



### **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 | **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

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### **Join Zoom Meeting**

<https://us02web.zoom.us/j/81493913882?pwd=aEtZbTliRVJFLy93NExLOdVYd2dRdz09>

**Meeting ID: 814 9391 3882**

**Passcode: 520814**

**Dial by your location**

**+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 October 27, 2020** **Page 1**
5. **Action Items:**
  - a. **Recommendation on Candidates to Fill Committee Open Seats - Sarah Winters** **Page 5**
6. Update on Winter Consumer Media Plan & Creative - Augustine & Richter 7 **Page 18**
7. Update on Winter Social Media & Content Campaigns - The Abbi Agency **Page 40**
8. Sales Update, Conference & Leisure - Sarah Winters **Page 49**
9. Welcome to Winter Toolkit Update - Liz Bowling
10. Restaurant Operations Update for Winter - Liz Bowling
11. PR Summit Update - Liz Bowling

12. 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
13. Standing Reports (located on nltra.org; [here](#))
  - Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report
14. Committee Member Comments
15. Adjournment

*This meeting is wheelchair accessible*

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

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# north lake tahoe

Chamber | CVB | Resort Association

## **Tourism Development Meeting Draft - Meeting Minutes – Tuesday Oct 27, 2020**

The Tourism Development Meeting was held via Zoom video conferencing.

**Committee Members that joined via teleconference:** Tyler Gaffaney, Christine Horvath, Brett Williams, Lisa Nigon, Carlyne Fajkos, Brit Creeze, Wendy Hummer, Susan Redding (joined late)

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

**Others in attendance:** Nevo Waintraub, Michael Cody

1. Meeting called to order at 2:04pm.
2. Public Comment: None
3. **Agenda Amendments and Approval**  
**Motion to approve the agenda HORVATH/GAFFANEY/UNANIMOUS**
4. **Approval of meeting minutes from Sept 29, 2020**  
**Motion to approve the meeting minutes from Sept 29, 2020. HORVATH/GAFFANEY/UNANIMOUS**
5. Presentation by Arrivalist  
Arrivalist is a journey intelligence company that empowers businesses with a powerful, new set of measurement tools to better understand how people travel. Their technology analyzes the movement of devices to measure how consumers interact with locations.

Arrivalist sources information from over 120 Million devices and 10MM automobiles. They have created a geographically representative panel for measurement and insight. With the use of historical data, Arrivalist enables businesses to understand consumer trends.

Arrivalist is a trusted partner in the Travel and Tourism industry. Some of their partners include: Brand USA, TripAdvisor and 43 US States and 100+ cities.

Some of the key insights NLTRA will gain includes:

- What zip codes are road trip visitors coming from?
- How does my destination compare to the U.S?
- How does our destination compare to competitors?
- How does our visitation compare to last year?
- What did the last weekend's visitation look like?

The NLTRA contract subscription with Arrivalist is 12 months of historical data with the term starting 11/15/20-8/15/2022. This includes: "Always-On" Visitation Dashboard, 50 points of interest (POIs) measured within/around North Lake Tahoe, 2 customized annual reports, Consultative Account Director and Staff Training and Daily Travel Index Dashboard, measuring incoming road trips to North Lake Tahoe in real time.

Comments:

- Wendy asked how the 3<sup>rd</sup> party data effect this and if he is still be able to get the data? He stated they are CCPA compliant.
- Carlyne questioned if we get to pick the 50 POIs and can we add additional POIs for a fee? Amber stated that she has already started compiling a list but there is a way to add additional POIs for a fee.

- Carlynne questioned if most partners stay on for a long time? Nevo shared some partners has been with them for 5-6 years but certainly not necessary in understanding benchmarks and data. Amber emphasized we receive a 12-month historical "look back" data.
- Christine questioned if you could use this for flight arrival? Nevo stated that most destinations use their local airport as a POI. He shared there is no limitation to the POIs, they can be streets or whatever we want to use. Amber shared this gives us a lot of information on our day visitors.
- Lisa mention it would great to see how many boaters are on the lake and where they come from. Amber shared they added marinas as launch areas as POIs.
- Brett questioned if NLTRA can get information further back than 12 months? Nevo stated they can go back 18 months. Amber stated the price that was negotiated only included data looking back 12 months, but she will look into pricing for 18 months.

**Action to Amber: Share the Point of Interest when the list is complete with the committee members.**

#### 6. Presentation by CrowdRiff

CrowdRiff is a visual content marketing platform that is trusted by 800+ travel and tourism brands worldwide. This company require rights and organize images that NLTRA can source and discover to use on their own platform.

Objectives:

- 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.
- Prevent Copyright concerns or complicated processes by easily securing legal permission to this content.
- Save time by distrusting free content through multiple digital/traditional channels. Amplify conversion rates via website.
- Get more performance data of web content. Then utilize that data to determine content in paid campaigns.
- Present findings to relevant stakeholders.

Michael shared the content lifecycle: 1) Source Free Real Time Content 2) Secure Rights & Organize 3) Publish & Distribute 4) Measure & Optimize. The social trackers content comes in mostly through Facebook, Instagram and Twitter. He stated that they will sit down with the NLTRA team and create relevant hashtags to our region. Once you have all this content, CrowdRiff has a powerful fast image search. You can find visual content in seconds.

Comments:

- Carlynne questioned if you use one of the photos, do you have to hashtag it or give credit, or can you just use it? Michael responded that most people give credit to the original owner but it's up to you.
- Are the rights unlimited rights? Michael stated yes, the rights are unlimited.
- Christine shared to consider the agency and their band-width and budget. Amber stated that this will be a shared responsibly and not all on the Abbi team and she is looking forward to becoming more knowledgeable on the backend so that she can see what is performing well.

#### 7. **Action Items:**

##### a) Review and Approval of NLT Lacrosse Tournament Contract

The 2021 Lake Tahoe Summit Classic Lacrosse Tournament taking place in North Lake Tahoe and June 19-20, 2021 has requested a \$6,000 sponsorship. The NLTRA has sponsored this tournament since it's inception in 2014. This 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. This year the tournament was canceled this year due to Covid. Katie stated this year they are trying to do an opening ceremony in Northstar which is different than prior years but it's the same sponsorship dollar amount as previous years. Katie shared the cancellation policy in the agreement was updated and emphasized that Truckee also sponsors this tournament.

Comments:

- Christine asked that she touch on the 2019 impact on the community. Katie confirmed the numbers were 170:1.
- Wendy questioned what percentage is North Lake Tahoe versus Truckee? Amber shared Truckee has more fields than North Lake Tahoe, but Truckee has been contributing to this, but she stated she was not sure if they are contributing this year.
- Wendy stated if Truckee is not contributing, North Lake Tahoe needs more exposure than Truckee.

**Motion to approve the 2021 Lake Tahoe Summit Lacrosse Classic sponsorship with a notation that if Truckee is not a paid sponsor North Lake Tahoe needs the majority of the exposure HUMMER/NIGON/UNANIMOUS**

**Action to Katie: Follow up to see if the town of Truckee is sponsoring this event.**

b) Review and Approval of Arrivalist Contract

Amber stated this is a coming out of the North Lake Tahoe Marketing Cooperative funds, \$40,000 and is a 21-month agreement. She shared the terms and what is included:

- Visitation Insights
- 50 Points of Interest
- 12-Month Historical Look Back Window
- 1 Standard Report per Year
- Acquisition of entry emails

Comments:

- Christine questioned Amber if the sample is big enough? Amber shared they provide the raw data and the weighted data. She will follow up with Nevo.
- Christine questioned if partners could access this data? Amber shared that we can share and there was no limitation.
- Amber shared the organization is working on a new metric dashboard that will include information from the Arrivalist.
- Christine shared it would be great if TMA would be able to look at this from a local travel pattern perspective. Amber shared that we have notified important stakeholders about this contract and we can share it.
- Christine also asked that Amber shared a media flow chart.
- Brett questioned if we could roll it back to 18-months instead of 12? Amber shared she will go back and have a conversation with them.
- Wendy questioned if Arrivalist can tell the difference between a visitor and a second homeowner? Amber shared that the address they use is associated with their "home base" is but there is a way to count frequency and if they stay in the area for an extended amount of time.

**Motion to approve the Arrivalist Contract for 21 months for \$40K with funding from the North Lake Tahoe Marketing Cooperative, with the condition of Amber will look into getting an additional 6 months of look back data HORVATH/WILLIAMS/UNANIMOUS**

**Action to Amber: 1) Share Media Flow Chart with our committee members. 2) Look into additional look back data for an additional 6-months along with cost.**

c) Review and Approval of CrowdRiff Contract

Amber stated CrowdRiff also comes out of the North Lake Tahoe Marketing Cooperative funds, \$14,400 annual agreement for use of their visual marketing platform.

The term is a 1-year agreement and she shared what the contract includes. Amber stated she is very excited about this and it also includes 1 gigabit of photo storage.

Comments:

- Carlyne questioned if this would replace photo shoots? Amber shared there is still \$15K in the budget for consumer photo shoots.

**Motion to approve the CrowdRiff contract for \$14,400 FAJKOS/HUMMER/UNANIMOUS**

8. TBID UPDATE

Sarah Winters shared the TBID is moving along and he is getting lots of signature and he is hoping to have this wrapped up in November. All staff has been involved and is helping with this project.

9. Partnership Funding Update  
Katie gave an update on the Partnership Funding application process. She received 14 applications and has put together a special panel that will look at the application and go through the interview process on Thursday, November 5<sup>th</sup>. She will bring forward the allocation and what gets funded at the next meeting. Katie shared her screen and how applied for funding.
10. Campaign Updates  
Liz shared her recent updates with the committee members.
  - a) Winter Ski Video – a link was shared in the comments section of the zoom chat, but most committee members were familiar and had seen it.
  - b) Resort Map – A new resort map was created with all our winter ski resort and Liz is currently working on a new press release with “what is new this winter”. Amber shared there is a new Ski Safe Blog on our website. Liz is also working on a PR Summit the first or second week of December with a focus on a Crisis Communication plan.
  - c) Takeout Tahoe - Amber shared the Takeout Tahoe Guide. The campaign is ready to go and is being launched today. The Guide has been posted to our website along with a landing page.
11. Committee Member Update
  - Sarah brought up the call for applicants for the Tourism Development committee. She stated there is 3 new seats available and applications are due Friday, November 6<sup>th</sup>.
  - Sarah brought up that the next Tourism Development Committee falls just a couple of days prior to Thanksgiving and questioned the committee members if they prefer doing the meeting the week prior, on November 17<sup>th</sup> instead. A follow up e-mail will be sent out along with a notice to the committee members.
12. Departmental Reports – these reports can be viewed on our [website](#).
13. Standing Reports- these reports can be viewed on our [website](#).
14. Committee Member Comments  
No comments
15. Adjournment – The meeting adjourned at 3:50 pm.



## MEMORANDUM

Date: 11.17.2020  
TO: North Lake Tahoe Tourism Development Committee  
FROM: Sarah Winters  
RE: Tourism Development Committee Applications

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### Action Requested:

During this Tourism Development Committee meeting, we are asking that our committee members put forth a recommendation to the NLTRA Board of Directors for the open seats on the tourism development committee. We are asking this committee to review all applicants and recommend for the current opening seats:

- Pool A: The current seats are set to expire in December 2020.
  - (4) open seats for the three-year term
- Pool C: There are open seats due to committee members resigning early.
  - (2) open seats for the two-year term

North Lake Tahoe reached out and asked existing committee members to submit a proposal to stay on the committee and those who would like to renew their committee seats are:

- Pool A:
  - Christine Horvath, Squaw Valley | Alpine Meadows
  - Brit Crizee, Sierra Sotheby's
  - Carlynne Fajkos, Tahome Marketing

If we renew all existing committee members, it leaves the following opportunities:

- Pool A: (1) seat
- Pool C: (2) seats
- Total (3) seats

### New Applicants:

1. Melissa Burin, The Ritz-Carlton
2. Karen Steele, Tahoe By Design
3. Ray Villaman, Tahoe Restaurant Group
4. Vinton Hawkins, MJD Capital Partners
5. Susan Whitman, Northstar California

### Attachments:

Please see the attached applications for review.

November 9, 2020

To the NLTRA organization and the Tourism Development Committee,

As vital part of the North Lake Tahoe community, The North Lake Tahoe Resort Association is a catalyst for sharing the region's vibrancy and generating demand. As a hospitality expert, with thirteen years of hospitality experience, I believe I would be an ideal member of the NLTRA Tourism Committee.

I am the Senior Marketing Manager supporting The Ritz-Carlton, Lake Tahoe. With my experience, I will lend a unique perspective to the committee. I have worked as an on-property marketing manager and most recently, a regional marketing position supporting luxury hotels across the Midwest. In my regional positions, I maintained strong partnerships with local Chamber of Commerce to ensure I was driving the correct messaging for my hotel's and the region.

With connections to the Marriott and The Ritz-Carlton corporate teams and my strong marketing and sales background I would be the ideal candidate for the NLTRA Tourism Committee.

I appreciate your consideration.

Kind Regards,

Melissa Burin

Senior Marketing Manager, The Ritz-Carlton, Lake Tahoe

[Melissa.Burin@marriott.com](mailto:Melissa.Burin@marriott.com)

847.436.3586



# MEISSA A. BURM

440 North Wabash Chicago, IL 60611 847.436.3586

## SUMMARY OF QUALIFICATIONS

A marketing professional specializing in the development and execution of strategic marketing plans, implementation of data driven marketing tactics, and driving brand awareness.

## PROFESSIONAL EXPERIENCE

### *Senior Marketing Manager*

#### **Marriott International**

- Manages a portfolio of three Ritz Carlton hotels
- Manages and executes property specific marketing plans, robust digital strategies, PR and Social media strategies
- Oversees on property activations and food and beverage strategies

### *Luxury Account Manager*

**June 2019-September 2020**

#### **Marriott International**

**Chicago, IL**

- Executed and delivered marketing strategies for seven luxury properties in the Midwest with a combined marketing budget of \$18M
- Established luxury brand team partnership to grow brand awareness nationally/internationally
- Grew digital paid media performance by 35% with an attributed revenue of \$4.6M
- Managed and executed robust digital marketing tactics for portfolio
- Executed robust B2B and B2C regional/national campaigns
- Grew hotel loyalty contribution by 45% across portfolio
- Managed a team including digital, creative, and content marketing team members

### *Marketing Manager*

**November 2016-December 2017**

#### **Marriott International**

**Chicago, IL**

- Executed and delivered marketing strategies for 24 properties in the Midwest, combined marketing budget of \$8.5M
- Assisted in leading regional team with hotel integration during Starwood/Marriott merger
- Reached hotel's year end KPIs and grew overall digital performance by +32 YOY
- Managed a team including digital, creative, and content marketing team members
- Launched new hotel loyalty marketing program post company integration
- Executed robust B2B and B2C regional/national campaigns

### *Marketing Coordinator*

**March 2015- November 2016**

#### **Renaissance Chicago Downtown Hotel**

**Chicago, IL**

- Led team through a \$32 million renovation
- Developed and executed several large-scale events, growing hotel/brand awareness by +110%
- Increased hotel's digital presence by +300%

## EDUCATION

*B.S. Family Studies and Human Development*

**2010**

University of Arizona

**MEISSA A. DURM**

440 North Wabash Chicago, IL 60611 847.436.3586

*MBA, Integrated Marketing Communications*  
Roosevelt University Chicago, IL

2016

**NOTABLE AWARDS/RECOGNITIONS**

2017 Employee of the Year- Renaissance Chicago Downtown Hotel

2017 J.W. Willard Excellence Award Nominee

2019 100% Stakeholder Satisfaction Survey- Personal Portfolio

Hi Anna,

Attached is my bio and description of our local involvement with various non-profits. I currently own, Tahoe Restaurant Group, consisting of : Fireside Pizza - Squaw Valley, Rubicon Pizza - Northstar, Base Camp Pizza - Heavenly Village, and Azul Latin Kitchen - Heavenly Village.

I recently spoke to Jeffrey regarding the TBID and various board roles, and thought I would start supporting NLTRA by volunteering on this committee. I am open to either the 2 year or 4 year seat.

Our Tahoe Restaurant Group is one of the top employers in this region, with more than 400 team members and over \$20 million in revenue (2019). I have extensive experience in restaurant marketing and PR for the past 25 years.

Please feel free to contact me at : 530.448.9333, should you have any questions.

Thank you,

Ray Villaman

Ray Villaman is currently the President/CEO and owner of Tahoe Restaurant Group, including Base Camp Pizza, which was recently named one of the top 25 pizzerias in the country by USA Today (#4).

Additionally, Ray has a Board of Director role with:

- The California Restaurant Association,
- Aaware, Inc. (specializing in Voice technology),
- Rockless Table, LLC,
- and is an advisor to SpotOn, Inc. (a next gen Point of Sale provider)

Ray was recently a board member with United Enterprise Fund (NYC), a private equity fund specializing in restaurant franchise investments. Ray has assisted with deal flow, due diligence, and participated with deal structure/ financing for numerous investments.

Ray is also a recognized national speaker and has presented in Chicago, Scottsdale, Los Angeles, Las Vegas and Orlando. Ray delivered the keynote address at the Restaurant Leadership Conference, guest speaker at the National Restaurant Convention (5 of the last 10 years), and will be presenting at the Nightclub & Bar convention this year.

In 2005, Ray was the CEO/President for Blimpie International (over \$300 million in revenues), a 1600 unit franchisor based in Atlanta, Georgia (and board member 2003-2006). Ray was responsible for Blimpie's corporate restructuring, return to a cash flow positive position, and sale of Blimpie franchising assets to Kahala Corporation.

As a veteran restaurant executive, Ray's twenty-five plus years in operations include more than 200 store openings and direct responsibility for strategic growth. Ray has held corporate and management positions with several national chains: Bennigan's, California Pizza Kitchen, Boston Market, Blimpie International and World Wrapps. As an active angel investor, Ray has also been co-founder or invested in: The Customer's View, Inc., FreshTxt, Inc., Menus.com, and Mobi Munch.

Based in Lake Tahoe, Ray lives with his wife, Christine, and two boys – Jacob (19) and Nicholas (17). Ray is very active with the local International Rotary chapter as well as numerous non-profits including: Tahoe Women Services, Big Brother/Big Sister, Project Mana, Family Resource Center, Adventure Risk Challenge, High Fives and many others. To date, these organizations have received over \$100,000 in support from the Tahoe Restaurant Group.



November 6, 2020

To Whom It May Concern,

I am writing to express my strong interest in joining the NLTRA Tourism Development Committee. As the Communications Manager for the Tahoe Region of Vail Resorts, based at Northstar, I am looking forward to the opportunity of joining the committee and lending my perspective to help drive tourism to the North Lake Tahoe region. Given my experience as part of the Northstar leadership team and background in public relations and communications, I would be a strong fit for this role.

As Northstar's Communications Manager, I support the resort's communications strategy and contribute to Heavenly and Kirkwood's, as part of the Tahoe Region of Vail Resorts. My responsibilities include earning media coverage in key target markets, managing press inquiries, developing proactive and reactive statements, serving as a company spokesperson, providing PR counsel on social media and web channels, and advising resort leadership on all communication matters. I work directly with members of the media to ensure the greater Vail Resorts' corporate narrative is reflected in coverage, and the resorts are represented fairly in critical markets, such as San Francisco, Los Angeles, Sacramento, Reno, and Tahoe. My daily tasks position me well as a member of the NLTRA Tourism Development Committee. I'd be delighted to collaborate with community stakeholders to help assess opportunities and increase awareness for the North Lake Tahoe Region.

Thank you for your consideration. I look forward to discussing the opportunity with you further.

Sincerely,

Susan Whitman

Manager, Communications – Tahoe Region

Heavenly | Northstar | Kirkwood

[sswhitman@vailresorts.com](mailto:sswhitman@vailresorts.com)

(203)918-6584

# SUSAN WHITMAN

Public Relations Professional

+1 203 918 6584  
susan.whitman922@gmail.com  
Truckee, CA 96161  
Linkedin.com/in/susan-s-whitman



## EDUCATION

**Boston University**  
**College of Communication**  
B.S. Communication  
*Public Relations Specialization*  
Class of 2016

## SKILLS

### PROFESSIONAL

Media Relations  
Public Speaking  
Professional Writing  
Creative Writing  
Event Planning  
Social Media Content Creation  
Blogging  
Editing  
Account Management  
Research  
Problem Solving

### TECHNICAL

Microsoft Office  
Adobe Photoshop  
Cision  
Meltwater  
Campaign Monitor

## AFFILIATIONS

Member  
Senior Leadership Team  
Northstar California Resort

Captain  
Vail Resorts Diversity, Equity and  
Inclusion Committee  
Northstar California Resort

Member  
Head of School's Visiting Council  
Williston Northampton School

Member  
New York Women in  
Communications (NYWICI)

## INTERESTS

Outdoor Recreation  
Wellness  
Women in Leadership  
Photography  
Social Impact  
Business  
Travel  
Music  
Literature and Writing

## ABOUT

Experienced public relations professional who is passionate about using communication tactics to tell stories about the businesses, leaders, and programs driving positive change in today's world. Areas of expertise include strategic media relations, internal and external communications, reputation and brand management, and crisis public relations. Background in business public relations for industries such as social impact and sustainability, financial technology, healthcare, lifestyle, consumer goods, and hospitality. Strong media relationships and understanding of the media landscape. Uses a global perspective to inform decision making. Authentically demonstrates and encourages leadership, collaboration, and mentorship within teams.

## WORK EXPERIENCE

### Communications Manager, Tahoe Region Vail Resorts | Truckee, CA | July 2019 - Present

Manages the communications strategy for the Tahoe Region of Vail Resorts, based at Northstar California Resort. Successfully drives positive media coverage by earning media placements and building relationships with journalists in key markets such as the San Francisco Bay Area, Los Angeles, Sacramento, Reno, and Tahoe. Serves as company spokesperson and media trains internal stakeholders to be prepared and feel confident during interviews. Advises leadership on all media and communications matters. Provides PR perspective to social and web channels.

- Successfully places multiple stories in KPI outlets such as [ABC 10](#), [San Francisco Chronicle](#), [Forbes](#), and [Sierra Sun](#)
- Develops and executes communications strategies such as a companywide internal communications plan for all of Vail Resorts in the wake of the novel COVID-19 crisis
- Implements visible leadership plans to promote vice presidents and general managers of resorts, which result in positive story placements, such as this [ABC \(KOLO 8\)](#) story
- Leads communications efforts such as Northstar's updated parking management plan, spearheading the 'Parking Innovation Team,' and works closely with resort and company stakeholders to control the public message
- Creates tailored media trips and visits for journalists to experience each resort, and itineraries that highlight key brand messages
- Collaborates with brand equity and brand experience teams to ensure communication channels are streamlined

### Senior Account Executive, Corporate Executive freuds | New York, NY | October 2017 – June 2019

Managed teams on the Mars, Inc., Gerson Lehrman Group, and Ernst & Young global, corporate accounts as well as multiple other special projects for companies in the brand and reputation hub such as sbe Hospitality Group, Anheuser Busch InBev, and Evian. Focused on clients' sustainability, social impact, and executive visibility public relations efforts. Supported the growth of freuds NYC office by developing the culture and supporting new business pitches as the first U.S. hire. Effectively worked with clients, team members, and agency partners across countries, continents, and time zones, and played an integral client-facing role on account teams as a lead agency liaison. Promoted within first year.

- Built relationships and collaborated with members of media to land successful coverage for clients in global publications including [New York Times](#), [Forbes](#), and [USA Today](#)
- Successfully drove the 'Women of Mars' campaign each year, which showcased the stories of women across the Mars business units and was timed with Women's History Month and International Women in Science Day. The campaign garnered significant qualitative and quantitative results annually
- Supported clients with media training, event coordination, and media inquiries around the United Nations General Assembly, a critical event for clients to demonstrate purpose initiatives and connect with international stakeholders, which took place annually at the UN Headquarters in New York City

### Assistant Account Executive Ogilvy | New York, NY | December 2016 – October 2017

Supported leadership on the executive visibility and Opdivo work streams of Ogilvy's flagship healthcare account, Bristol-Myers Squibb. Assisted in the coordination of Bristol-Myers Squibb's sponsorship in *The Atlantic's* AtlanticLIVE event series, [Cancer and the Community](#), as well as other high-profile events for corporate thought leadership.

### Account Coordinator Wachsman | New York, NY | June 2016 – December 2016

Supported all client accounts for Wall Street's leading financial technology communications firm through assisting teams with media relations, social media, and event planning.

### Internship Experience | Boston, MA

Gained invaluable public relations and communications experience during undergraduate career:

- Andonia PR | January 2014 – April 2016
- People Making Good PR | January 2016 – April 2016
- O'Neill and Associates | May 2013 – August 2013

Dear Anna,

Nice to meet you! I'm Karen Steele, owner of Tahoe By Design, a local destination management company serving the Tahoe basin. I am writing to express my sincere interest in joining the North Lake Tahoe Resort Association Tourism Development Committee. It sounds like an exciting opportunity to collaborate with other local travel and hospitality stakeholders on the future of tourism in North Lake Tahoe.

As a destination management company, Tahoe By Design provides tactical and logistical support to groups, meetings, and events in Lake Tahoe. Our range of services includes hotel sourcing, transportation, off-site events, theme parties, entertainment, and on-site management. I have 20 years in the travel and hospitality industry and bring my passion for Lake Tahoe combined with entrepreneurial, sales and marketing skills.

As a founder of a company, it was critical to have not only a strong business plan, but expertise in sales and marketing to reach new clients. Although the last year has been hard for group travel, my business has grown, expanded offices and added more services, including the wedding business with the addition of a new department, 'Tahoe Wedding Store.'

I would love to be a part of the committee and share my expertise in sales and marketing and understanding of hotel and resort operations. My degree is in Journalism, and I manage all the PR and advertising for my business. I have a strategic plan to reach new clients and maintain a strong and favorable brand in the community.

I've been fortunate to have a second home in Carnelian Bay and our family has vacationed in North Lake Tahoe for over 50 years. When I decided to leave the high-tech world of the Bay Area years ago, I was dedicated to establishing a destination management company in Lake Tahoe. I also met my future husband, a 12-year local and have established strong roots in both North and South Lake Tahoe.

This is truly a pivotal time to make an impact in tourism and The North Lake Tahoe region is positioned to continue as a world-class destination, while mindfully balancing the peaceful environment with respectful growth that contributes to the local economy and lifestyle for all of us.

Attached please find my resume and below, a link to my LinkedIn profile. Thank you for considering my background and experience for this important role, it would be an honor and pleasure to serve on the committee.

<https://www.linkedin.com/in/karenamysteele/>

Kind regards,

Karen Steele  
Tahoe By Design  
[Karen.steele@tahoebymysteele.com](mailto:Karen.steele@tahoebymysteele.com)  
[www.TahoeByDesign.com](http://www.TahoeByDesign.com)

# KAREN STEELE

North and South Lake Tahoe, CA | (925) 389-4560 | karen.steele@tahoebymdesign.com

## Professional Summary

Founder and President of Tahoe By Design, a full-service destination management company serving all of the Lake Tahoe basin. As an independently owned and locally managed firm, Tahoe By Design delivers seamless meetings and events that inspire and engage attendees, while bringing out the essence of beautiful Lake Tahoe. Expertise in new business development and marketing strategies for growth. Collaborative management style focused on bringing out the best in people.

## Skills

- New business development for group sales in the Lake Tahoe basin
- Local destination knowledge and operational experience in travel sector
- Technical skills in MS Office, website design, e-commerce, SEO
- Marketing expertise and analytics
- Business development
- Business operations
- Relationship development
- Program oversight
- Advertising in print and online
- 20 + years in travel industry
- Carnelian Bay and South Lake Tahoe based office and operations.
- Caring and active community member and local volunteering
- Collaborative and forward thinking

## Work History

### President

Aug 2018 - Current

Tahoe By Design

North & South Lake Tahoe, CA

Founded destination management company providing operational and tactical support for corporate meetings and incentives in the Lake Tahoe basin. Hotel room block sourcing, transportation, off-site events and theme parties, on site management.

- Extensive network of local professionals in the hospitality sector
- Deep understanding of Lake Tahoe tourism – 25-year homeowner Carnelian Bay
- Entrepreneurial, creative and a business strategist
- Business growth despite COVID and decline in group travel



## **Marketing Consultant**

Aug 2016 - Dec 2018

Crawford Group

San Jose, CA

Program management for the ThoughtSpot annual users conference managing all logistics for their 1,200-person event. Field marketing manager for Tri-Net including email marketing, conversion tracking, 12 city road show, on site management. Adobe - content manager for annual 20,000-person conference.

## **Senior Event Manager**

Dec 2015 - Aug 2016

CALNOC

San Ramon, CA

- Managed all logistics, marketing, content and on-site management for annual CALNOC conference, a non-profit in the healthcare and nursing sector.

## **Business Development Director**

Apr 2011 - Mar 2015

BI Worldwide

San Ramon, CA

- Responsible for new business development for meetings, events and incentives for key clients. Exceeded annual quota two years, attained President's Club status. Relationship building with long sales cycle. Professional presentation and leadership skills.

## **Senior Account Executive**

Jan 2001 - Mar 2011

Maritz Travel

Walnut Creek, CA

- Strengthened customer relationships with proactive and collaborative approach to managing needs.
- New business development in corporate group sales, meetings, events and incentives.

## **Education**

### **Bachelor of Arts: Journalism**

University of Oregon

Eugene, OR

## **Professional Associations**

Past Board of Directors Northern California MPI - VP Education  
Past Board of Directors GMIC - Green Meetings Industry Council  
Member North and South Tahoe Chamber of Commerce  
Volunteer - S. Lake Tahoe Warm Room

## **Technical Skills**

Certified in MS Office, word, excel, power point  
Website design and development, Word Press, HTML  
Salesforce.com, Marketo, Slack, Microsoft Dynamics, Marketing analytics

Dear Anna,

I am very interested and excited to throw my hat in the ring for the opportunity to vie for a seat on the NLTRA Tourism Development Committee. As one of representatives and equity partners in the ownership entity of the Tahoe City Inn (now The Inn at Boatworks) and the Boatworks Mall and commercial condo I feel it is important that I reach out to the community that gives so much to me. Being on this committee will provide the opportunity for me "to pay it forward". I believe I can add value based on my past experience and the local experience gained from our existing operations and the future redevelopment plans we are bringing forward with Placer County and TRPA.

My family has been visiting the Tahoe basin since the early 1900s setting roots down in 1924 when my great grandfather bought his first property on the East shore. Generations of my family have enjoyed and celebrated being a part of the Tahoe community since before I can remember. I carry on that love of the area and community and live and work here full time.

I sincerely hope the NLTRA Board will consider me for a seat on the Committee.

## **Vinton Hawkins**

**General Counsel, Project Manager, MJD Capital Partners**

e: [vinton@mjdcp.com](mailto:vinton@mjdcp.com) | w: [www.mjdcp.com](http://www.mjdcp.com)

a: The Boatworks at Lake Tahoe, 760 N Lake Blvd, Tahoe City, CA 96145

P.O. Box 796, Tahoe City, CA, 96145



**Vinton Hawkins: MJD Development / MJD Capital Partners**

Vinton began his legal and real estate career working as General Counsel for a national commercial surplus lines insurance company specializing in developer, general contractor and sub-contractor liability insurance. He was responsible for a multi-million dollar legal budget and litigated and mediated complex construction defect cases over his twenty plus year legal profession. He managed and counseled the organization's multi-state real property department handling all company acquisitions. Before leaving to focus exclusively on real estate development he was the Senior Vice President/General Counsel helping grow the Company annual revenue from \$5 million to over \$100 million.

Vinton worked the next twelve years predominately in the Sacramento area as a partner in a development and mitigation banking firm and was responsible for real property acquisitions, development planning, contract formation, and land entitlement, management and sales.

In 2019 Vinton joined MJD Development/Capital Partners as General Counsel for the focused acquisition of the Boatworks Mall and adjacent properties. He is a partner and equity stakeholder in the Boatworks at Tahoe, LLC owner entity and oversees acquisitions, entitlements and project management.

Vinton holds a B.A. from University of Southern California Marshall School of Business and a J.D. from University of the Pacific, McGeorge School of Law. He is licensed to practice in California and Nevada.

# 20/21 Winter Consumer Recovery & MCC



north lake tahoe



# AGENDA

- **Consumer**
  - **Objectives**
  - **Paid Tactics**
  - **Creative Executions**
- **MCC**
  - **Objectives**
  - **Communications**

# Consumer Objectives



north lake tahoe



## OBJECTIVES

- Promote responsible travel and safety.
- Continue to position North Lake Tahoe as a four-season destination; reinforce multi-town experience.
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy.
- Increase midweek travel and/or extended overnight stays.
- Increase awareness of experiences and activities throughout destination.
- Increase brand loyalty and positive sentiment.
- Highlight differentiating factors of destination, supporting North Lake Tahoe's positioning as an ideal location.
- Leverage travel trends and consumer journey insights.

# Consumer Paid Media



north lake tahoe



## PAID TACTICS

- Search Marketing
- Retargeting Display and Video
- Native Display
- Programmatic Display
- YouTube Video
- OTT/CTV
- Facebook/Instagram Static, Carousel, Instant Experience and Video
- Instagram Stories and TikTok
- Reddit and Twitter
- TripAdvisor
- Emails



north lake tahoe

# Consumer Creative



north lake tahoe

# Winter Wow – Digital Banners

300x600



300x250



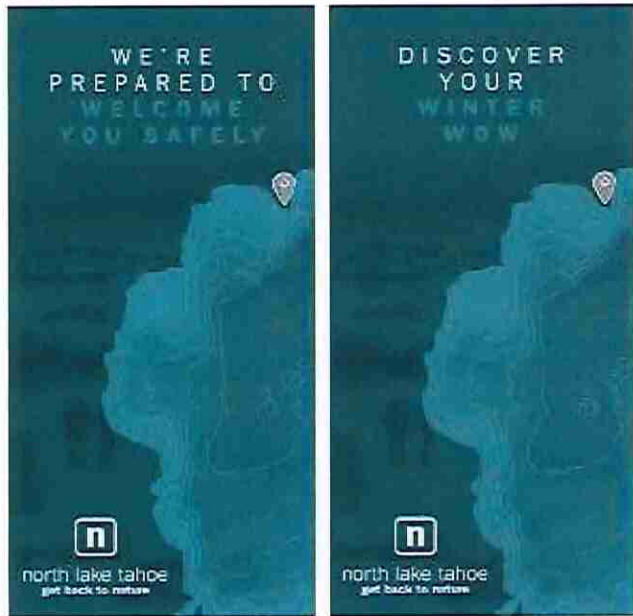
728x60





# Winter Wow – Digital Banners

300x600



300x250



725x90



# Winter Wow – Digital Banners

300x600

VIEW OUR

**GET BACK TO NATURE SAFELY AND RESPONSIBLY**



**KNOW BEFORE YOU GO**  
INFORMATIONAL GUIDE



**n** north lake tahoe  
get back to nature

**n** north lake tahoe  
get back to nature

**n** north lake tahoe  
get back to nature



**n** north lake tahoe  
get back to nature


TAHOE CROSS COUNTRY SKI AREA  
Tahoe City, CA

**PLAN NOW**


300x250

VIEW OUR

**GET BACK TO NATURE SAFELY AND RESPONSIBLY**



**KNOW BEFORE YOU GO**  
INFORMATIONAL GUIDE



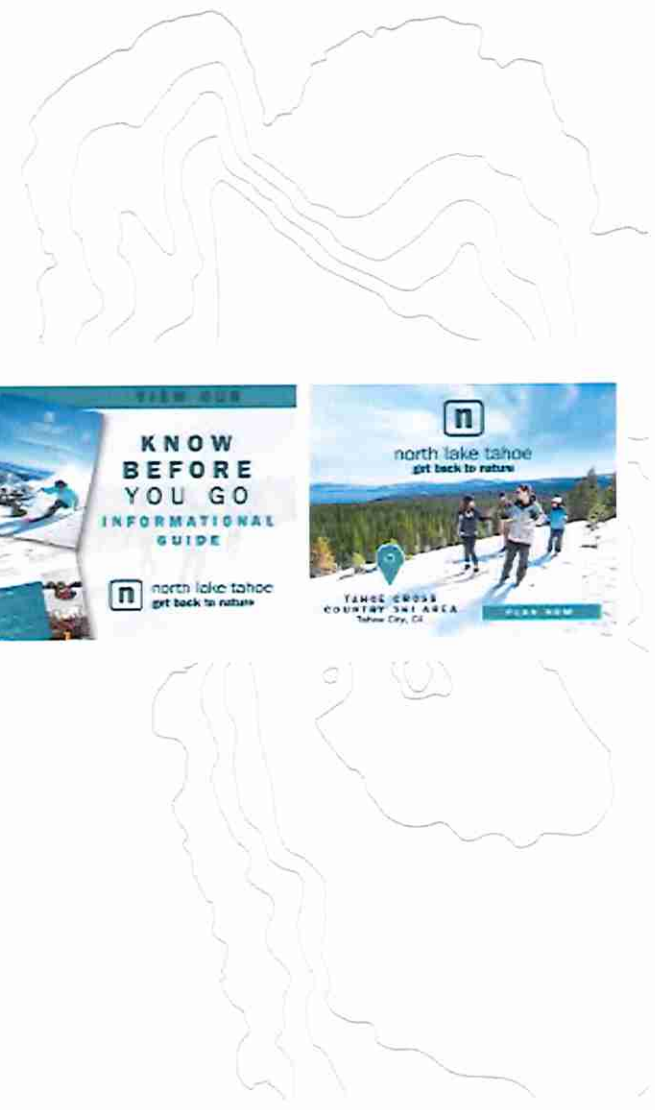
**n** north lake tahoe  
get back to nature

**n** north lake tahoe  
get back to nature

**n** north lake tahoe  
get back to nature

TAHOE CROSS COUNTRY SKI AREA  
Tahoe City, CA

**PLAN NOW**



# Winter Wow – Digital Banners

300x500



300x250



728x90



# Winter Wow – Social Ads

## FAMILY CAROUSEL

North Lake Tahoe  
Sponsored

Reconnect with family and each other in a place where Winter Wow is around every corner!

**Find Endless Winter Adventure**  
Learn More

Like Comment Share

North Lake Tahoe  
Sponsored

Reconnect with friends and each other in a place where Winter Wow is around every corner!

**Have Fun At Every Turn & Twist**  
Learn More

Like Comment Share

North Lake Tahoe  
Sponsored

Reconnect with friends and each other in a place where Winter Wow is around every corner!

**Ski as a Family**  
Learn More

Like Comment Share

North Lake Tahoe  
Sponsored

Reconnect with friends and each other in a place where Winter Wow is around every corner!

**Winter Before You Go**  
Learn More

Like Comment Share

## MILLENNIAL CAROUSEL

North Lake Tahoe  
Sponsored

Get back to nature safely and responsibly, while enjoying breathtaking lake views, world-class adventures and endless Winter Wow.

**Have Fun At Every Turn & Twist**  
Learn More

Like Comment Share

North Lake Tahoe  
Sponsored

Get back to nature safely and responsibly, while enjoying breathtaking lake views, world-class adventures and endless Winter Wow.

**Winter Before You Go**  
Learn More

Like Comment Share

North Lake Tahoe  
Sponsored

Get back to nature safely and responsibly, while enjoying breathtaking lake views, world-class adventures and endless Winter Wow.

**Take Time to Chill Out**  
Learn More

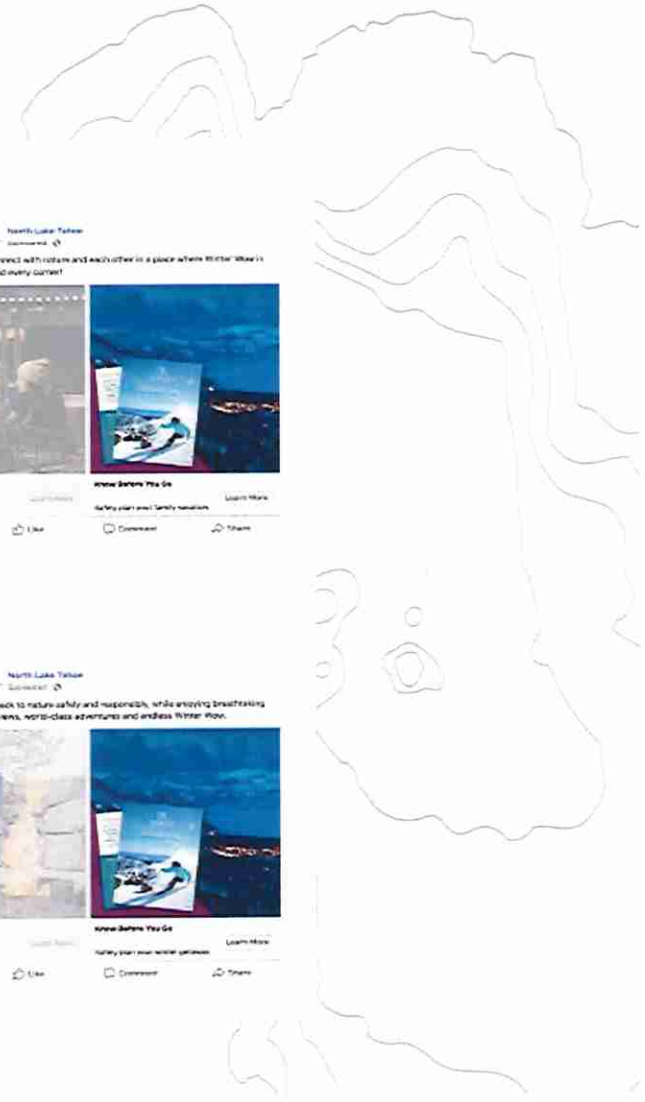
Like Comment Share

North Lake Tahoe  
Sponsored

Get back to nature safely and responsibly, while enjoying breathtaking lake views, world-class adventures and endless Winter Wow.

**Winter Before You Go**  
Learn More

Like Comment Share





# Winter Wow – Social Ads

## BOOMER CAROUSEL

North Lake Tahoe  
Seasonal

From adventure to relaxation, it's hard to stay, get back to nature and discover a perfect getaway where winter wow.

**That Year On the Snowy Coast** Learn More

Like Comment Share

North Lake Tahoe  
Seasonal

From adventure to relaxation, it's hard to stay, get back to nature and discover a perfect getaway where winter wow.

**Every Snowy Mountain** Learn More

Like Comment Share

North Lake Tahoe  
Seasonal

From adventure to relaxation, it's hard to stay, get back to nature and discover a perfect getaway where winter wow.

**Where Winter Wow** Learn More

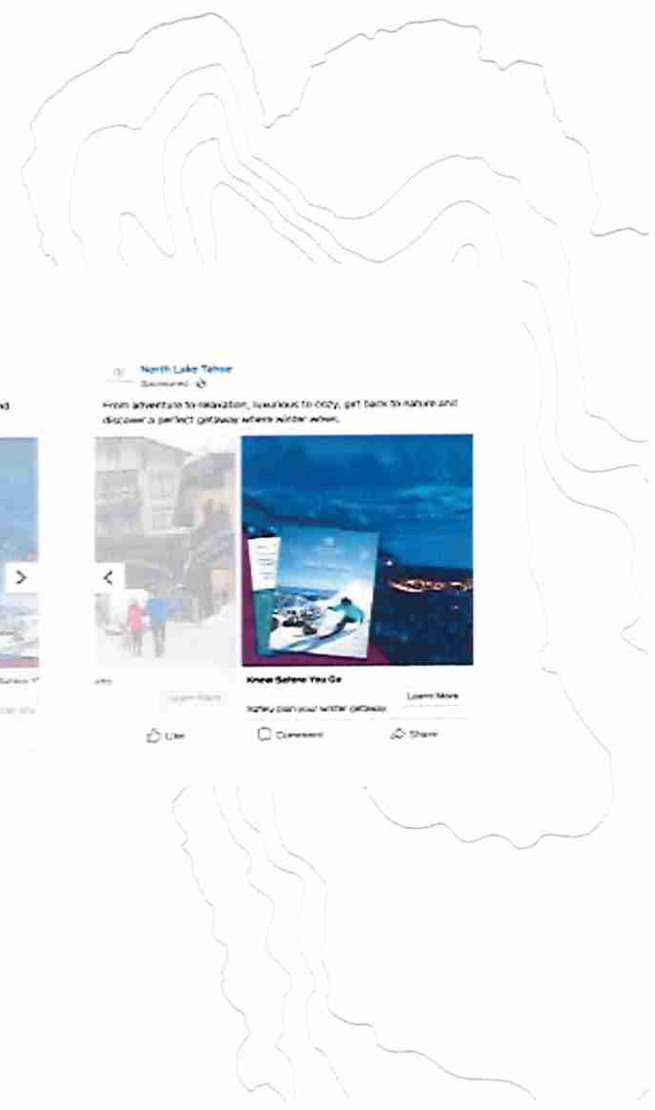
Like Comment Share

North Lake Tahoe  
Seasonal

From adventure to relaxation, it's hard to stay, get back to nature and discover a perfect getaway where winter wow.

**Know Where You Go** Learn More

Like Comment Share



# Winter Wow – Social Ads



**MILLENNIAL  
STATIC**



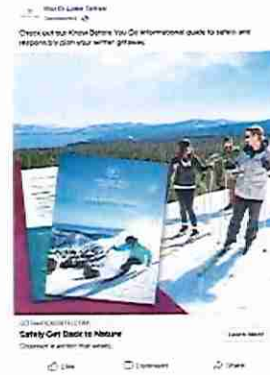
**FAMILY  
STATIC**



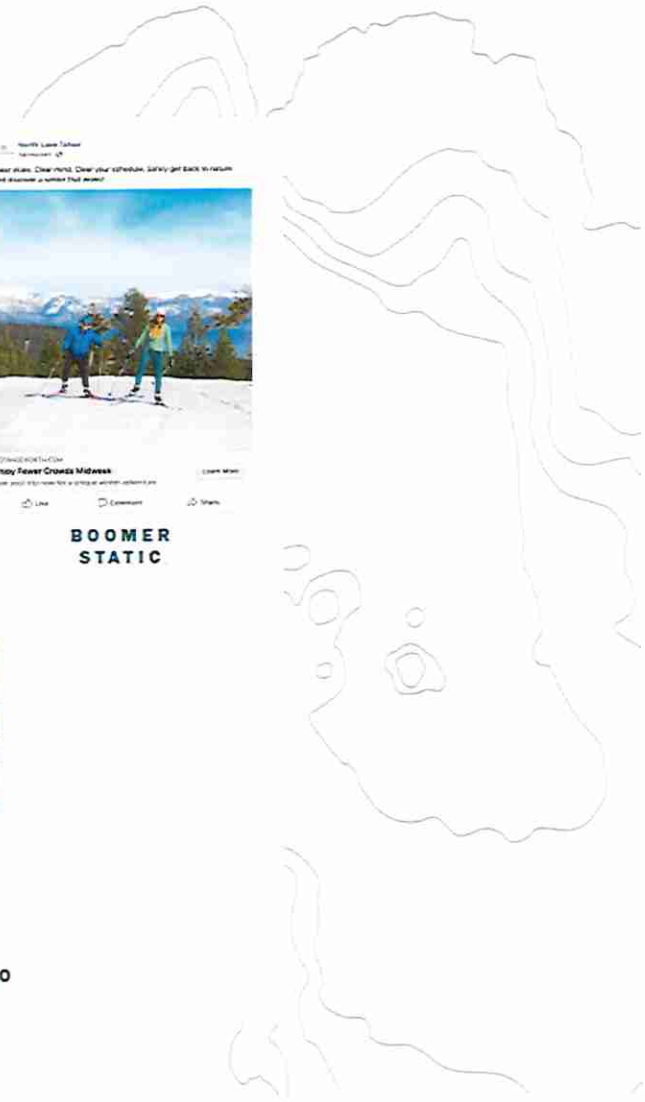
**BOOMER  
STATIC**



**RETARGETING  
STATIC**



**KNOW BEFORE YOU GO  
STATIC**



## Winter Wow - Landing Page

- Looked at SMARI research to include activities and experiences that are high motivators for large audiences.
- Researched activities that are preferred during the current pandemic.
- Tie in approachable activities to reach all persona types, highlighting locations across the region.

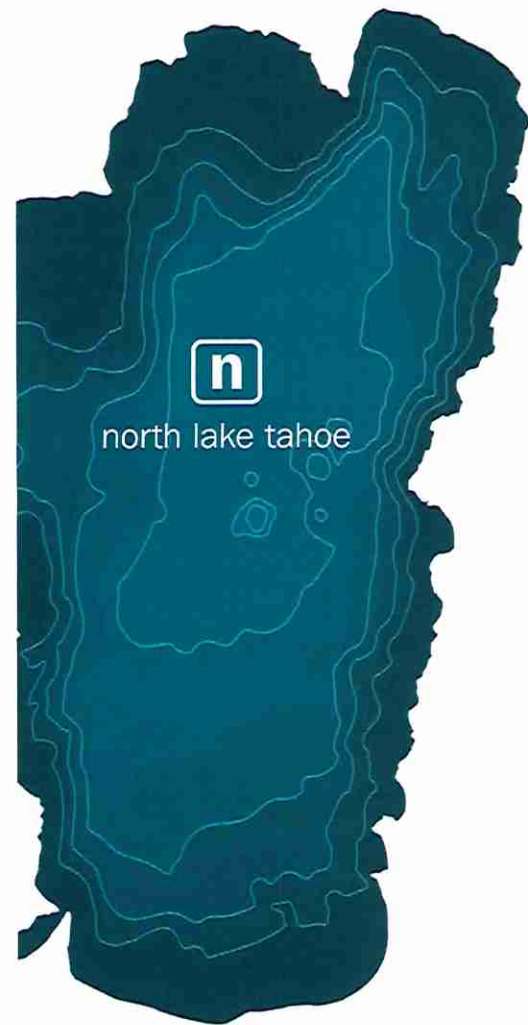
<https://www.gotahoenorth.com/lake-tahoe-activities/winter/>



# MCC Objectives



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## OBJECTIVES

- Utilize funds provided from the Travel NV grant.
- Promote responsible travel and safety.
- Continue to position North Lake Tahoe as a four-season destination.
- Scale the Get Back to Nature messaging for MCC audiences.
- Showcase all venue types and group-focused activities offered.
- Increase midweek travel and/or extended overnight stays.
- Increase brand loyalty and positive sentiment.
- Highlight differentiating factors of destination, supporting North Lake Tahoe's positioning as an ideal location.
- Leverage travel trends and consumer journey insights.

# MCC Communications



north lake tahoe

# PAID MEDIA

## Tactics

- Search Marketing
- Native Display
- Programmatic Display
- LinkedIn
- Emails
- Programmatic Video
- Lead Generation
- Social Audience Matching
- eHandbook

## Timing

- Late November/early December through Q1 2021
- Future timing TBD



north lake tahoe

## MCC Readiness Guide

- Developing a new guide building off components from the consumer Know Before You Go guide.
- This guide will include:
  - Responsible travel and tourism tips
  - Team building suggestions
  - Venue information
  - Travel resources
  - Much more



north lake tahoe





**Thank you!**



# North Lake Tahoe

## Social & Content Strategy

Nov. 17

Tourism Development Committee



north lake tahoe

# Social Media Strategy

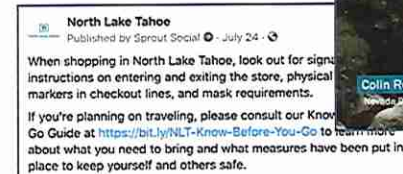


north lake tahoe

# Review of Summer/Fall Efforts on Social

## Responsible Travel Messaging:

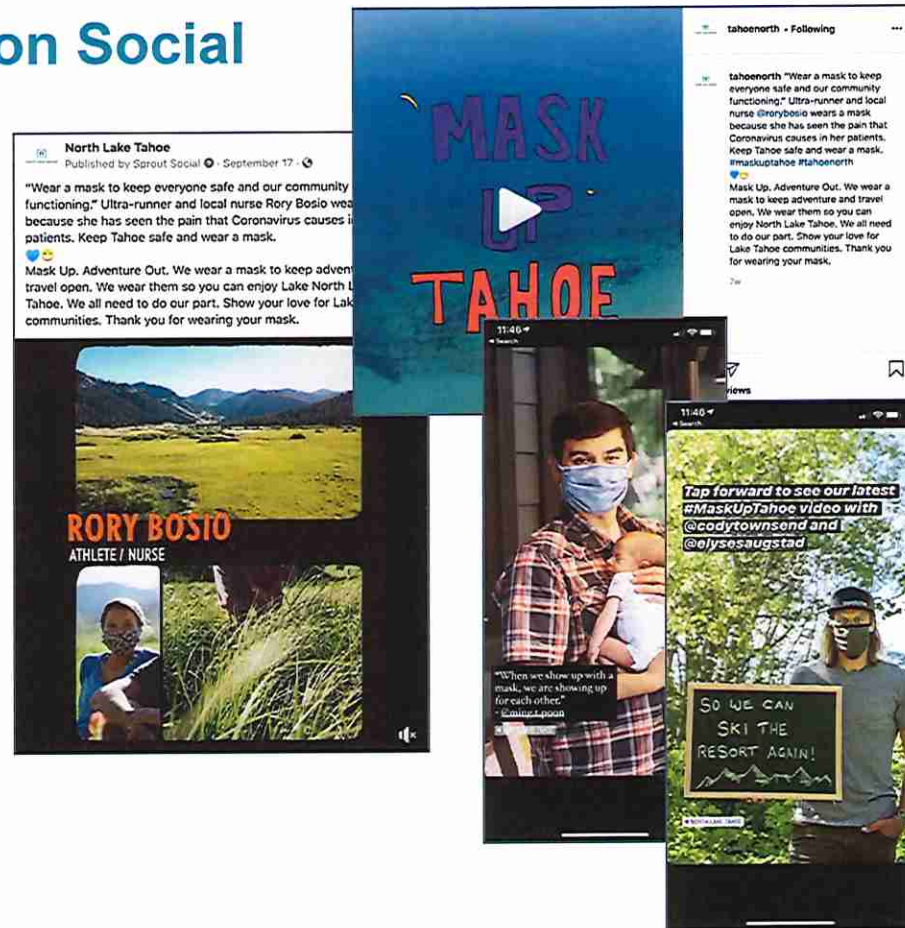
- **Videos:** The Abbi Agency worked in conjunction with North Lake Tahoe to create a series of videos outlining the reopening of the different businesses found within North Lake Tahoe. These videos provided details and instructions of how visitors and locals can safely support and participate with these properties during Tahoe's reopening and beyond.
- **Social Content:** Along with sharing the videos, individual photos and still were shared across social media with messaging outlining details of what visitors can expect during this time. All messaging was pulled from the Know Before You Go guide, and encouraged users to head to the guide itself on GTN for more information.
- **Posting Frequency:** Approximately 3 times per week



# Review of Summer/Fall Efforts on Social

## Mask Up Tahoe:

- The Mask Up Tahoe campaign was promoted across all social media platforms over the series of a few months. All posts featured a series of Tahoe locals discussing why they choose to wear a mask and how it can benefit the community now and in the long run.
- Impressions: 359,607
- Reach: 299,264
- Engagement: 16,847



# Upcoming Winter Strategy

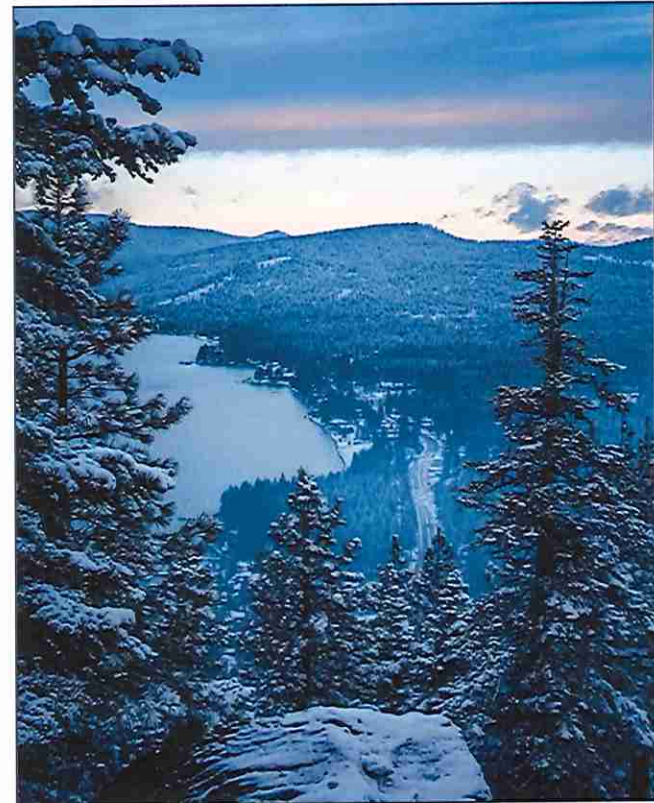


north lake tahoe

# Winter Social Media Strategy

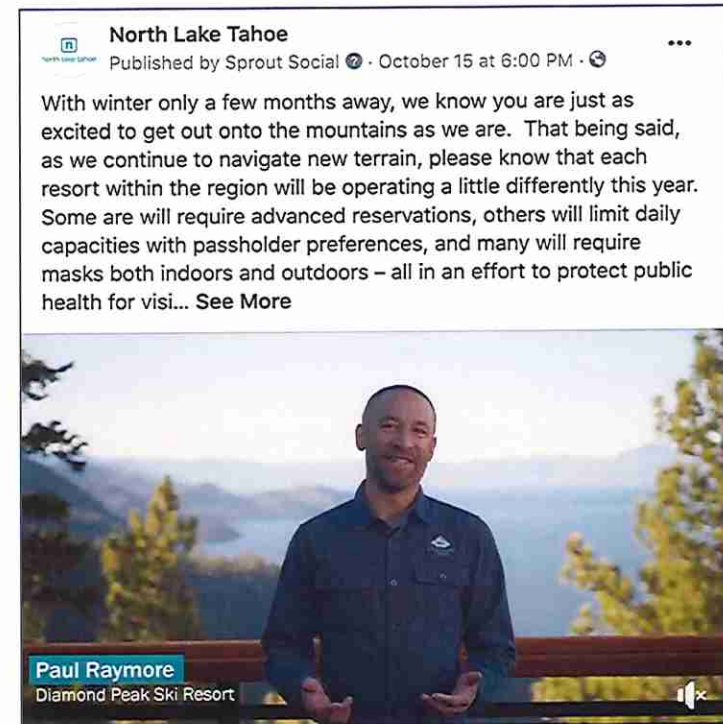
## Responsible Travel Messaging:

- **Overview:** Over the past few months, the content across all of North Lake Tahoe's social media channels has been predominantly safety related; including fire safety, responsible travel, business closure updates and more. We feel as though North Lake Tahoe's social media channels can benefit from a tiered approach to posting based upon the COVID-19 safety tiers as designated by Placer and Washoe County.
- **Content Focus:**
  - Local Business Highlights
  - Responsible Tourism Messaging
  - Scenic Imagery
  - Individual Resort Education
  - In-market Campaign Support (dining and shopping)
- **Frequency:** 5-6 posts a week (per platform)



## Winter Responsible Travel Video Series

- The Abbi Agency, in conjunction with North Lake Tahoe, created a Winter Resort messaging video. This video aims to inform the public of what they should expect from the individual resorts when they visit this winter. The video is currently being boosted and promoted across social media to drive markets and local audiences and will continue to do so as we transition from Fall into Winter.
- **Travel Nevada CARES Grant:** NLT received grant from Travel Nevada to produce and advertise 4 Winter Responsible Travel videos. These will focus on a variety of industries in North Lake Tahoe and how to experience those safely. Each video will be boosted.





# Content Focus

	Themes	Story Angles	Blog	Newsletter
November	Cozy in Tahoe Holiday Kickoff Thanksgiving/Friending	What to Be Thankful for in North Lake Tahoe First Snowfall of the Winter Season Where to Get Cozy in North Lake Tahoe	Anticipating North Lake Tahoe's Ski Season with safe sport options & Holiday Offerings	Celebrating the Holidays in North Lake Tahoe
December	#WinterWOW #PrayForSnow Holiday Cheer	Winter in North Lake Tahoe is WOW Tahoe Snow Tracker Shopping Local for Christmas Presents	How to Experience #WinterWow in North Lake Tahoe	Safe Winter Travel & Non-ski activities

Content Marketing (blog and newsletter) continue focus on “seamless”, “touchless”/low-touch experiences in the region.

Voice/tone will retain a reassuring, advisory tone that provides consumers with a great deal of transparent information about how the region is following state/federal guidelines.

Vendor representation will continue to highlight restaurants, experience vendors and lodging partners who are leading the charge in providing revised experiences in alignment with growing consumer preferences toward experiences that are “clean and green”.

Overall, transparency, cooperation and ease of safe access should lead content marketing initiatives going forward—continuing to generate interest in the region, albeit with changing consumer preferences—and increasingly common concerns—in mind.





**Thank you!**



## Conference Sales Update

November 6, 2020



### Trade Shows & Events

The North Lake Tahoe CVB will be participating in the following events:

- November 12, 2020, Meetings Made Easy Weekly Episode - Mountain Destinations

### New Definite Groups

**ROOM REVENUE TOTAL - \$136,331 / ROOM NIGHTS - 569**

1. Maritz Global Events - Corsa America Rally, 5/27/2021-5/28/2021, 30 room nights, 50 people, Ritz Carlton Lake Tahoe
2. Commercial Vehicle Solutions Network - June 2022 Summit, 6/2/2022 6/9/2022 CVSN, 539 room nights, 200 people, Ritz Carlton Lake Tahoe

### New Leads

**POTENTIAL ROOM REVENUE TOTAL - \$675,000 / ROOM NIGHTS - 4500**

1. Red Cow Productions - Winter Dating Reality Show, 1/24/2021-3/7/2021, 4500 room nights, 120 people

## **New CVENT Inquiries**

### POTENTIAL ROOM NIGHTS - 763

1. Virtual Service Operations, 1/7/2021-1/13/2021, 231 room nights, 120 people
2. Alliance Defending Freedom - 2021 Senior Staff Retreat and CEO & Owner Summit, 3/16/2021-3/20/2021, 236 room nights, 100 people
3. TheHomeMag - 2021 Annual Conference, 10/9/2021-10/14/2021, 528 room nights, 180 people
4. JFrog - SwampUp 2021, 5/20/2021-5/23/2021, 370 room nights 100 people

## **Canceled Group Programs since March 15, 2020**

### CANCELED ROOM REVENUE TOTAL - \$1,395,702 / ROOM NIGHTS - 6812

1. American Wood Protection Association - Annual Meeting 2020 4/23/2020 - 5/1/2020, 670 room nights, \$107,166 room revenue, Hyatt Regency Lake Tahoe
2. Coalitions & Collaboratives, Inc (COCO) - After the Flames Workshop and Conference, 4/5/2020 - 4/9/2020, 400 room nights, \$66,000 room revenue, Granlibakken Tahoe
3. Northstar Travel Media - Mountain Travel Symposium 2020, 3/29/2020 - 4/4/2020, 2672 room nights, \$596,375.00 room revenue, Resort at Squaw Creek, Village at Squaw Valley and Squaw Valley Lodge.
4. US Ski & Snowboard Association - U.S. Freestyle Championships 2020, 3/18/2020 - 3/22/2020, 55 room nights, \$7,623.00 room revenue, Granlibakken Tahoe
5. THERMO FISHER SCIENTIFIC, Thermo Fisher Scientific Meeting Lake Tahoe, 5/4/2020, 5/6/2020, 20 room nights, \$6,870.00 room revenue, Ritz Carlton Lake Tahoe
6. Masons of California - Masters & Wardens Leadership Retreat, May 1-3, 2020, 224 room nights, \$31,136.00 room revenue, Hyatt Regency Lake Tahoe.
7. State Farm Mutual Automobile Insurance Company - NCST Agent Meeting-August 4-5, 2020-147 room nights, \$35,133 room revenue, The Ritz-Carlton Lake Tahoe (Has booking credit to re-book by December 2021)
8. Architectural Woodwork Institute - Annual Convention 2020, 9/28/2020-10/3/2020, 627 room nights, \$123,088.00 room revenue, Resort at Squaw Creek (Looking to Re-book for October 2021)
9. APARTMENT LIST - 2020 Company Retreat, 8/9/2020-8/11/2020, 238 room nights, \$49,722.00 room revenue, Village at Squaw Valley (Looking to Re-book in 2021)
10. AUTODESK - AEC NA MJA Q3 FY21 Business Planning & Review, 9/15/2020-9/17/2020, 175 room nights, \$41,825.00 room revenue, Hyatt Regency Lake Tahoe
11. Isagenix International LLC - Isagenix 3-7 Start Retreat, 9/21/2020-9/24/2020, 90 room nights, \$19,647.00 room revenue, Hyatt Regency Lake Tahoe.
12. State Bar of Texas - New Frontiers in Marital Law, 10/7/2020-10/10/2020, 159 room nights, \$36,411.00 room revenue, Ritz Carlton Lake Tahoe (Looking to Re-book for October 2021)

13. Council of State Governments - West-LSA 2020, 9/26/2020-9/30/2020, 86 room nights, \$14,365.00 room revenue, Resort at Squaw Creek
14. Architectural Woodwork Institute - Annual Convention 2020, 9/28/2020-10/3/2020, 627 room nights, \$123,088.00 room revenue, Resort at Squaw Creek (Looking to Re-book for October 2021)
15. Experient - Water Quality Association Mid-Year Leadership Conference, 9/13/2020-9/18/2020, 355 room nights, \$77,745.00 room revenue, Resort at Squaw Creek

## **Postponed/Re-booked Group Programs**

**ROOM REVENUE TOTAL - \$862,214 / ROOM NIGHTS - 4004**

1. HPN Global - 69328 President's Club, 5/2/2020 - 5/5/2020, 75 room nights, \$18,335.00 room revenue. Re-booked May 1-4, 2021
2. Partsmaster-2020 Incentive, 6/24/2020-6/28/2020, 203 room nights, \$60,697.00 room revenue, Hyatt Regency Lake Tahoe Resort. Re-booked June 24-29, 2021
3. California Special District Association - General Manager Leadership Summit, June 24-29, 2021, 464 room nights, \$85,960 room revenue, Resort at Squaw Creek
4. HPN Global-72193 - Planning Meeting, 7/12/2020-7/15/2020, 45 room nights, \$8,955.00 room revenue, Village at Squaw Valley
5. UCSF, Office of Continuing Medical Ed - Essentials of Primary Care, 8/1/2020-8/9/2020, 522 room nights \$116,002.50 room revenue, Resort at Squaw Creek. Rebooked 8/1/2021-8/6/2021
6. California Association of Code Enforcement Officers - Annual Semiar, October 19-23, 2020, 680 roomnights \$120,000 room revenue, Resort at Squaw Creek, Rebooked October 3-7, 2021
7. Ameritas Life Insurance Corporation - 2020 RP Forum, 8/17/2020-8/19/2020, 82 room nights, \$20,926.00, Hyatt Regency Lake Tahoe, Rebooked August 16-19, 2021
8. The Realty Alliance - Fall General Membership Meeting, 10/4/2020-10/8/2020, 290 room nights, \$65,780.00 room revenue, Hyatt Regency Lake Tahoe, Rebooked 9/30/2023-10/5/2023
9. California County Superintendents Association Educational Services - General Membership Quarterly Meeting, 10/17/2020-10/21/2020, 176 room nights, \$35,024.00 room revenue, Ritz Carlton Lake Tahoe Rebooked 10/14/2023-10/18/2023
10. Society of Military Orthopaedic Surgeons - 62nd Annual Meeting, 12/12/2020-12/19/2020, 1382 room nights, \$315,135.00 room revenue, Resort at Squaw Creek\*Actualized programs and numbers, Rebooked December 2021
11. \*National Council of State Boards of Nursing - Board of Directors Retreat, 10/18/2020-10/20/2020, 51 room nights, \$6,519.00 room revenue, Hyatt Regency Lake Tahoe. Rebooked October 17-20, 2021

\*Indicates new re-booking to report

## **July - December 2020 Upcoming Groups**

**ROOM REVENUE TOTAL - \$27,322 / ROOM NIGHTS - 113**

- \*HPN Global-72193 - Planning Meeting, 7/12/2020-7/15/2020, 24 room nights, \$4671.00 room revenue, Village at Squaw Valley
- \*American Traffic Safety Services Association - 2020 Summer Board Meeting, 7/14/2020-7/17/2020, 56 room nights, \$16744.00 room revenue, The Ritz-Carlton, Lake Tahoe
- \*Cycle - Film Shoot, October 20-25, 2020, 33 room nights, \$5907 room revenue, 10 people, Village at Squaw Valley

\*Programs have actualized

### **North Lake Tahoe Convention & Visitors Bureau**

**Sarah Winters**

Director of Global Sales

530.581.8750

[Sarah@GoTahoeNorth.com](mailto:Sarah@GoTahoeNorth.com)

**Greg Howey**

Senior National Sales Manager

530.581.8710

[Greg@GoTahoeNorth.com](mailto:Greg@GoTahoeNorth.com)

**Bart Peterson**

National Sales Manager

775.832.1606 X106

[Bart@GoTahoe.com](mailto:Bart@GoTahoe.com)