



north lake tahoe

Chamber | CVB | Resort Association

**In-Market Tourism Development Committee**

Date: Tuesday, November 17, 2020

Time: 1pm

Location: Virtual Zoom Meeting

### NLTRA Mission

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

#### Committee Members:

Chair: **Caroline Ross**, Squaw Valley Business Association | **Stephen Lamb**, PlumpJack Inn  
**Kylee Bigelow**, Tahoe City Downtown Association | **Sarah Otero**, Wanda's Flower Shop  
**Alyssa Reilly**, North Tahoe Business Association | **Lindsay Thayer**, LT Marketing  
**Greg Long**, Incline Community Business Association | **Paul Raymore**, Incline Community Business Association  
**Patrick Lacey**, Homewood Ski Resort | **Jennifer Capistran**, Granlibakken Resort  
**Katie Biggers**, North Lake Tahoe Resort Association  
**Doug Burnett**, Vail Resorts  
North Lake Tahoe Resort Association Board Member: **Jim Phelan**  
Placer County Representative | **Emily Setzer**  
Chair: **Becky Moore**, Granite Peak Management | Vice Chair: **Christine Horvath**, Squaw Alpine  
**Carlynn Fajkos**, Tahome Marketing | **Lisa Nigon**, Homewood Mountain Resort  
**Brett Williams**, Agate Bay Realty | **Susan Redding**, Hyatt Regency, Lake Tahoe  
**Brit Crezee**, Sotheby's International Realty  
**Amber Kennedy**, Tahoe Getaways | **Tyler Gaffaney**, Tahoe Biltmore  
**Wendy Hummer**, EXL Media  
Advisory Board Member: **Erin Casey**, Placer County

*10 ppl  
6 ppl for quorum*

### AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/81493913882?pwd=aEtZbTliRVJFLy93NExLQDZVd2dRdz09>

Meeting ID: 814 9391 3882

Passcode: 520814

+1 669 900 9128 US (San Jose)

- 1:00 p.m. 1. Call to Order – Establish Quorum
- 2. Public Forum-Any person wishing to address the In-Market Tourism Development Committee on items of interest to the committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the committee on items addressed under Public Forum.
- 1:05 p.m. 3. New Member Introductions
- 1:10 p.m. 4. Agenda Amendments and Approval
- 1:15 p.m. 5. Approval of In-Market Tourism Development meeting minutes from Sept 29, 2020 **Page 1**

- 1:20 p.m      **6. Action/Motion Items:**  
                  a. Approval of Partnership Funding Program Recommendations - Katie Biggers (20 mins) **Page 4**
- 1:40 p.m      **Other Items:**  
7. North Tahoe Shop & Win Contest Update - The Abbi Agency/Amber Burke (15 mins) **Page 6**  
8. Takeout Tahoe Campaign Update - Amber Burke (5 mins) **Page 9**  
9. In-Market Tourism Development Budget Review – Amber Burke (5 min) **Page 12**  
10. Event Update- Katie Biggers (5 min)
- 2:05 p.m.      **11. Committee Member Reports/Updates from Community Partners (1-2 mins each)**
- 2:15 p.m.      **12. Adjournment**

*This meeting is wheelchair accessible*

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

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## **In-Market Tourism Development Draft - Meeting Minutes – Tuesday September 29, 2020**

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

**Committee member that joined via teleconference:** TCDA: Kylee Bigelow, Sahra Otero, Incline Village Community Business Assoc.: Greg Long, Paul Raymore, Squaw Valley Business Association: Caroline Ross, Chamber of Commerce: Liz Bowling Tourism Development Committee: Becky Moore, Lisa Nigon, Judith Kline, Christine Horvath, Wendy Hummer, Carlyne Fajkos, Brett Williams

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

**Other in attendance:** Connie Anderson

1. Meeting called to order at 1:05pm
2. Public Comment: None
3. **Motion to approve the agenda as presented. RAYMORE/WILLIAMS/UNANIMOUS**
4. **Motion to approve the In-Market Meeting minutes from May 26, 2020 LONG/RAYMORE/UNANIMOUS**
5. Action/Motion Items:

a. Takeout Tahoe Initiative Discussion & Direction

A regional restaurant survey was sent out on July 13, 2020 and 25 restaurants responded. 100% wants help promoting takeout offerings via a social media campaign. 87% supports the creation of a North Lake Tahoe Restaurant Facebook Group where they can post information, deals, etc.

The "Takeout Tahoe" initiative is an effort to support regional dining partners during these uncertain times while capacity is limited due to regulations on indoor dining and physical distancing. The goal is to encourage takeout options to both visitors and locals. Highlight each dining "region" in North Lake Tahoe. Provide information to make takeout an easy option and create a collateral piece for lodging properties and STR's to put in rooms encouraging takeout.

Amber shared each region could be promoted for one week during the campaign but stated she is fully open to suggestions. Some of the tactics used would include:

- Landing page on GTN.com
- Downloadable PDF's with restaurant information
- In-Market Social Media Advertising
- Prize Incentive
- Organic Social Media Activation
- Create a North Lake Tahoe Restaurant Facebook Page
- Community Banner for Each Region.

Amber shared examples of Placer Valley Eats and their campaign. She stated the timing suggested is open for feedback and total budget is \$22K.

Comments:

- Caroline agreed with Amber on not coordinating promotions since that can be successfully done via a Facebook page. She suggested that real time promotions can be posted on Facebook. Timing was of concern since one or two restaurants would be closed during launch time.
- There was a concern as lodging properties may not be doing printable PDF files in the hotel rooms at this time but maybe hand-outs at check-ins?
- Judith shared that we make such a big effort moving our visitors around the area and she recommended having the promotion piece be a single piece, but it can still be sectioned off in different geographic locations.
- Christine recommended considering doing stickers versus the printable PDF file as trash has become such a hot topic. She also suggested doing some sort of social component with this campaign utilizing the beautiful outdoor scenery. Amber share that we could list the top 10 best scenery where you can sit and enjoy your food.
- Lisa suggested using a QR code handout instead of the PDF file.
- Wendy suggested that we collect all the restaurants QR codes for the website and the banners. She recommended using 3 banners where the restaurant in those regions are listed with the QR codes right under their names. She also recommended utilizing local PR, such as Moonshine Ink, The Weekly and KTKE and maybe they would list it under their restaurant section or run an ad in their publication and coordinate paid search through our advertising agencies.
- Caroline stated she sees value with this campaign and hopes it is not be "short lived". October and November will be challenging for many restaurants and it would be great to carry this through winter.
- Becky recommended launching this in the fall to help support the restaurants during a challenging time but also carry it through the winter.
- Greg recommended adding Carnelian Bay.
- Christine recommended adding Alpine Meadows with Olympic Valley.
- Christine shared the restaurants needs support for fall and it would be good to measure success through fall to see if it makes sense to continue this through winter.

**Motion to support "Takeout Tahoe" Initiative ROSS/MOORE/UNANIMOUS**

6. Event Update

Sponsored Events

- Explorathon just started which is an app with different challenges through the Tahoe City Downtown Association. This challenge is a 4-week challenge and ends on October 18<sup>th</sup>.
- Tahoe Film Fest is scheduled for December 3-5, 2020.
- Spartan contract is being finalized.
- WinterWonderGrass contract is being worked on along with Broken Arrow Sky Race contract.

2021 Partnership Funding Program

- The Partnership Funding Program was just released, and applications are due on October 16, 2020.

Comments:

- Judith questioned if the teams are locals are out of region? Kylee will double check, but most are locals.
- Christine questioned if multiple groups could use the application at the same time? Kylee stated she will look through contract, but she thinks it is possible if TCDA is involved.
- Kylee shared she would like to utilize this app for the Holiday Shop Local Campaign.
- Caroline shared it is challenging right planning event and submitting applications for October 16<sup>th</sup>. How flexible is the deadline? Katie shared the process but is flexible with possibly hosting a second round if necessary.
- Wendy asked that the forms be updated as the forms said, "no virtual events" and gathering of hundreds to thousands of people. She stated the guidelines may be a little tough.

7. Discussion on Shopping Campaign

Amber gave some quick update on the winter shopping campaign. This campaign was halted mid-March due to COVID. She shared how the winter shopping campaign was executed and asked the committee for input and direction.

Comments:

- Caroline suggested that we continue focus on shopping. The retail and our artisans have been hit hard and it is important that we continue with the message we are a shopping destination.
- Christine shared that some of the shops in the Village at Squaw had great summers and they are forecasting big holiday spending so it would be great to promote shopping.
- Wendy recommended using banners or coming up with a PDF focusing on something a little more engaging such as the Bingo explorathon.
- Wendy shared AMEX gives 10% back and there are a lot of retailers on there so it may be worth looking into.
- Christine question what the driver was for the old Holiday Shop Local campaign? Amber shared you were entered to win prizes. Some of the retailers complained it was a big burden for them.
- Christine questioned the Explorathon app and if there are any opportunities there? Kylee will do some more research and shared that a lot of her retailers gave positive feedback on the Holiday Shop Local Campaign.
- Wendy suggested opening this up to beyond retailers and including gyms, health-clubs and beauty salons.

**Action to Katie/Amber: Work with Kylee on next steps on what a shopping campaign would look like. Amber will share more information on this via e-mail.**

8. Adjournment

The In-Market Tourism Development meeting adjourned at 2:08pm



## MEMORANDUM

Date: November 17, 2020  
TO: NLTRA In-Market Tourism Development Committee  
FROM: Katie Biggers, Sr. Event Specialist  
RE: 2021 Special Event Partnership Funding Allocation Recommendations

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### Action Requested:

Review and approval of 2021 Special Event Partnership Funding allocation recommendations.

### Background:

Applications for funding of events taking place in 2021 were submitted on October 16<sup>th</sup>. A selection panel reviewed applications and met with all applicants before making funding recommendations based on existing criteria. All applications can be found here:

[https://www.dropbox.com/sh/kgbu9d35bwqhtmd/AACW93E0pv\\_vE7HlahSHsm9xa?dl=0](https://www.dropbox.com/sh/kgbu9d35bwqhtmd/AACW93E0pv_vE7HlahSHsm9xa?dl=0)

### 2020-21 Panel

Cameron Calvert- Squaw Valley Neighbourhood Company  
Kristen Bartlett- Squaw Valley/Alpine Meadows (NEW)  
Stephanie Hoffman- Granlibakken  
Wendy Hummer- EXL Media (NEW)  
Sean Chango - Chango Presents  
Karin Schwarz -Tahoe Getaways (NEW)

### Fiscal Impact:

\$50,000 per the Partnership Funding

The current budget has a line item of \$50,000 budgeted for this purpose.

The panel also made recommendations on events to receive some Opportunistic Funds but this needs to be further vetted by the Tourism Development committee, so no official funding recommendations are being made at this time. We will bring those individually to the TD committee.

### Attachments:

- Partnership Funding Recommendations Spreadsheet

2021 Partnership Funding Presentations										
	Event	Presenter	Event Dates	Location	Amount Requested 19	Awarded 19	Amount Requested 20	Awarded 20	Amount Requested 21	Amount Requested 21-Panel Projected
1	Homewood - Pride	Lisa Nigon	March 26-28, 2021	Homewood Mountain Resort			\$5,000	\$5,000	\$5,000	\$5,000
2	Homewood - Halloweekends at Homewood	Lisa Nigon	October 22-24, 2021	Homewood Mountain Resort	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
3	Homewood - Tahoe 200 Running Festival	Lisa Nigon	September 10-12, 2021	Homewood Mountain Resort	\$10,000	\$2,500	\$3,100	\$2,500	\$3,100	\$0
4	Snowfest	Bryn Merrell	February 26-March 7, 2021	North Shore - Lakeside	\$5,000	\$5,000	\$8,000	\$5,000	\$5,000	\$0
5	High Sierra Archery	Justin Stang	June 12-13th, 2021	Homewood Mountain Resort					\$8,000	\$5,000
6	Lake Tahoe Dance Collective	Christin Hanna	July 28-30, 2021	Gatekeeper's Museum/Homewood	\$20,000	\$5,000	\$20,000	5000, 15k Opps	\$25,000	\$5,000
7	Tahoe XC - Alpenglow 20k Race	Meghan Robins	February 21, 2021	Tahoe XC					\$4,300	\$0
8	TCDA Golf Scramble Event	Kylee Bigelow	Sept/Oct 2021	Tahoe City					\$5,000	\$5,000
9	Lake Tahoe Paddle Racing Series	Joy & Anik Wild	July 24 - August 28&29 - September 18&19 2021	Carnelian Bay, Sunnyside, Meeks Bay, Tahoe Vista	\$10,000	\$5,000	\$10,000	\$5,000	\$8,000	\$5,000
10	ToHoeNalu	Ernie Brassard	August 7-8, 2021	Kings Beach State Recreation Area	\$5,000	\$2,500	\$5,000	\$2,500	\$5,000	\$3,000
11	Skate the Lake	Kim/Lisa	August 2021	Commons Beach	\$10,410	\$5,000	\$12,000	\$5,000	\$12,000	\$6,000
12	Hike for Parks	Denise Tran	Memorial day - July 4	NLT					\$2,500	\$0
	Total				\$147,895	\$53,000	\$49,100		\$88,900	\$40,000

2020-2021 Partnership Funding Panel	
Cameron Calvert- Squaw Valley Neighbourhood Company - Squaw/Heavy Event Opps	
Kristen Bartlett- Squaw Valley/Alpine Meadows (NEW) - SVAM/Event Sponsorship	
Stephanie Hoffman- Granibakken -BOD / West Shore/Lodging	
Wendy Hummer- EXL Media (NEW) -TD/Mkt	
Sean Chango - Chango Presents- (NEW) NTBA/KB/Event Professional	
Karin Schwarz -Tahoe Getaways (NEW) - Northstar Background/Event Background	



# North Lake Tahoe Social & Content Strategy

Nov. 17 | In-Market Tourism  
Development Committee



north lake tahoe



# In-Market Campaigns



# North Tahoe Shop & Win

**Overview:** North Lake Tahoe will be creating and promoting a holiday shopping contest to be run via the Goosechase App to promote and support shopping at local retailers and businesses during the holiday shopping season. This shopping may include shopping in-person, online or by purchasing gift cards.

**Timing:** November 28, 2020 - January 3, 2021

## Goals:

- Encourage shopping local during the holiday season to both visitors and locals
- Educate locals, visitors and “new locals” on the importance of shopping locally
- Encompass as many business sectors as possible
- Create an engaging “event” that lasts for multiple weeks
- Utilize the Goosechase App that was purchased with NLTRA TD committee funds



## Outreach Strategies & Tactics

### Partner Education

- One-sheet w/ contest overview & FAQs
- “I support NLT businesses” sign
- Business Toolkit
- Member to Member Communications
- NLTRA Social Channels

### Consumer Education & Tools

- In-shop flyer w/ overview, instructions, QR code
- Organic social media, blog, newsletter
- Landing Page on GTN.com
- Regional Press Release
- Shop Local Holiday Blog on GTN.com
- Consumer Newsletter
- GTN.com Shopping Section Audit

### Marketing Buy

- KTKE Radio
- Social Media: Carousel Ad

# Takeout Tahoe - Content

## Takeout Tahoe Guide

- **Takeout Tahoe Landing Page & Guide**
  - Page views: 529 (Blog + Landing Page combined)
  - Downloadable content [here](#).

## Newsletters Posted

- **Explore Tahoe Flavors—Then Get Ready for Winter**
  - Open Rate 23.1% | CTR 0.9 %

## Blog Posted

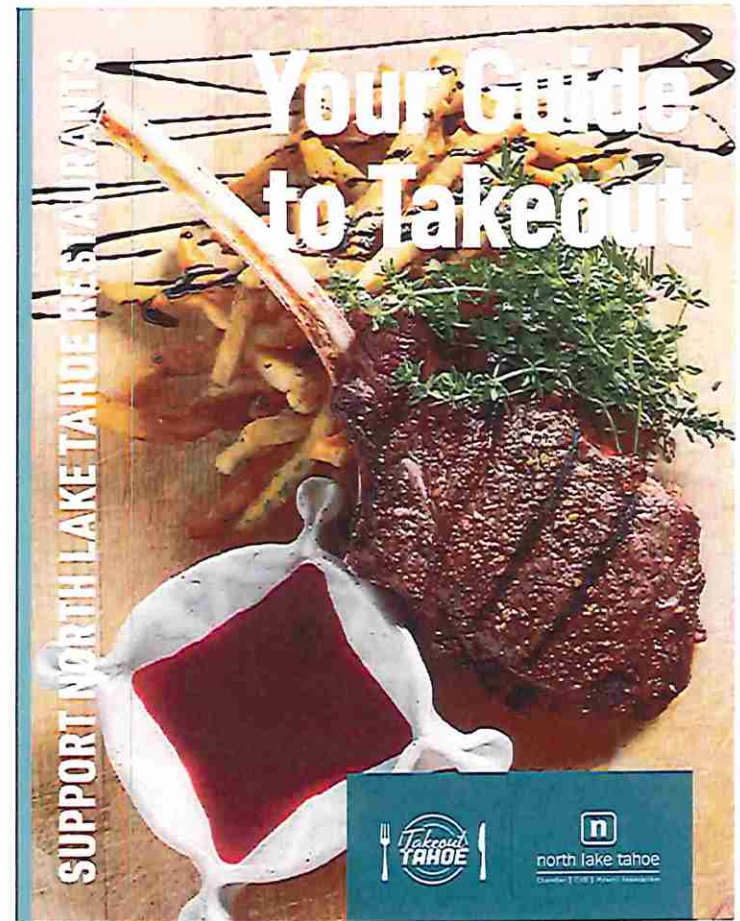
- **Takeout Tahoe: Exploring Inspiring Spots to Dine On-the-Go in North Lake Tahoe**
  - Page views: 131 | Avg. time on page: 02:34 (above average of 01:23)

## Press Release

- **Distributed to local media on 11/5**

## NLTRA Chamber Email

- **Dedicated email distributed on 11/5**



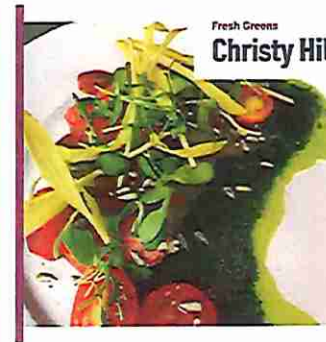
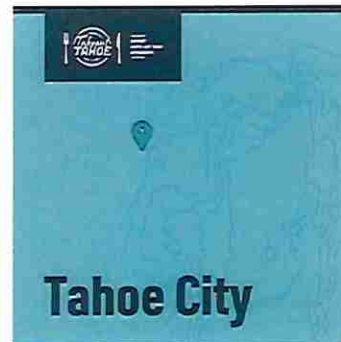
# Takeout Tahoe

## Social Media Ads

- **Overview:** Weekly ad campaigns are a carousel ad and focus on select restaurants from each region.
- **Schedule:**
  - West Shore: October 27 - November 2
  - Tahoe City: November 3 - November 9
  - Carnelian Bay, Tahoe Vista & Kings Beach: November 10 – November 16
  - Incline Village & Crystal Bay: November 17 – November 23
  - GENERAL TAKEOUT MESSAGING: November 24 – November 30
  - Northstar: December 1 – December 7
  - Olympic Valley & Alpine Meadows: December 8 – December 14

- **Results:**
  - West Shore:
    - Impressions: 54,824
    - Clicks: 533
    - CTR: 0.97%
    - CPC: \$1.41
  - Tahoe City:
    - Impressions: 70,869
    - Clicks: 586
    - CTR: 0.83%
    - CPC: \$1.28

The Facebook and Instagram hybrid ads outperformed the median average CTR between the two platforms (.56%). CPC is lower than the averaged \$2.27.





**Thank you!**

## In-Market Tourism Development 2020.2021 Budget

### EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
Summerlong Music Campaign	\$20,000	\$0	Account Code: 6743-04
Summer Campaign	\$21,000	\$0	Account Code: 6743-05
Winter Campaign (Takeout Tahoe)	\$21,000	\$20,200	Account Code: 6743-03
Year Round Shopping Campaign	\$20,000	\$14,500	Account Code: 6743-01
<b>Total Spend</b>	<b>\$82,000</b>	<b>\$34,700</b>	

### REVENUES

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

	Forecast	Actual
Additional Revenues	\$2,000	\$0
Allocated Budget	\$80,000	\$80,000
Expenses	<b>\$82,000</b>	<b>\$34,700</b>
<b>Remaining Budget</b>	<b>\$0</b>	<b>\$45,300</b>

In-Market Tourism Development  
 2020.2021 Budget  
 North Lake Tahoe Summerlong Music Campaign (Summer 2021)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
Summerlong Music - Summer 2021			
Campaign	\$20,000		
<b>Total Spend</b>	<b>\$20,000</b>	<b>\$0</b>	

	Forecast	Actual
Additional Revenues	\$0	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	<b>\$20,000</b>	<b>\$0</b>
Remaining Budget	\$0	\$20,000

In-Market Tourism Development  
 2020.2021 Budget  
 Summer Campaign (Summer 2021)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
Summer Campaign - Summer 2021			
Summer Campaign	\$21,000	\$0	
<b>Total Spend</b>	<b>\$21,000</b>	<b>\$0</b>	

REVENUES

Line Item	Forecast Amount	Actual Amount	Notes
Incline Community Business Association	\$1,000	\$0	
<b>Total Revenue</b>	<b>\$1,000</b>	<b>\$0</b>	



In-Market Tourism Development  
2019.2020 Budget  
Shopping Campaign (July 2020 - June 2021)

EXPENSES (6743-01)

Line Item	Forecast Amount	Actual Amount	Notes
Year Round Shopping	\$20,000	\$14,500	
Shop & Win Holiday Contest		\$14,500	
<i>Business Education 1-Sheet</i>		\$1,000	
<i>"I Support NLT Businesses" Sign</i>		\$500	
<i>Business Toolkit</i>		\$1,500	
<i>In-Shop Flyer</i>		\$1,000	
<i>KTKE Buy</i>		\$2,600	
<i>Social Media Advertising</i>		\$3,500	
<i>Creative Assets</i>		\$2,100	
<i>Management Fees</i>		\$1,500	
<i>Prizes</i>		\$800	
Campaign #2			
<b>Total Spend</b>	<b>\$0</b>	<b>\$14,500</b>	

	Forecast	Actual
Additional Revenues	\$0	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$0	\$14,500
Remaining Budget	\$20,000	\$5,500

In-Market Tourism Development  
 2020.2021 Budget  
 Winter Campaign: Takeout Tahoe (October 2020 - December 2020)

EXPENSES (6743-03)

Line Item	Forecast Amount	Actual Amount	Notes
Winter Campaign	\$21,000	\$20,200	
Takeout Tahoe Campaign		\$20,200	
Logo & Style Sheet		\$3,000	
PDF Guide		\$8,800	
Advertising Spend		\$6,900	
Project Management		\$1,500	
<b>Total Spend</b>	<b>\$0</b>	<b>\$20,200</b>	

REVENUES

Line Item	Forecast Amount	Actual Amount	Notes
Incline Community Business Association	\$1,000	\$0	
<b>Total Revenue</b>	<b>\$1,000</b>	<b>\$0</b>	

	Forecast	Actual
Additional Revenues	\$1,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$0	\$20,200
<b>Remaining Budget</b>	<b>\$21,000</b>	<b>(\$200)</b>

In-Market Tourism Development  
2020.2021 Budget - Community Marketing Grants

EXPENSES

Line Item	Forecast Amount	Actual Amount	Account Code	Forecast Month	Actual Month	Notes
Tahoe City Downtown Association	\$0					
North Tahoe Business Association	\$0					
Northstar California	\$10,000	\$0	6018-00-11	April		
Squaw Valley Business Association	\$10,000	\$0	6018-00-11	April		
West Shore Association	\$10,000	\$0	6018-00-11	April		
<b>Total Spend</b>	<b>\$30,000</b>	<b>\$0</b>				

	Forecast	Actual
Allocated Budget	\$30,000	\$30,000
Expenses	<del>\$30,000</del>	<del>\$0</del>
Remaining Budget	\$0	\$30,000