasonable efforts to partner with lodging properties within Placer County regarding the event and track overnight lodging as a result of the event.
- g) LTSC will provide Sponsor with images and video for use in promoting both the event and the region.
- h) LTSC will conduct a post-event survey including the NLTRA specific questions and include results in the post-event report.
- i) Prior to the Event, LTSC will procure and maintain, through the end of the Event, liability insurance in amounts not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate that provides coverage for the Event. LTSC will name Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers as additional insureds on said policy or policies and provide Sponsor with an endorsement or endorsements to said policy or policies evidencing such coverage.
- j) Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event due to an act of God, natural disaster, inclement weather, catastrophe, pandemic, disease, accident, or fire immediately upon such cancellation or postponement, LTSC shall return to Sponsor all the sponsorship funding which has not been spent by Producer. Upon cancelation or postponement, Sponsor’s obligations to LTSC per this Agreement shall terminate.

3. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$6,000 cash sponsorship to the Event.
- b) Support the development and promotion of the Lake Tahoe Summit Classic through NLTRA marketing and development resources.
- c) Provide monthly (and by request) updates on room numbers as well as a post-event report of total numbers per property.
- d) Work to develop a 'passport' program in which information/discounts/special rates from local businesses are provided to LTSC participants in order to attract them to great-off field activities, sights, etc. while in the area for the event. Assist with Promoting Opening Ceremonies for Event.

4. Economic Impact Assessment. LTSC and Sponsor shall work together to share available information and data to develop and economic impact analysis of the Event.

5. Use of Producer's Intellectual Property by Sponsor. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Producer, including, without limitation, the Event Marks; the Event (collectively "Producer Property"); and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorialization or other information concerning or in connection with the Event, belong exclusively to Producer, (ii) Sponsor is hereby provided a limited license to use Producer Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such Producer Property shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Producer Property, (iv) all uses of Producer Property by Sponsor, and all goodwill therefrom, inure to the benefit of Producer, (v) any permitted use of Producer Property may be used only to indicate a sponsor relationship with the Event and/or for event promotions across Sponsor marketing and PR channels, and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Producer, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

6. Use of Sponsor's Intellectual Property by Producer. Producer hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Sponsor, including, without limitation, web addresses, social hashtags and social handles (collectively "Sponsor Property"), belong exclusively to Sponsor, (ii) Producer is hereby provided a limited license to use Sponsor Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Producer to use Sponsor Property shall immediately cease, (iii) Producer will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Sponsor Property, (iv) all uses of Sponsor Property by Producer, and all goodwill therefrom, inure to the benefit of Sponsor and (v) any permitted use of Sponsor Property may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Sponsor.

7. Relationship of the Parties. The relationship of Sponsor and Producer hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership, joint venture or any relationship other than that of independent contractors. Sponsor and Producer acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.

8. Indemnity. Producer agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages and claims ("Claims") arising from Producer's use of the sponsorship funding provided under this Agreement or from any other term or provision of the Agreement, including without limitation, all attorneys, accountants, and other professional fees incurred by Sponsor in defense of any action, suit or other proceeding which may be brought against the Sponsor as a result of any action or inaction of Producer, and Producer further agrees that it will pay or satisfy any judgment which may be rendered against Sponsor arising from such claims.

9. Governing Law, Venue and Attorney Fees. This Agreement shall be governed by and interpreted in accordance with the laws of the State of California. Any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement shall be commenced and maintained only in the Superior Court in and for the County of Placer, State of California. In any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the prevailing party shall be entitled to an award of its attorneys' fees, costs, expert witness fees, fees of consultants and court costs incurred in connection therewith, in addition to any other relief awarded.

10. Sole Agreement/Amendment: This Agreement represents the entire agreement between Sponsor and Producer and supersedes any and all or prior agreements, negotiations or proposals related to the subject matter of this Agreement. This Agreement shall not be amended except by written agreement signed by both parties. No consent to any departure by Producer from the limitations on use of the Funding contained in this Agreement shall be effective unless in writing and signed by an officer of Sponsor and then only in the specific instance and for the specific purpose given.

11. Counterparts; Scan/Facsimile. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

LAKE TAHOE SUMMIT CLASSIC

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____



MEMORANDUM

Date: October 23, 2020

TO: NLTRA Tourism Development Committee

FROM: Amber Burke, Dir. of Marketing

RE: Arrivalist & North Lake Tahoe Partnership

Action Requested:

Review and approval for the North Lake Tahoe Marketing Cooperative (NLTMC) to move forward on a \$40,000, 21-month, agreement with Arrivalist for research and intelligence services.

Background:

Staff has been in communication with Arrivalist regarding a potential agreement for their research and intelligence services. Arrivalist uses mobile location datasets from over 120M+ devices to provide insights on consumer behavior within our market. The information will enable NLT to gather information regarding origin markets, repeat visitation, day visitors vs. overnight visitors, and where they go when in market. This information will be extremely valuable to guide future consumer marketing campaigns and provide some much-needed data on in-market habits.

Included in the proposed package is both the Visitation Intelligence along with the Daily Travel Index which helps measure road trip information and its impacts on North Lake Tahoe.

NLTMC would like to enter into a 21-month agreement for North Lake Tahoe to receive both the Visitation Intelligence and Daily Travel Index. That agreement would provide data for NLT through the 21/22 FY.

- Term: Nov. 15, 2020 – August 15, 2022
- Includes:
 - Visitation Insights
 - 50 Points of Interest
 - 12-Month Historical Look Back Window (11/15/2019 start)
 - 1 Standard Report per Year
 - Daily Travel Index – Premium Level
 - Acquisition of entry emails (typically between 10k – 40k)

North Lake Tahoe can share data with regional stakeholders.

Fiscal Impact:

\$40,000 – will come out of the Research and Opportunistic Funds line items in the NLTMC 20/21 FY budget

- \$29,000 budgeted in 20/21 Research line item
- \$46,487 budgeted in 20/21 Opportunistic Funds line item



Arrivalist Co
P.O. BOX 230199
New York, NY 10023
info@arrivalist.com
+1 646 964 5221

Oct 7th, 2020

Letter of Agreement between Arrivalist and Go Tahoe North

This letter of agreement ("**Agreement**") is entered into between North Lake Tahoe Marketing Cooperative d.b.a. of North Lake Tahoe Resort Association, LLC, a California corporation with a principal place of business located at 100 N. Lake Blvd., Tahoe City, CA 96145 ("**Client**"), and Arrivalist Co., a Delaware corporation, with a principal place of business located at P.O. BOX 230199, New York, NY 10023 ("**Arrivalist**"). Arrivalist and Client may be referred to in this Agreement individually as a "**Party**" or collectively as "**Parties**."

1. Term

The term of this Agreement shall begin Oct 1st, 2020 and end on Sep 31st, 2021 ("**Term**"). Any provision of this Agreement, which contemplates performance or observance subsequent to termination or expiration of the Agreement will survive termination or expiration of this Agreement and continue in full force and effect.

2. Services and Arrivalist Obligations

During the Term, Arrivalist will use its proprietary technology ("**Arrivalist Technology**") to provide to Client the following service: a) anonymously monitor the visit to North Lake Tahoe ("**Location**") of Internet users ("**Arrivalist Services**").

Arrivalist services will provide clients with access to an online reporting interface ("**Platform**")

Arrivalist Technology. The Arrivalist Technology, and any and all intellectual property related thereto, shall remain the exclusive property of Arrivalist, and Arrivalist reserves all right, title and interest in the Arrivalist Technology and related intellectual property. To the extent Client needs to use the Arrivalist Technology to give effect to this Agreement, it shall do so only with the approval of Arrivalist and solely in connection with the Services provided by Arrivalist and as described in this Agreement. If any license of the Arrivalist Technology becomes necessary to give effect to this Agreement such license shall be limited to the purpose of this Agreement, and shall be non-exclusive, non-transferable, non-sublicensable, non-assignable, and revocable. Client expressly agrees not to disclose, disassemble, decompile, decrypt, extract, reverse engineer or modify the Arrivalist Technology or otherwise attempt to derive its source code or any algorithm, process, methods, techniques, or procedure contained within the Arrivalist Technology.

- **Technology Used for the Services.** Arrivalist may use different advertising technology providers in addition to its own technology and media outlets including, without limitation Client's website, Client's advertising vendors and other outlets to monitor arrivals in Destination. The Services may not be used in connection with Clients' purchases of advertising inventory (display, video or mobile) on open exchanges (also referred to as public exchanges) for ads targeting consumers located in or traveling from the member states of the European Union.
- **Timing of Reporting.** Reporting of visits monitored by the Arrivalist Technology for attribution and visitation services begin approximately 45-60 days following the commencement of agreement (the "**Launch Date**"). Timing may vary depending on complexity of location set up.
- **Review and Changes to Client's Privacy Policy Addressing Advertising Practices in the U.S.** Arrivalist shall have the right, but not the obligation, to review and make recommendations to the privacy policy governing Client's site(s) to accommodate the data collection and use practices involved in using Arrivalist Technology for advertising practices in the United States.
- **Arrivalist Services and Rates.** The specifics of the services and rates are set forth in **Appendix A**, attached hereto and made an integral and binding part hereof.

3. Obligations of Client

Client shall:



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P.O. BOX 230199
New York, NY 10023
info@arrivalist.com
+1 646 964 5221

- **Provide Arrivalist with Necessary Information.** Client will make Arrivalist aware of desired Arrival Zones, Points of Interest, measurement definitions and other relevant information. If attribution services are being provided, then client shall also make Arrivalist aware of media plans, impression volume, media partners and other relevant campaign information.
- **Imbed Arrivalist Pixels in Media.** Client will make best efforts to place Arrivalist pixels and impression tracking code on all its owned and paid media that Client will utilize in connection with the Arrivalist Technology and do so in a timely matter. Client agrees to notify Arrivalist of any instances where pixels or impression tracking code may not be deployed as well.
- **Placement of Arrivalist Pixels or Scripts on Client Site(s).** Allow Arrivalist to place tracking pixels or scripts on pages on Client's site(s) so that the Arrivalist Technology may identify Internet users who have been exposed to or have interacted with Client online advertising. Placement of Arrivalist's pixels/scripts shall not be unreasonably delayed.
- **Make Arrivalist-Recommended Edits to Privacy Policy.** Client will make any reasonable Arrivalist-recommended changes to the Client's privacy policy (as set forth in Section 2 above), including placement of Arrivalist "opt-out" language in its privacy policy and newsletter emails. Client represents and warrants that (i) its privacy policy discloses all collection and use of Internet users' information so that such disclosed practices include Client's use of Arrivalist Technology, and (ii) it will abide by its privacy policy, and honor Internet users' marketing preferences.
- **Payment.** Unless otherwise provided in Appendices, pay all setup fees upon execution of this Agreement within thirty (30) days of the invoice date. In the event Appendices provide for third party media purchases by Arrivalist on behalf of Client, such third-party media shall be pre-paid by Client. Billing information to be filled out on page five of this agreement.
- **Ownership and Use of Cookies.** Client acknowledges that Arrivalist uses cookies in order to provide the Services. Any and all cookies (or other information or technology achieving a similar or competitive function, whether currently in existence or not) used by Arrivalist in performing the Services shall remain the property of Arrivalist.

4. General Provisions

- Publicity.** Each Party grants to the other Party a limited license to include the name and trademarks of the other Party on its website and in its marketing materials for the sole and limited purpose of publicizing the Services and Arrivalist Technology. Neither Party shall make any defamatory or derogatory statements concerning the other Party or the Services provided herein.
- Confidentiality.** In connection with the implementation of this Agreement, each party may have access to or receive disclosure of Confidential Information of the other party. "Confidential Information" means information relating specifically to the other party's business, technology, marketing objectives and plans, or pricing and any other information, in any form, furnished or made available directly or indirectly by one party to the other that is marked confidential, restricted, or with a similar designation. Each party shall keep any such Confidential Information of the other party in confidence and not disclose it to any third party without the prior written consent of the other party. Each party shall use the Confidential Information of the other party solely for purposes provided in this Agreement. All information furnished by one party to the other party shall be and remain the property of the furnishing party. Each party shall cause its employees and subcontractors to comply with the terms in this provision. The confidentiality obligations herein shall not apply to information that: (i) is already known to a party prior to disclosure by the other party; (ii) is or becomes available to the public through no breach of this subsection by the other party; (iii) is rightfully received by the other party from a third party without a duty of confidentiality; (iv) is independently developed by a party; or (v) is required to be disclosed by law, regulation, or court order, provided that the disclosing party shall use reasonable efforts to notify the other party prior to disclosure. Either party may disclose this Agreement or Confidential Information of the other party without obtaining the other party's written consent if, in the opinion of such party's attorneys, such disclosure is required by subpoena, court order, or otherwise required by law. If a party receives or is subject to a subpoena, court order, or other legal process requiring disclosure of this Agreement or Confidential Information of the other party, such party shall notify the other party promptly thereof, in order to give the other party, the opportunity to seek a protective order or other legally acceptable protection to, as applicable, limit the disclosure of this Agreement and or the other party's Confidential Information.
- Aggregate Data.** Arrivalist collects aggregate data that is not personally-identifiable including, without limitation, end user usage and behavioral data related to the Services ("Aggregate Data"). Client shall own all right, title and interest in and to any data deliverables, *provided* that Arrivalist shall retain ownership of all right, title and interest in and to:

- (i) any materials created prior to, or independent of, this Agreement; (ii) any underlying data that are not specifically collected for Client; or (iii) any analytical approaches used by Arrivalist to prepare the data deliverables (each, "Arrivalist Portion"). The Arrivalist Portion shall remain the exclusive property of Arrivalist, and Client shall have the non-exclusive, non-assignable and non-transferable license to use the Arrivalist Portion for Client's internal business purposes. Arrivalist warrants that it shall not sell Client's info or data under any circumstances. Any use of the data by Arrivalist shall be limited to internal use and for the sole purpose of improving Arrivalist's methodology.
- D. **Relationship Between Parties.** Each party shall be and act as an independent contractor and not as partner, joint venturer, or agent of the other and shall not bind nor attempt to bind the other to any contract unless expressly agreed otherwise in writing.
- E. **Assignment.** Neither Party shall have any right or ability to assign, transfer, or sublicense any obligations or benefit under this Agreement without the written consent of the other party (and any such attempt shall be void), except that either party may (without consent) assign and transfer this Agreement and its rights and obligations hereunder to any successor to substantially all of its business to which this Agreement relates.
- F. **Choice of Law.** This Agreement shall be governed by the laws of the State of New York without regard to the conflict of the laws provisions thereof.
- G. **Dispute Resolution.** The Parties agree that any and all disputes, claims or controversies arising out of or related to this Agreement, including any claims under any statute or regulation shall be submitted to final and binding arbitration by one arbitrator. Unless the Parties agree otherwise, any arbitration will take place in the State of New York, New York County, and will be administered by, and pursuant to the rules of, the American Arbitration Association. The prevailing Party shall be entitled to all its costs and reasonable attorney fees incurred.
- H. **Validity.** If any portion of this Agreement is illegal or unenforceable, such portion(s) shall be limited or eliminated to the minimum extent necessary such that the balance of this Agreement shall remain in full force and effect and enforceable.
- I. **Entire Agreement.** This Agreement contains the entire understanding of the parties regarding the subject matter of this Agreement and can only be modified or waived by a subsequent written agreement signed by both parties.
- J. **Force Majeure.** Neither party shall be liable to the other party for any failure or delay in performance caused by acts of God, fires, floods, strikes, whether legal or illegal, water damage, riots, epidemics or any other causes beyond such party's reasonable control, and such failure or delay will not constitute a breach of this Agreement.
- K. **Counterparts.** This Agreement may be executed in multiple counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument. Execution of a facsimile or email copy shall have the same force and effect as execution of an original, and a facsimile or email signature shall be deemed an original and valid signature.
- L. **Indemnification.** Client will defend, indemnify and hold harmless Arrivalist from and against any claims, actions, demands, losses, judgments, fines or expenses (including, without limitation, reasonable attorneys' fees) arising out of any actual or alleged claim due to a breach or alleged breach by Client of any of its obligations under this Agreement.
- M. **Notices.** All notices under this Agreement shall be in writing, and shall be deemed given when mailed, faxed or sent via electronic mail to the address, fax number or email address appearing in this Agreement.
- N. **No Warranty.** EACH PARTY DISCLAIMS ALL REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, WITH RESPECT TO ANY SUBJECT MATTER OF THIS AGREEMENT, INCLUDING WITHOUT LIMITATION, ALL IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, NON-INFRINGEMENT AND/OR IMPLIED WARRANTIES ARISING FROM ANY COURSE OF DEALING, COURSE OF PERFORMANCE OR USAGE IN TRADE.
- O. **Limitation of Liability.** NEITHER PARTY WILL BE LIABLE WITH RESPECT TO ANY SUBJECT MATTER OF THIS AGREEMENT, UNDER ANY CONTRACT, NEGLIGENCE, STRICT LIABILITY OR OTHER LEGAL OR EQUITABLE THEORY FOR (A) ANY INDIRECT, INCIDENTAL, EXEMPLARY, SPECIAL, RELIANCE OR CONSEQUENTIAL DAMAGES INCLUDING BUT NOT LIMITED TO LOSS OF PROFITS OR (B) ANY AMOUNTS, IN THE AGGREGATE, IN EXCESS OF ONE MONTH OF SERVICE PROVIDED PURSUANT TO THIS AGREEMENT, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THESE LIMITATIONS SHALL APPLY NOTWITHSTANDING THE FAILURE OF THE ESSENTIAL PURPOSE OF ANY LIMITED REMEDY. CLIENT ACKNOWLEDGES THAT THE



Arrivalist Co
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New York, NY 10023
info@arrivalist.com
+1 646 964 5221

FEES PAID REFLECT THE ALLOCATION OF RISK SET FORTH IN THIS AGREEMENT AND THAT ARRIVALIST WOULD NOT ENTER INTO THIS AGREEMENT WITHOUT THESE LIMITATIONS.

- P. **Notices.** All notices and other communications which are required to be given by the Agreement or which are otherwise made pursuant to the Agreement will be in writing and delivered either by hand, certified or registered U.S. mail, overnight courier, confirmed email or confirmed facsimile, addressed in the case of Agency to the address provided above, and in the case of Arrivalist to Cree Lawson, Arrivalist, P.O. BOX 230199, New York, NY, 10023 or via facsimile to 917 677 8222 or email at cree@arrivalist.com.

IN WITNESS WHEREOF, Arrivalist and Client have caused this Agreement to be executed as of the date first written above by their respective officers thereunto duly authorized.

ARRIVALIST CO.

Go Tahoe North

By: _____

By: _____

Name: _____

Name: Jeffrey Hentz / Andy Chapman

Title: _____

Title: CEO / President

Date: _____

Date: _____



Arrivalist Co
P.O. BOX 230199
New York, NY 10023
info@arrivalist.com
+1 646 964 5221

Billing Information

First Name: DeWitt

Billing Address Line 1: 100 N. Lake Blvd

Last Name: Van Sicen

Billing Address line 2: _____

Phone Number: _____

City: Tahoe City State: CA Zip Code: 96145

Fax Number: _____

Email Address: accounting@gotahoenorth.com



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APPENDIX A – ARRIVALIST SERVICES

Term: Nov 15th, 2020 – Aug 15th, 2022

Annual Subscription: 21 Months

Comprehensive Agreement – Visitation Insights

Agreement Total: \$40,000

Deliverables

- Always on Visitation Insights
- Up to 50 POIs
- 12 month historical look back window
- 2 Standard reports/year
- Daily Travel Index - Premium

Platform Access

Included in the Arrivalist Platform are the following reports:

Visitation	In-Market Behavior
Daily Arrivals	POI Map
Day of Arrival	Trips by POI
Visitation by Market Cluster	Trips by POI Over Time
Visitation by County & Region	POI Cross-Visitation
Visitation by Distance	POI Cross-Visitation by Category
Duration of Stay by Distance	POI Foot Traffic
Visitation by Day of Arrival	Top Destination
Duration of Stay by Day of Arrival	Arrival County Map (State Only)
Visited Locations	Secondary Arrivals by County (State Only)
	Trips by Arrival County (State Only)
	Trips by Arrival County Over Time (State Only)

Arrivalist will invoice on or around the below date and amounts. Client will remit payment within thirty (30) days of receipt of invoice:

- Nov 15th, 2020 - \$40,000



MEMORANDUM

Date: October 23, 2020

TO: NLTRA Tourism Development Committee

FROM: Amber Burke, Dir. of Marketing

RE: CrowdRiff & North Lake Tahoe Partnership

Action Requested:

Review and approval for the North Lake Tahoe Marketing Cooperative (NLTMC) to move forward on a \$14,400 annual agreement with CrowdRiff for use of their visual marketing platform.

Background:

Staff has been in communication with CrowdRiff for over a year exploring a potential partnership for use of their visual content marketing platform. The platform helps to source and manage UGC for future use on social media, GoTahoeNorth.com and beyond into owned and earned channels. An introductory video can be found here, <https://go.crowdriff.com/crowdriff-intro-video>, and gives an overview of the platform.

The use of CrowdRiff will expand NLT's visual asset library with current photography, especially important in the current climate. The platform provides data on which images perform better, automatically tags photos with relevant and descriptive keywords and helps us secure rights for future usage. The package also includes CrowdRiff Insights which can track, measure and report on the ROI of website visuals.

Visit California has partnered with CrowdRiff to offer all CA destinations a 20% partner discount.

NLTMC would like to enter into a 1-year agreement.

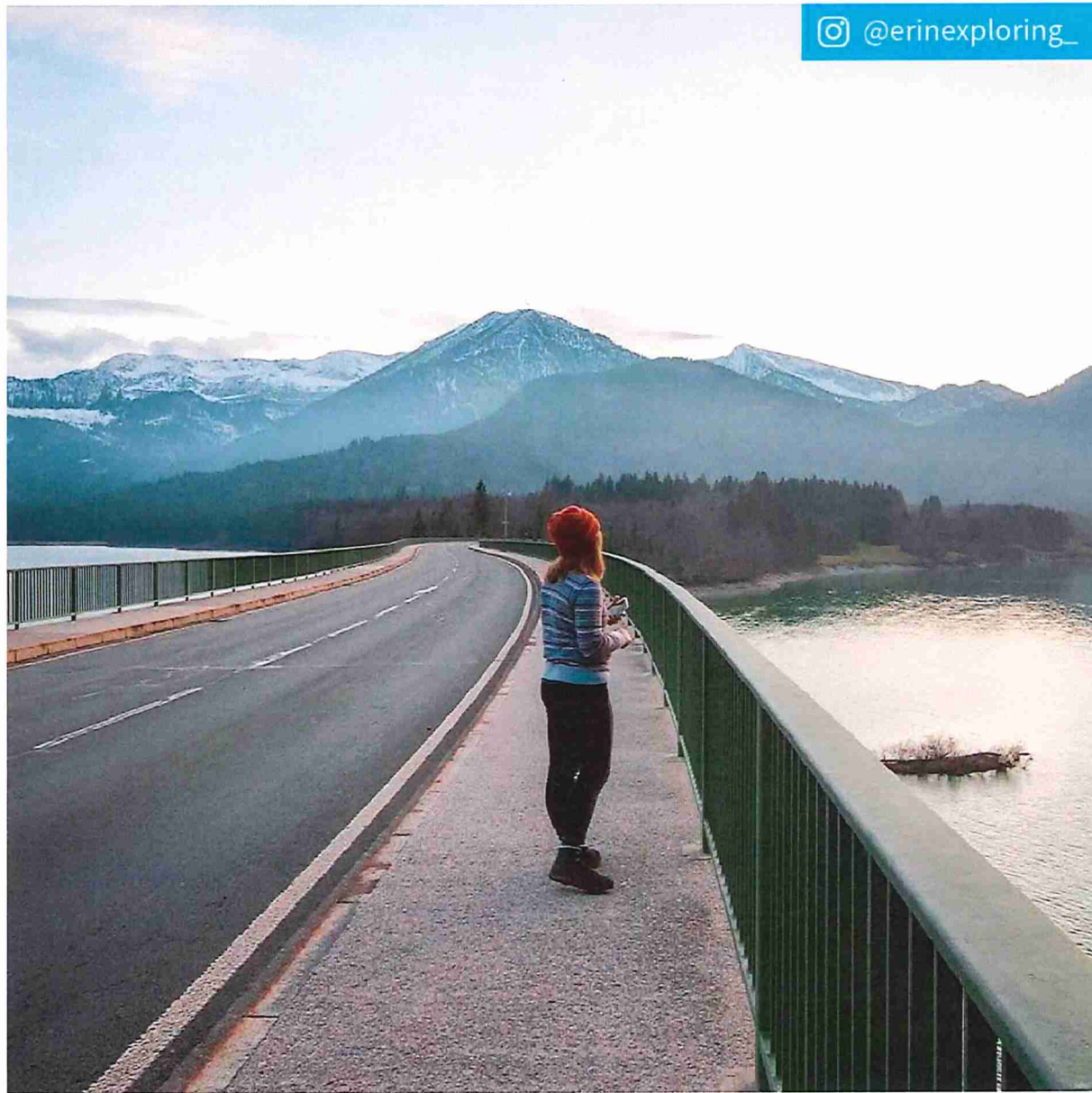
Term: Nov. 15, 2020 – Nov. 14, 2021

- Includes:
 - Intelligent Social Content
 - Social Photo Image Recognition
 - Quality Filter & Smart Curation
 - Photo & Video Uploading (1 GB storage)
 - Hashtag Rights Management
 - Unlimited Web Galleries & Smart Galleries
 - Google Locations
 - Live Photo Wall
 - Sidekick
 - Gallery Insights
 - Google Analytics
 - CrowdRiff Insights
 - Call to Actions (CTAs)
 - Social Publisher & Scheduling

Fiscal Impact:

\$14,400

- Dollars are allocated to come out of the Creative Production line items in the NLTMC 20/21 FY budget.



**North Lake Tahoe Convention & Visitors
Bureau**
SaaS Order
Oct 22, 2020

BACKGROUND

CrowdRiff is a visual influence platform that inspires new and returning interest to travel brands. It will allow North Lake Tahoe Convention & Visitors Bureau (hereafter referred to as "Customer") to effectively discover and activate the most engaging visual content from the social web, while inspiring conversations around its brand. CrowdRiff will enable Customer to increase overall social and digital efficiency, activate its brand across seasons, and deliver real-time content through every marketing channel.

STRATEGIC FIT

Content Curation

By using CrowdRiff's unique search, and filterable collection, Customer can easily & effectively find content to power its visual content requirements. This will reduce time spent in manual curation, and will enable Customer to leverage content faster, and integrate it in more marketing channels.

Requesting & securing content rights

Customer can leverage CrowdRiff's Digital Rights Management system to secure rights to audience content shared on social media. CrowdRiff will record the rights granted to each specific piece of content and allow Customer to filter and use this content in any marketing activities.

Flexible website & blog integration

Customer can utilize CrowdRiff's embedded Galleries to integrate user-generated content into its website and blog. These Galleries can be completely customized based on page topic, page dimensions and the desired user experience.

Increasing Web Page Conversions

With CrowdRiff's Catalysts (CTAs), Customer can enrich any piece of content shared to its website to include live links to internal or external pages. These CTAs can be applied individually or in bulk, reduce clicks for web visitors, and convert more visitors through the path to travel funnel.

1. SCOPE

1.1 Platform License:

License Period: Nov 15, 2020 - Nov 14, 2021

Key Functionality:

Web Core

- Source up to 100 000 photos per month from Facebook, Twitter & Instagram
- Social tracking on Instagram includes up to 30 unique hashtags, 100 unique IG business accounts, and your own @mentions and stories
- Create a list of excluded keywords to keep the wrong content out
- 1 GB storage and management for uploaded photos & videos
- Accepted file types include: JPEG, TIFF, TIF, PNG, MOV, MP4
- Organize content into albums and folders
- Image recognition & auto-keywords applied to all social and uploaded photos
- Quality filtering & smart curation to detect highest quality imagery and keep spam out
- Intelligent photo search & similar photo detection
- Unlimited website galleries & single-photo embeds for Customer's website or blog
- Hashtag Rights Management to easily request and secure rights to Unlimited assets of social content per month
- Gallery analytics built into platform
- Unlimited photo wall displays, including auto-publishing for live events
- "CrowdRiff Sidekick" chrome extension to utilize photo library in other browser-based tools
- Built-in photo editing tool to prepare photos for ads and campaigns
- Google Analytics integration to collect & centralize gallery performance data
- Maximum 10 user license

Social Add On

- Hashtag Rights Management to easily request and secure rights to Unlimited assets of social content per month
- Collector portal to facilitate photo collection from partners
- Publish visuals directly to Facebook, Instagram and Twitter
- Compose your posts with Hashtags, @mentions and emojis

CTAs

- Call-to-action (CTA) links on photos to increase conversions to internal or external webpages

Collector

- Collector portal to facilitate photo contests

1. SCOPE (CONT.)

1.2 Platform Licensing:

Single license applies to Customer for the period outlined in Section 1.1.

1.3 Platform Users:

User seats available to Customer team, and participating agencies.

1.4 Launch Timing:

With the required Customer support, CrowdRiff guarantees full platform implementation within 7-14 days of an executed agreement.

2. SOCIAL DATA CONNECTIONS

CrowdRiff connects to the regulated APIs provided by the social networks (Facebook, Instagram and Twitter) to collect and feed Customer's content. As such, the social networks' terms of service must be followed and may change at any time without notice. CrowdRiff monitors these connections on a regular basis to ensure consistent operation, and will update Customer with any changes that will affect service during licensing.

CrowdRiff only collects content from public profiles on the listed social networks. No private content will be collected or made available to Customer.

3. SUPPORT

CrowdRiff will provide Customer with a customer success manager upon launch for set-up, training and ongoing platform support. Customer will have direct access to their customer success manager via email and phone during the licensing period. All Customer requests are handled on a first come, first served basis, and responses can be expected within 48 hours.

INVESTMENT AND PAYMENT TERMS

Item	Description	Price	Discount	Net Price
Web Core Package	12 month license	\$12,000	20%	\$9,600
Social Package Add On	12 month license	\$2,000	20%	\$1,600
CTAs	12 month license	\$2,000	20%	\$1,600
Collector	12 month license	\$2,000	20%	\$1,600
Implementation	Full implementation and onboarding	\$1,000	100%	0
Total List Price				\$19,000
Total Discount				\$4,600
Total Net Price				\$14,400

All prices listed in USD

A one time California Partner Network discount of 20% applied to this contract

Payment Schedule

- Nov 15, 2020 - \$14,400

Payment Terms

- Initial payment invoiced upon execution
- If applicable, remaining investment invoiced as per payment schedule above
- All invoices due within 30 days of issue date
- Acceptable forms of payment include cheque, bank wire transfer, or credit card (Visa or Mastercard)
- Credit Card processing fees apply

Special Discount Terms and Expiry

- By accepting the terms of this Order Form, Customer approves CrowdRiff's use of its logo on CrowdRiff's website and agrees to participate in development of testimonials and case studies.
- All prices and special discounts quoted above will expire on Nov 21, 2020

TERMS AND CONDITIONS

- By signing this SaaS Order you agree to the full Terms of Service to the CrowdRiff platform and service(s) here: crowdriff.com/terms-of-service.
- Any additional functionality requested by Customer outside of that identified in this agreement will be quoted separately, and implemented once written approval has been received from Customer.
- This document is private, confidential and personal to its recipients and should not be copied or shared with third parties.
- At the License Period End Date, and every License renewal period thereafter, the License will be renewed automatically for an additional period of 12 months provided that the License fee increases by no more than 5%. Additional fees may apply should Customer choose to add new features to the License. Customer may elect to not renew by providing written notice at least 30 days prior to the end of the then current License Period. CrowdRiff will notify the Customer of the upcoming renewals at 60 days prior to the end of every License Period.

By signing below, the signee agrees to abide by the terms and conditions contained in this agreement, and certifies that the signee is authorized to accept these obligations on behalf of the organization.

North Lake Tahoe Convention & Visitors Bureau

Andy Chapman
CEO
(775) 832-1606
andy@gotahoenorth.com

X

Signature

Date

CrowdRiff

Michael Cody
Account Executive

michael.cody@crowdriff.com

X

Signature

Date



MEMORANDUM

Date: October 27, 2020
TO: NLTRA Tourism Development Committee
FROM: Katie Biggers, Sr. Event Specialist
RE: 20.21 Partnership Funding – Update

Action Requested:

No action is being requested at this time, just an update on Events and process

Background:

The total amount of funding available, among all recipients collectively, is \$50,000. The Partnership Funding program has provided funding directly to event producers to be used solely on marketing.

Following the application and evaluation process from a panel of eight local event and marketing professionals, Funding will be awarded in early December 2020 after those recommendations are discussed and accepted by this Tourism Development Committee ,and the NLTRA Board of Directors.

Last year we had a total of 18 events apply for this grant. Grant request dollar amount was \$165,600. This year, due to COVID-19 we saw a smaller amount of applications. These applicants had close to a month to apply. Deadline was October 16th. We pushed out a press release, social outreach, and personal outreach to past producers, along with multiple direct emails to producers and venues. We had 15 interested, and about 12 that got the applications in on time and were eligible. Staff is still working through the applications, and will give a verbal update with more detail at the time of the meeting on October 27, 2020.