

NLTRA Mission

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

Chair: Carlyne Fajkos, Tahome Marketing | **Vice Chair:** Becky Moore, Granite Peak Management

Brett Williams, Agate Bay Realty | **Brit Crezee**, Sotheby's International Realty | **Christine Horvath**, Squaw/Alpine

Kressa Olguin, Hyatt Regency | **Melissa Burin**, The Ritz-Carlton | **Ray Villaman**, Tahoe Restaurant Group | **Susan Whitman**, Northstar

Tyler Gaffaney, Tahoe Biltmore | **Vinton Hawkins**, MJD Capital Partners/The Boatworks at Lake Tahoe | **Wendy Hummer**, EXL Media

Advisory Board Member: **Erin Casey**, Placer County

Join Zoom Meeting

<https://us02web.zoom.us/j/86229878274?pwd=S25oMFNMVtBEdzRwYm9QZ0g4YUMrUT09>

Meeting ID: 862 2987 8274

Passcode: 381490

+1 669 900 9128 US (San Jose)

AGENDA

- | | |
|---------|--|
| 2:00pm | 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. |
| 2:05p | 3. Agenda Amendments and Approval |
| 2:10pm | 4. Approval of Tourism Development Meeting Minutes from January 26, 2021 Page 1 |
| 2:15pm | 5. Lake Tahoe Dance Festival Event Presentation - Christin Hanna Page 5 |
| 2:30pm | 6. High Sierra Archery Event Presentation – Kevin Stang Page 31 |
| 2:45pm | 7. Action Items: <ul style="list-style-type: none"> a. Review & Approval of Lake Tahoe Dance Festival Sponsorship - Katie Biggers b. Review & Approval of High Sierra Archery Event Sponsorship - Katie Biggers |
| 3:05 pm | 8. Updated Consumer Marketing Spring Campaign Update - Amber Burke & Cathy Nanadiego Page 40 |
| 3:25p | 9. 6-Month Report Highlights - Amber Burke, Liz Bowling & Sarah Winters |
| 3:45pm | 10. TBID Update - Jeff Hentz |
| 3:55pm | 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

3:50pm 14. Committee Member Comments

4:00pm 15. 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 Jan 26, 2020

The Tourism Development Meeting was held via Zoom video conferencing.

Committee Members that joined via teleconference: Becky Moore, Christine Horvath, Carlynn Fajkos, Kressa Olguin, Melissa Burin, Ray Villaman, Susan Whitman, Tyler Gaffaney, Vinton Hawkins

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

Others in attendance: Lisa Small, Patrick Lacey, Andy Chapman, Erin Holland

1. Meeting called to order at 2:33pm.
2. Public Comment: None
3. **Agenda Amendments and Approval**
Motion to approve the amended agenda removing item 8 and 9b. HUMMER/GAFFANEY/UNANIMOUS
4. **Approval of meeting minutes from Nov 17, 2020**
Motion to approve the meeting minutes from Nov 17, 2020 FAJKOS/HORVATH/UNANIMOUS
5. **Action Items:**

a) Election of Chair and Vice Chair for 2021

Burke thanked Moore and Horvath for being Committee Chair and Vice Chair last year. The committee is looking to fill those two positions for the 2021 meeting calendar. Burke reviewed some of the responsibilities with being Committee Chair, preparing ahead of time with reading packet materials along with leading the meeting. The Vice Chair is asked to step up if the Chair is unavailable.

Carlynn volunteered to be Committee Chair for 2021 and since Moore initially volunteered to continue, she was nominated to be Vice Chair.

Motion to elect Fajkos as Chair and Moore as Vice Chair for 2021 HUMMER/HORVATH/Carried with Moore abstaining

b) Discussion and Possible Recommendation to NLTRA Board on the North Tahoe Fire App, Explore Tahoe – Erin Holland

Burke gave a brief introduction on this project and why they are now presenting for the Tourism Development Committee. NT Fire Protection Agency initially requested a grant from the Capital Projects Advisory (CAP) Committee and did not receive funding. The CAP Committee saw the project more aligning with the Tourism Development Committee purpose. Holland is interested in a partnership and/or funding of the Fire app. Amber asked for the committee members to share their feedback so this can be brought forward to the NLTRA Board of Directors.

This Visitor App will provide a marketing tool to be used as a "behavior guidance tool" to promote the various campaigns promoting Tahoe's safe norms, such as Take Care, Stronger Together, etc, while also giving the visitor direct access to road conditions, weather conditions such as red flag warnings, bear awareness information, transit information and more. Holland shared the Tahoe Fire and Fuels Team which consist of all the fire agencies around the basin meet monthly. This group meets is working on innovative ways of reaching the visitors. Holland shared as a community they rely on the Placer Alert to notify residents of any emergency such a wildfire or evacuations or anything of that nature. The visitors are never going to hear from that system

as they are not registered for it. This concept will push notifications for nonresidents, covering two state lines, five counties and eight local fire districts. The Explore App would push notifications to visitors and residents including: Forest Safety Information, Covid-19 Safety information, Water Safety tips, Explore Outdoors, Weather, Social Media to name a few. She has been working with an app developer and all basin fire agencies would be able to utilize this app. The "front facing" of the app will have visitor information content managed by the NLTRA. Holland stated she can share push notification to her own fire protection area or all basin fire protection areas. A banner could be placed on top alerting visitors and residents when the area is experiencing a red flag warning or possible winter storm warnings. This is all a concept you could do with downloading the app and you do not need to sign up anywhere and it would only be pushed to the visitors in the geo fenced area. The cost to launch this app is \$37K but they are requesting \$24K. A match of 25% of the funding has been committed for the start up cost. The ongoing annual support of the app is estimated to \$13K could be paid for out of a grant.

Questions/Comments:

- Hummer commented, would not all the counties contribute to this since it is lake-wide and 75% of the funding is requested from NLTRA? Holland shared it does include Incline Village, Northstar and Olympic Valley but South Lake Tahoe already has an app and Truckee has their own notification system. She was not sure how this could be tied to the South Lake app.
- Burke stated more research needs to be done from a DMO perspective and NLTRA does not currently have an app but there could be a lot of benefits with this utilizing the tools of communication, trip planning, maps and a great resource for our visitor center. Burke's concern is how many people downloads apps before they go on vacation? She emphasized the app would need to be able to pull from our website so that the organization does not have to update in two different platforms. She also emphasized from a staff perspective more research on what are some of the popular apps for DMO's? What kind of information is included on these apps?
- Moore commented this is a great conversation to start but raises a lot of questions. How does this fit into NLTRA's role as far as marketing requirement? Currently this app is more of an information piece, not a marketing piece. How do we start this as a marketing piece?
- Horvath stated this is absolutely needed but it should not drive NLTRA app decision, that should be in tandem or separate. NLTRA would need to figure out what user need from a Visitor Bureau app, shopping, dining, calendar of events?
- Hummer and Horvath did suggest not having our competitor South Lake Tahoe on this app.
- Lacy with Homewood commented that when he worked for the Sierra State Parks Foundation, they saw people not really download apps for just a "one time thing". He shared another great solution to get the word out on red flag warnings is utilizing the flooders flags that includes the message "red flag warning, for more information please visit our website".
- Fajkos stated she has seen from research and consumer behavior that clients prefer the app for one thing meaning they use NOAA for weather, Waze for traffic etc. They prefer their one trusted source versus using an app that has multiple functions. She said for a fire safety standpoint this makes sense but should be paired down.
- Chapman stated apps are great when they are used for specific uses, specific events, a conference you may attend etc. but he is not a big fan from a destination standpoint because you could use your website which does the same thing. He did recommend having additional discussion on the Fire App.
- Villaman stated this a project that entails a lot more than just building the app. How do you market this to the visitors?
- Hummer suggested a mobile text messaging notification system. This is what the ski areas use in the wintertime. The cost for this is much less and people could subscribe to it. Holland responded the problem with this is the challenge of people generally do not know where they are and certainly do not understand jurisdictional boundaries.

The committee members all shared this is a great idea for our region and as an organization we would like to be involved in a partnership, but more research is needed. No action was taken on this item today.

6. Event Update

Biggers presented an event update. The following are an update on some of our Marketing Event Sponsorships:

- 2021 WinterWonderGrass has postponed again until April 1-3, 2022.
- 2021 Spartan North America Championships is still scheduled for Sept 25-26, 2021.
- 2021 Lake Tahoe Summit Classic Lacrosse Tournament is still scheduled for June 15-20, 2021.
- 2021 Independence Day Fireworks – TCDA and NTBA are currently in discussion with the firework production company Pyrospectacular for the 2021 firework show.

- 2021 Tourism Cares has postponed from June 2021 to October 2021.

Biggers also shared the 8 events that funding through the Special Event Partnership Funding. \$40K was allocated leaving \$10K for a possible second round of funding in March. This leaves a total of \$325,700K for our remaining Special Event/Sponsorship Budget. Some of the new potential events that may seek funding includes: 2020 Tahoe City Scavenger Hunt, Northstar Enduro World Series, Homewood Pride Ride, Halloweekends at Homewood, High Sierra Archery and Lake Tahoe Dance Festival. Burke stated that we plan on the potential new events come present to the Tourism Development Committee in February and March.

Hummer questioned if some of the canceled events from last year is aware of this available funding? Burke stated they did not apply for Special Event Partnership funding and the partnership funding has to be used for marketing versus the special event bucket has more flexibility. Hummer suggested doing a "mini-grant" between \$1000-\$5000 to help spearhead all the events that got canceled. It would be "this year only" maybe with maybe new criteria to help event producers with operational cost. Burke stated she would need to make sure that is in-line with the organization's overall mission and our contract with Placer County. Burke emphasized a lot of event producers probably didn't apply because everything is still so uncertain.

Action to Katie/Amber: Share some of the ROI/metrics used for Special Event Sponsorship with the new committee members.

7. Homewood Presentation for Pride Ride Opportunistic Funds

Biggers stated several event producers will come and present to the Tourism Development Committee in the next coming months. These are events that received Special Event Partnership funding but are looking for additional funds. Biggers introduced Lisa Small with Homewood "sitting in" for Lisa Nigon. Small is requesting an additional \$8,000 for the Pride Ride "A Weekend Out & About at Homewood". Small shared an event video from last year and did a quick event recap of the 2018-19 event. (2019/20 event got canceled). This year's event is planned for March 26-28, 2021 hosted at Homewood & West Shore Café. Event tickets will be sold for skiing/riding at Homewood and for West Shore VIP Cocktail Reception. The goal is to create a unique annual event within the Tahoe area. "Gay Ski Week" is seen around the country in other resort towns; however, it is not something Tahoe currently host. They hope to continue to grow this event year over year and increase community participation with additional activities to create a bigger draw. With the additional \$8K from opportunistic funds they hope to hire a San Francisco promoter to run the event and help get other local businesses involved. Homewood is planning on incorporating a welcome reception, dance parties each evening, extend event to Thursday – Sunday, DJ's/Live Music to name a few additional activities. Small shared the budget for advertising, In-Market and Out of Market. This year they are hoping to reach about 1,200 attendees for the event. Homewood will be planning for this event as if they are still in the Covid-19 Substantial Tier but ready to pivot as needed.

Moore questioned if it was funding holding back extending the event from Thur-Sun? Small stated Nigon is working with other partners hosting more events and it depends on interest and funding. Hummer questioned if Homewood has started promoting this event yet? Small stated that there has not been a campaign launch yet. Villaman questioned how much budget Homewood is putting towards this event. Small will find out from Nigon and report back to us. Hummer was ready to make a motion as long as Homewood showed they were contributing more than \$1200 against NLTRA's \$13K. Villaman suggested having more discussion on this before approving. Biggers will follow up with more information from Nigon and a vote will be done through e-mail as the committee was not ready to make a motion on this item yet.

Action to Katie: Follow up with Nigon on their event budget dollar amount.

Action to Katie: Follow up for e-mail vote on this item.

8. Action Items:

- a) Approval of Event Sponsorship via Opportunistic Funds for 2021 Homewood Pride Ride
No action taken on this item today as more information was requested from Homewood. Biggers will follow up with the committee members for an e-mail vote.

9. NLT Consumer Advertising Timing and Market Discussion

Burke shared there has been a lot of discussion on when the organization re-enters the market with our consumer advertising efforts, timing, and what markets we enter. The stay-at-home order was just lifted on Monday for the Southern California market, so things are changing rapidly. The consensus is that the timing is right to re-start our advertising efforts. Burke stated most of the lodging properties occupancy numbers are down for the next 3-6 month. The message would still be focused on the safety and the Know it Before You Go Guide but people in general are looking for inspiration to travel and future planning. Chapman was able to secure a grant through

Travel Nevada and a Cares Act grant. The Dallas, Texas campaign already started, but was put on hold after two days but is getting ready to start up again. This was to support the new flight from Dallas to Reno and is more of an awareness piece. Amber questioned the question is when do we get back into the market and what markets do, we look to enter? Usually, the organization focuses on the Southern California market and it is a market we have already been in. Hummer shared that RASC is also going into the Dallas market.

Horvath recommending looking at the occupancy numbers again with the anticipated snowstorms coming as they may be different now. She stated there are still Covid concerns and Squaw is still not selling lift tickets on Saturdays. The need is still mid-week and create midweek specials because of the snow their weekends will be filled. Burke stated that an e-mail was recently sent out to the organization's database requesting Deals and these can be uploaded to our website. Hummer suggested focusing on pushing late March and April and spring skiing. Burke shared there is discussion on starting the Spring Creative sooner than later for inspiration to travel and future planning. Fajkos emphasized to utilize PR efforts as they can be more informational and authentic message to underline the safe travel. Olguin shared they have been very successful in running their advertising mostly Social Media ads and stated she is in favor of getting started again.

10. TBID Update
Hentz will give a more in-dept update at next month's meeting. He was unable to attend today due to the Placer County Board of Supervisor's meeting. Bowling gave a brief update that the TBID did pass and a notification letter was sent out to all business owners. There is more information on the TBID on our GoTahoeNorth website.
11. 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 – Amber reminded the committee that there is no meeting in December.
15. Adjournment – The meeting adjourned at 4:10pm.



MEMORANDUM

Date: February 23, 2021

TO: NLTRA Tourism Development Committee

FROM: Katie Biggers, NLTRA Sr. Event Specialist

RE: 20.21 Opportunistic Event Sponsorship Funds Allocations

Action Requested:

In addition to the one (1) presentation in January, The Tourism Development committee will hear proposals from two (2) event in February and two (2) events in March/April requesting event sponsorships from the remaining 20.21 FY opportunistic funds. There are currently \$317,700 unallocated in the approved event budget. This remaining amount is a combination of previously allocated event funding and opportunistic funds.

Background:

JANUARY PRESENTATIONS (Update)

- **Pride Ride - "A Weekend Out & About at Homewood" - \$8,000 Approved**
- Approved at Tourism Development by email vote on February 2nd
- Approved at BOD Meeting February 3, 2021
- Homewood requested \$5,000 during the 2021 Partnership Funding process and was awarded \$5,000.
 - With the additional ask of \$8,000 from opportunistic funds, they are hiring a San Francisco promotor to run the event and create a larger event schedule.
 - Extend event to Thursday – Sunday
- Along with a fun, affordable weekend of skiing, they are hosting a variety of mini-events both on and off the mountain including a Slalom "Drag" Race, Ski Parade down Rainbow Ridge, Scavenger Hunt, digital raffle, Après drink specials lasting all-day at the 89 Bar & Grill and event-specific Prix Fixe menu or takeout kit at West Shore Cafe. *(We are having them verify with us that they are engaging the community and hosting these mini events to boost business, and encourage buy in from the region businesses which will help ensure a successful event and create a platform for growth).* They have already secured 3 lodging partners.
- Their goal for hosting Pride Ride is to create a unique annual event within the Tahoe area. They hope to continue to grow this year over year and increase community participation with additional activities to create a bigger draw. (tickets on sale Sunday February 21, 2021).

FEBRUARY PRESENTATIONS

The following are applicants for opportunistic funds; the information below is subject to change

Lake Tahoe Dance Festival - \$20,000 request - Review and possible approval of Lake Tahoe Dance Collective's request for \$20,000 in support of their 2021 Lake Tahoe Dance Festival taking place July 28-30, 2021 at Gatekeepers Museum, Tahoe City, CA.

- Lake Tahoe Dance Collective is the only presenter and producer of professional dance production in the North Lake Tahoe Region. LTDC has produced Seven years of previous Festivals, thirteen years of annual winter seasons, and five presentations of visiting dance companies.
- They have hired marketing firm, Michelle Tabnick Public Relations, in collaboration with RKF Social Media Management. Funds will go to these two respective agencies for marketing, as well as marketing collateral,

website and social media design, and out of area advertising in specific websites/publications targeting dance fans.

- Within the 19.20 fiscal year, the NLTRA committed to funding the 2020 Lake Tahoe Dance Festival with \$20,000 in sponsorship funds - \$10,000 was Marketing Sponsorship funding and \$10,000 from Partnership Funding.
- Due to the COVID-19 pandemic, the festival announced that the 2020 event would not take place in person. The Tourism Development committee then received a revised sponsorship proposal from the Lake Tahoe Dance Collective for a virtual offering, asking \$5,000. This request was approved at the May 25, 2020 meeting.

High Sierra Archery - \$5,000 request - *Review and possible approval of Team Whiskey's request for \$5,000 in support of their 2021 High Sierra Archery event taking place June 12-13, 2021 at Homewood Mountain Resort.*

- The production company Team Whiskey requested \$8,000 during the 2021 Partnership Funding process and was awarded \$5,000. We mentioned that we would like to see a more elaborate Marketing Plan from them before granting them any additional marketing funds.
- This 3D Archery Event is a second-year event at Homewood Mountain Resort that will take place June 12-13, 2021. They successfully completed an event during the pandemic in 2020 with restrictions.
- This year the event will be run the same, like golf where participants will have certain "shoot times" (or "tee times") - 1000 shot times, and so far they have sold half
 - All participant group sizes will be limited to 4-6 people
 - All targets will be 200-400 yards apart to ensure social distancing
- The producers are also in discussion with Squaw about hosting an event there (June 26-27, 2021)

MARCH/APRIL PRESENTATIONS

Halloweekends at Homewood- \$10,000 request

- Homewood requested \$6,000 during the 2021 Partnership Funding process and was awarded \$5,000.
- The event hired an event production company to produce events at both Homewood and West Shore Café.
- For its second year (cancelled in 2020), this event will feature a bigger, more elaborate, version of the previous year's event.
- Since all the Halloween decorations were purchased in 2019, they will be able to build upon what they already have, add to the chairlift "scenes" and add on more kids' games and activities at the base of the resort.
- The main draw will continue to be the spooky chairlift ride and haunted house.
Hiring a designer (Forget me Knot Events) was a great decision for the event in 2019 and is something they will do for year two (2021). It allowed them to focus more on the marketing and other aspects of the event vs. the operations.
- Last year they were awarded an additional \$5,000 towards that from Opportunistic Funds.
- This year they are requesting \$10,000 in addition to the \$5,000 Partnership Funding allocation. Our Partnership Funding panel suggested a \$10,000 allocation out of opportunistic funds.

Northstar California/ EWS World Series - TBD

- We are in discussions with Northstar regarding a sponsorship for the 2021 EWS World Series Race being held at Northstar, scheduled for August 22-23, 2021
- In 2020 we committed \$20,000 for the Northstar Continental Series (a step below Enduro World Series), in 2019 we sponsored the World Series event at \$80,000.
- Opportunity to have destination video on EWS Northstar event page (2017 EWS website saw 3.6 million views)
- Participants: 600+ from all over the country/continent. 2019, we had representation from 20+ states and we expect that number to increase after last year's EWS. Spectators: 600 – 800.
- Average duration of stay for riders and teams is 5-6 nights and on average the event generates 3,000/4,500 bed nights per stop, not including spectators.

Fiscal Impact:

\$42,000-\$122,000

Special Event/Sponsorship Budget
July 2020 - June 2021

Line Item	Date	Budget	Actual	Allocated (Not Yet Paid)	Remaining
Sponsorships					
2021 Spartan World Championships	September 26 & 27, 2021	\$180,900	\$0	\$176,900	\$4,000
Cash Sponsorship		\$175,000		\$175,000	
The Abbi Agency		\$4,000		\$0	
Booth Staffing		\$400		\$400	
Media Reception		\$1,500		\$1,500	
2021 WinterWonderGrass Tahoe	April 9-11, 2021	\$24,400	\$0	\$0	\$24,400
Cash Sponsorship	CANCELLED	\$20,000		\$0	
Tahoe City Banners		\$400		\$0	
The Abbi Agency		\$4,000		\$0	
2021 Broken Arrow Skyrace	June 2021	\$25,400	\$0	\$25,400	\$0
Cash Sponsorship	Pending Approval	\$25,000		\$25,000	
Booth Staffing		\$400		\$400	
2021 Tahoe Lacrosse Tournament	June 2021	\$6,000	\$0	\$6,000	\$0
Cash Sponsorship		\$6,000		\$6,000	
4th of July Fireworks Sponsorship 2021		\$20,000	\$0	\$20,000	\$0
2021 Tahoe City Fireworks	TBD (Placeholder)	\$10,000		\$10,000	
2021 Kings Beach Fireworks	TBD (Placeholder)	\$10,000		\$10,000	
New Event Development (Potential Events)		\$302,300	\$5,000	\$8,000	\$289,300
Opportunistic Funds		\$302,300			
2020 Tahoe City Scavenger Hunt	September 2020		\$5,000		
Northstar Enduro World Series	August 22 & 23, 2021				
Homewood Pride Ride	March 26 & 28, 2021			\$8,000	
Halloweekends at Homewood	October 22- 24, 2021				
High Sierra Archery	June 12-13, 2021				
Lake Tahoe Dance Festival	July 28-30, 2021				
Sponsorship Totals		\$559,000	\$5,000	\$236,300	\$317,700
Operations					
Operations		\$6,000	\$1,166	\$4,834	\$0
Swag					
Banners					
Barrier Jacket Banners					
Partnership Funding Selection Panel			\$206		
Partnership Funding Newsletter Inclusion			\$960		
Operations Totals		\$6,000	\$1,166	\$4,834	\$0
Total Spend		\$565,000	\$6,166	\$241,134	\$317,700

Approved Budget	\$565,000
Spent	\$6,166
Allocated (Not Yet Paid)	\$241,134
Remaining Budget	\$317,700

2021 Special Event Partnership Funding Application

Note: Refer to the "2021 Special Event Partnership Funding: Application Explanations" document for details and tips about the application.

Section 1: Contact Information

Special Event Name: **Lake Tahoe Dance Festival 2021**

Event Date: **July 28 - 30, 2021**

Event Host Organization: **Lake Tahoe Dance Collective INC**

What other events have been produced by event promoter or host organization? **Lake Tahoe Dance Collective is the only presenter and producer of professional dance production in the North Lake Tahoe Region. LTDC has produced Seven years of previous Festivals, thirteen years of annual winter seasons, and five presentations of visiting dance companies.**

Event Mailing Address: **PO BOX 1766, TAHOE CITY, CA, 96145**

Event Office Phone: **(530) 386-4136**

Event Director or Producer: **CHRISTIN HANNA & CONSTANTINE BAECHER**

Title: **CO-DIRECTORS, FOUNDERS**

Email: **INFO@LAKETAHOEDANCECOLLECTIVE.ORG**

Phone: **CHRISTIN HANNA, (530) 613-4363**

Person Completing Application: **CHRISTIN HANNA**

Title: **FOUNDING ARTISTIC DIRECTOR, LAKE TAHOE DANCE COLLECTIVE**

Email: **INFO@LAKETAHOEDANCECOLLECTIVE.ORG**

Phone: **(530) 613-4363**

Event Website URL: **WWW.LAKETAHOEDANCECOLLECTIVE.ORG**

Unique Visitors in Past 12 Months: **15122**

Facebook Page URL: **https://www.facebook.com/LakeTahoeDanceCollective**

Number of Facebook "Likes": **Do you mean followers? 1150**

Instagram Handle: **@laketahoeancecollective**

Number of Instagram Followers: **1184**

Twitter Handle:

Number of Twitter Followers:

Facebook & Instagram are commonly identified as the premiere platforms for performing arts organizations, according to Capacity Interactive's "2016 Arts Industry Digital Marketing Benchmark Study."

YouTube URL: **Due to added protections for copyrights, we use Vimeo:**
<https://vimeo.com/laketahoedancecollective>

Section 2: Event Overview

- Q2.1 Where will event take place? **Previous years have taken place at Gatekeeper's Museum (Tahoe City) & West End Beach, Donner Lake (Truckee) - 2021 may necessitate other venues to allow for social distancing**
- Q2.2 Will this be an annual event in the North Lake Tahoe region?
- Yes ✓
 - No (If "no", explain why)
- Q2.3 Including 2020, how many years has the event occurred in the North Lake Tahoe region? **This will be the 9th Annual Event**
- Q2.4 Can spectators (general public) attend event?
- Yes ✓
 - No
- Q2.5 Will there be a charge for spectators (general public) to attend the event?
- Yes (If "yes", provide ticket information: quantity, cost, etc.) ✓
- No **The Opening Night Gala is a fundraiser featuring food, wine, silent art auction and performance for \$75. Main Stage performance tickets are general admission: \$20/ students & seniors 65+, \$25/adults. Ticket prices increase \$5 at the door.**

Section 3: Financial

- Q3.1 What is the dollar amount of Funding being requested? **\$25,000**
- Q3.2 Summarize how Funding will be utilized? (Recap the marketing/promotional efforts that could be implemented with a funding award that otherwise would not be possible.)

For 2020, LTDF had been awarded a total of \$20,000 from Special Event Marketing Grant and an NLTRA Event Sponsorship monies prior to the pandemic. When it was clear we would not be able to present our traditional performance, we re-applied for \$5000 which allowed us to fund the promotion of the online dance festival, which was a resounding success and enabled an audience around the world to see the amazing work we present in Tahoe.

To capitalize on this, we would be rolling out Marketing and PR as soon as the climate seems appropriate on the advice of our marketing firm, Michelle Tabnick Public Relations, in collaboration with RKF Social Media Management. This would include lodging at several budget levels and an international marketing plan. Funds will go to these two respective agencies for marketing, as well as marketing collateral, website and social media design, and out of area advertising in specific websites/publications targeting dance fans.

As we cannot predict where the worldwide pandemic will be in July 2021, we must also say that we will adapt to whatever situation presents itself, as we did in 2020. We do plan to livestream the performance for those who may still not be comfortable with long-distance travel.

In consideration of the ongoing adaptability relating to COVID-19, we are looking to additional venues that will enable us to host our regular size audience while maintaining social distancing and all safety protocols.

Because our event is nonprofit and holds a mission to provide a world-class event at affordable ticket prices, we seek funding from the North Lake Tahoe Resort Association to once again assist us in marketing this unique cultural gem.

These funds from the North Lake Tahoe Resort Association would enable us to continue the path forward in marketing an event that has proven itself highly successful and has established itself as a unique cultural experience. Our “product” is proven, we seek your assistance to broaden our reach and solidify awareness for this iconic Festival on a national and international scale.

Without these funds from North Lake Tahoe Resort Association, our marketing budget would be significantly less. Therefore, this event, as well as the ability to market North Lake Tahoe to a culturally inclined audience, will not receive the international acclaim it deserves.

Q3.3 If Partnership Funding is not awarded, will the event still take place?

- Yes ✓
- No (If “no”, explain why)

Q3.4 If event does not receive Partnership Funding, or does not receive the full requested amount, summarize the effect to specific programs or promotional strategies.

Should our request not be funded, or only partially funded, we will not be able to engage our excellent marketing team from 2020, and our plan in moving forward with growing the awareness and reach for the event and North Lake Tahoe as a cultural destination as a whole.

In 2020, the knowledge of the Lake Tahoe Dance Festival spread far and wide. Now more than ever is the time to come back stronger and welcome audiences who didn’t know about us before but enjoyed our online festival from the comfort of their couches.

Q3.5 Will event solicit additional sponsors, either cash or in-kind?

- Yes ✓
- No (If “no”, explain why)

Section 4: Marketing, Advertising, Public Relations

Q4.1 2021 In-Market Paid Advertising Budget: **\$2500**

Q4.2 2021 Out-of-Market Paid Advertising Budget: **\$22500**

Q4.3 Optional: 2020 Out-of-Marketing Public Relations Equivalency:

Section 5: Broadcast Opportunities (TV or Webcast)

Q5.1 Does the event have media partners, either local and/or out-of-market?

- Yes (Identify partners – indicate whether the primary audience is in-market or out-of-market) ✓

No

IN AREA PARTNERSHIPS:

- **Tahoe Weekly is a media sponsor, offering free print advertising valued at over \$5000 on average since 2013. They also have an issue focused on the Festival and feature us on that cover annually. While this is a North Lake Tahoe Publication, we find we reach more visitors through this than any other paper.**
- **Moonshine Ink, NLT Visitor's Guide & Tahoe Quarterly give us a discount on advertising**

OUT OF AREA:

- **DIY Dancer is a national publication and blog that comes to the event to cover through instagram stories**
- **Conversations on Dance Podcast**
- **Theater Development Fund**
- **Fjord Review**
- **LA Dance Chronicle**

Q5.2 Will your event air on network TV, cable TV or Webcast as a scheduled broadcast?

- Yes (Continue to Q5.3) ✓
- No (Skip to Section 6)

Q5.3 What is the broadcast coverage?

- Local
- Regional (Identify cities or DMAs)
- National
- International

Q5.4 Provide details about the applicable broadcast coverage and anticipated air dates.

- Network or Cable TV
 - Broadcast Affiliates:
 - Air Dates:
 - Program Length:
- Webcast ✓
 - Provider: **Self-produced, livestream on our website**
 - Air Dates: **Most likely the Opening Night Gala, July 28**
 - Program Length: **Will depend on pieces chosen for the performance**
- Remarks, if any:

To properly control the copyrights of the works being presented on stage at the festival, the livestream would be hosted on our Vimeo page and embedded on our website.

Q5.5 Are household ratings or viewership numbers available from the previous year's broadcast?

- Yes (Provide details) ✓
- No

BY THE NUMBERS

Daily: July 2 - 29, 2020

- 6094 WEBSITE PAGEVIEWS; 79.2% NEW VISITORS
- 33,160 VIEWS OF PROGRAMS, TRAILERS & PRE-SHOW TALK VIDEOS
- VIEWERS IN 49 COUNTRIES
- 77 DONORS CONTRIBUTING OVER \$11,000 TO GENERAL OPERATING FUND
- 19 YOUNG DANCERS WORKSHOP PARTICIPANTS

Q5.6 Can the NLTRA receive complementary commercial time during the broadcast as a sponsorship amenity?

- Yes ✓
- No

Q5.7 Can the NLTRA receive promotional exposure (interviews, vignettes, etc.) during the broadcast?

- Yes ✓
- No

Q5.8 If complementary commercial time and/or promotional exposure is available to the NLTRA, summarize opportunities. **Lake Tahoe Dance Festival would welcome a local angle, possibly including artists interviews or something else creative, that we could partner with the NLTRA to produce, as long as its quality remains within the branding of the Lake Tahoe Dance Festival.**

Section 6: Lodging Partnerships

Q6.1 Identify the event's Placer County lodging partners in 2020.

Our lodging partnerships that were confirmed prior to the pandemic were Cedar Crest Cottages and Basecamp Tahoe City, with Ritz-Carlton Lake Tahoe in negotiation. Obviously there were no actual partnerships.

Q6.2 Identify the event's anticipated Placer County lodging partners for 2021. List type of partnership if one has already been established.

Cedar Crest Cottages, Basecamp Tahoe City, plus others in consideration, including vacation rental companies.

Section 7: Attendance

- Q7.1 2020 Spectator/Fan Attendance (or 2019 if canceled due to COVID-19) Specify:
Numbers are from 2019, with online 2020 numbers already shown above in Q5.5
- Unique Individuals: **1186**
 - Overall Event Attendance: **1198**
- Q7.2 2020 Participants in Attendance: **Workshop students/guest artists/production staff/teachers/volunteers: 105**
- Q7.3 Explain how 2020 attendance (Q7.1 and Q7.2) was calculated. **Ticket Sales + Giveaways + hired performances/production staff**
- Q7.4 Spectators/Fans: Based on the 2020 spectator/fan attendance figures (Q7.1), what percentage was from out-of-market? (Explain how percentage is calculated)

BY CREDIT CARD BILLING ADDRESS IN TICKET SALES:

- **Local - NLT/Truckee: 24%**
 - **Regional - Sacramento, Reno: 26%**
 - **Other CA - 13%**
 - **Out of State - 33%**
 - **International - 4%**
- Q7.5 Participants: Based on the 2020 participants attendance figures (Q7.2), what percentage was from out-of-market? (Explain how percentage is calculated) **Workshop students/guest artists/production staff/teachers: 105, 29 from out of area = 28%**
- Q7.6 2021 Projected Spectator/Fan Attendance:
- Unique Individuals: **1500**
 - Overall Event Attendance: **1600**
- Q7.7 2021 Projected Participants: **110**
- Q7.8 Explain how 2020 attendance (Q7.6 and Q7.7) was calculated.
- I think this question is asking about 2021 projected attendance, not 2020? 2018 to 2019 growth of 86% was calculated based on same amount of funding, while also recognizing that 2018 to 2019 was a spectacular jump, as well as event capacity, we would like to project an audience attendance of 1600. With no clear end date to the current pandemic, it is very hard to calculate, as well as the confidence that audience members may have attending an event, however we do feel that with ours being outdoors and safely socially distanced (if still needed) that we will offer ample confidence to those looking to return to seeing live performance, for which there is indeed great demand.**

Section 8: Room Nights

- Q8.1 2020 Placer County Room Nights
- Paid Room Nights: **0**
 - Complimentary Room Nights: **0**
- Q8.2 Explain how 2020 room nights were calculated. **Online Dance Festival - no visitors**
- Q8.3 Which Placer County lodging properties feasibly received room nights as a result of the event? **N/A**
- Q8.4 2021 Placer County Room Nights
- Projected Paid Room Nights: **31 Nights booked by event volunteers/staff/etc. Estimated between 753 and 1526 paid room nights in Placer County by audience**
 - Projected Complimentary Room Nights: **3 in Giveaway, 148 room nights donated by volunteers/hosts for artists/visiting production staff**

Q8.5 Explain how 2021 room nights were calculated.

In our application for 2020, we utilized projections based on scale utilizing reporting from ticket sales and survey results from 2019, with a growth percentage estimate of 27%.

Based on 2019 ticket sales & audience survey, estimated sold room nights between 593 and 1526 increase by 27% arrive at projected growth estimations of 753 to 1938 potential Placer County room nights.

Section 9: Event Staff & Board of Directors

Q9.1 Is event produced by a paid staff or volunteer committee?

- Paid Staff ✓
- Volunteer Committee ✓

Q9.2 Provide the names and positions of the events key staff/volunteers.

Production Team:

- Christin Hanna - Founder, Artistic Director, Producer, Curator **paid staff*
- Constantine Baecher - *Royal Danish Ballet, Carolyn Carlson Company, Copenhagen International Choreography Competition* - Festival Co-Founder, Producer, Curator, Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist **paid independent contractor*
- Kristina Berger - *Erick Hawkins Dance Company/Lester Horton Dance Theater/Dean College* - Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist **paid independent contractor*
- Traci Finch - *New Chamber Ballet, Suzanne Farrell Ballet, CelloPointe* - Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist **paid independent contractor*
- Daniel Baudendistel - *American Ballet Theater, Joffrey Ballet, Bar Lubovitch Dance Company* - Master Teacher & choreographer for the Young Dancer's Workshop **paid independent contractor*
- Damien Johnson - *Dance Theater of Harlem, Ballet Black, Suzanne Farrell Ballet, Washington School of Ballet, School of American Ballet Fellowship Recipient* - Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist **paid independent contractor*

Gala Opening Night Committee/ Front of House/Box Office Volunteers

- Kathleen Dale - Guest Liason, Volunteer Coordinator **volunteer - board member*
- Kathleen Hanna - Guest Liason, Floral Design & Aesthetics Coordinator, Bartender **Volunteer*
- Charlene Barr - Guest Liason, Floral Design & Aesthetics Coordinator; Bartender **Volunteer*
- Scott Horan - Aesthetics Coordinator, Setup Coordinator, Bartender **Volunteer*
- Jennifer Saathoff - Bartender, server **Volunteer*
- Rafael Escandon - Bartender, server **Volunteer*
- Diane Austin - Bartender, server **Volunteer*
- Debi Pierce - Bartender, server **Volunteer*
- Alex Schwartz - Bartender, server **Volunteer*
- Catherine Paolillo - Caterer, food purveyor, chef, server **Volunteer*
- Carmine Peluso- Caterer, food purveyor, chef, server **Volunteer*
- Jen Schmidt - Photographer **Volunteer*
- Vince, Gary, Steve, Ben, Tony - production team **Volunteers*
- John Pang, Sound engineer **Volunteer*
- Lynda Walsh - Box Office

Q9.3 Provide the names of events Board of Directors, if applicable.

- Timea Griset, President
- Michael Gelbman, Treasurer
- Kathleen Dale
- Kathy Nicholas
- Marjorie Prisco

Section 10: Sponsors

Q10.1 Identify the top 5 sponsors of the 2020 event.

- **North Lake Tahoe Resort Association**
- **Tahoe Truckee Community Foundation**
- **Arts Council of Placer County**
- **Tahoe Weekly**
- **Rodney Strong Vineyards**

Q10.2 Identify the top 5 sponsors that the event will target for 2021.

- **North Lake Tahoe Resort Association**
- **Tahoe Truckee Community Foundation**
- **Tahoe Weekly**
- **Rodney Strong Vineyards and/or Tank Winery**
- **Truckee Tahoe Airport District**
- **Homewood Mountain Resort**

Section 11: Acknowledgements & Electronic Signature

Q11.1 I am authorized to represent the event; information provided in application and supporting documents is truthful.

- Yes ✓
- No (If “no”, explain why)

Q11.2 Event will be held annually in the North Lake Tahoe region and is not contingent upon receipt of funding to occur.

- Yes ✓
- No (If “no”, explain why)

Q11.3 If Partnership Funding is awarded, partnerships will be secured with at least one Placer County lodging property.

- Yes ✓
- No (If “no”, explain why)

Q11.4 Event will collaborate with the NLTRA (if requested) to collect survey information, or share existing information if event conducts their own survey.

- Yes ✓
- No (If “no”, explain why)

Q11.5 If Partnership Funding is awarded, funds will only be utilized for event promotion and marketing.

- Yes ✓
- No (If “no”, explain why)

Q11.6 If Partnership Funding is awarded, event will include the NLTRA logo and link on their website and in applicable advertising materials.

- Yes ✓
- No (If “no”, explain why)

Q11.7 If Partnership Funding is awarded, event will issue a Liability Policy (\$1M per occurrence/\$2M aggregate), as well as name the NLTRA as an additional insured.

- Yes ✓
- No (If “no”, explain why)

Type your name and date, which denotes your signature as an authorized representative of the event.

Name: **Christin Hanna**

Date: **10/15/20**

Required Supplemental Documents

Document #1: Event Overview

- Yes, will submit ✓
- No, will not submit

Document #2: 2020 Profit & Loss Statement

- Yes, will submit ✓
- No, will not submit

Document #3: 2021 Event Budget

- Yes, will submit ✓
- No, will not submit

Document #4: Marketing/Promotional Plans – Part A: Marketing Plan Without Receipt of Funding, Part B:

Marketing/Promotional Initiatives to be implemented with Receipt of Funding

- Yes, will submit ✓
- No, will not submit

Document #5: Potential Sponsorship Amenities to NLTRA

- Yes, will submit ✓
- No, will not submit

Document #6: OPTIONAL PR Equivalency for Out-of-Market

- Yes, will submit
- No, will not submit ✓

Required Supplemental Documents

Document #1: Event Overview

The Lake Tahoe Dance Festival, held annually in July, is a presentation of the Lake Tahoe Dance Collective, whose mission is to promote classical, modern and contemporary dance of the finest quality in the Lake Tahoe area through performance, education and outreach, enriching the community as a whole and as a cultural destination.

Through the Festival, we offer the finest professional dance and dance instruction in North Lake Tahoe. This includes a three-week workshop for young dancers, who then perform alongside some of the finest international guest artists and choreographers in the three performance evenings of the Festival.

The Festival is directed by longtime friends and collaborators, Constantine Baecher (Royal Danish Ballet) and Christin Hanna (Founding Artistic Director, LTDC), whose friendship started in 1998 at American Ballet Theatre's summer program in New York.

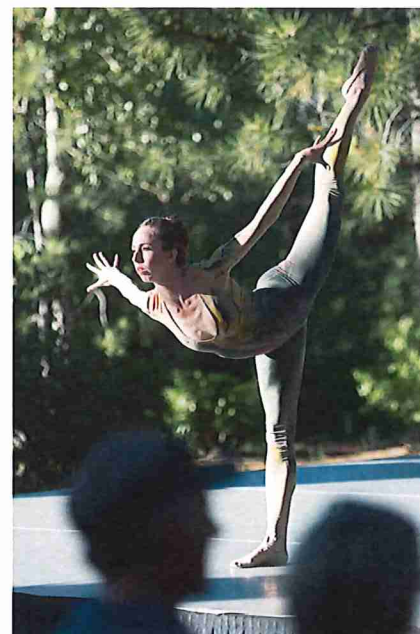
To further collaboration between professional artists and young dancers, the festival offers three days of main stage performances, audience participatory demonstrations, site-specific installations, meet-the-artists talks and more.

The festival celebrates a variety of innovative new works while preserving beloved classics of the past: including works by George Balanchine, Lester Horton, Erick Hawkins, and most recently, the rarely-performed work of Agnes DeMille, "The Other."

In its first 8 years, the Festival has established itself within the dance world for taking risks and fostering groundbreaking new works by up-and-coming choreographers. The Festival's diverse offerings in programming represent a wide range of dance styles and disciplines. First-rate dancers from New York City Ballet, Billy Elliott (Broadway), Dresden-Franfurt Dance Company, Ballet Black (London), SFDanceworks, Aspen Santa Fe Ballet, Frankfurt Ballet, San Francisco Ballet, Los Angeles Ballet, Paul Taylor American Dance, and Robert Moses KIN have graced the Lake Tahoe Dance Festival stage, to name a few.



New York City Ballet Principal Dancer Abi Stafford partnered by former New York City Ballet principal Stephen Hanna at the 2019 Lake Tahoe Dance Festival



New Chamber Ballet's Traci Finch at the 2019 Lake Tahoe Dance Festival

Goals for the 2021 Lake Tahoe Dance Festival

In 2021 we envision yet another outstanding Festival in continuance of our highly successful model of presenting phenomenal guest artists in our uniquely beautiful world-class setting.

The Lake Tahoe Dance Festival will continue to include international guest dancers and choreographers, exceptional new and classic works, and a three-week Young Dancers Workshop. Our young dancers will also realize the opportunity to perform alongside professional Festival artists.

Specific Goals:

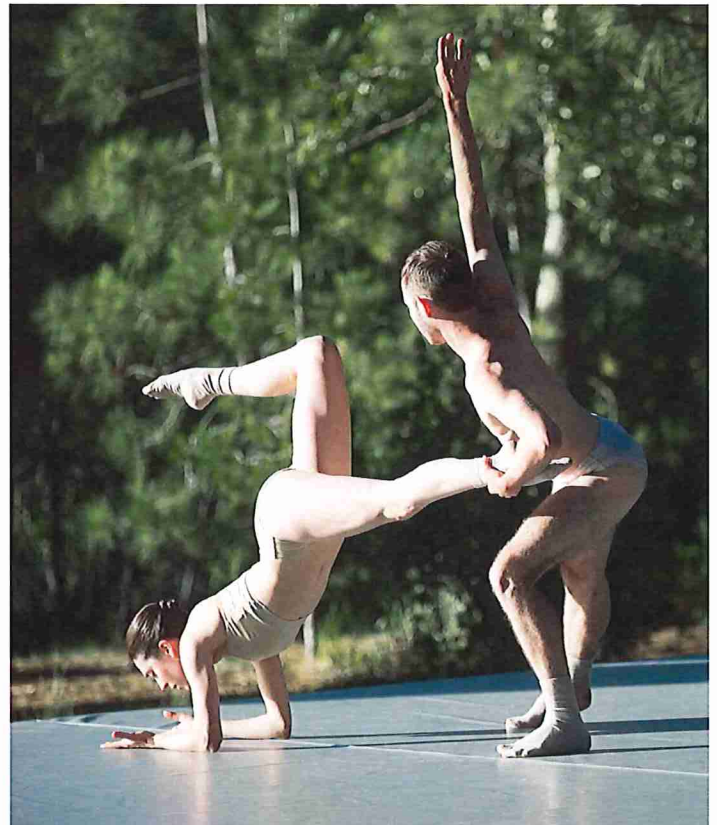
- Maximize performances: increase marketing reach and continue to engage the finest professional artists who in turn will draw additional audiences, thus benefitting the entire community through cultural tourism. Our performance venues can accommodate more attendees easily.
- A-List guest performers: dancers from Martha Graham Dance, New York City Ballet, Miami City Ballet, SFDanceworks and others have expressed interest. These artists will lend greater credibility to our growing Festival as they also bring works that would otherwise require additional licensing and production costs, but more importantly are easy to market because of their strong, established reputations within the dance world. In other words, the product is first-rate, we just need help getting the word out.

Project Feasibility, Accessibility, Management & Evaluation:

Now in its 8th year, the Lake Tahoe Dance Festival has grown to three performance evenings in two locations. This growth has been accompanied by several challenges that we have met: we now own our own portable staging; enjoy a consistently growing audience base; and present a well-rounded artistic program that offers a diverse 'sampling' to our audiences who may be seeing dance for the first time. We have accomplished all this while keeping our ticket prices at affordable rates as we feel strongly that we do not want to price our performances out of the range of affordability for many.

In addition to our performances, we present a range of exciting opportunities for our audiences to engage with our artists and programs that are always free. These include: Meet the Artist talks, Post-Show Q&As, Pre-Performance talks, and Open Rehearsals.

Our evaluation process includes tracking attendance by ticket purchases to attend the event and gauging audience response with a post-event survey.



*Daphne Fernberger & Ulysse Zangs of
Jacopo Godani Dresden Frankfurt Dance Company at
the 2019 Lake Tahoe Dance Festival.*

Who Are We:

Christin Hanna is the founding Artistic Director of the Lake Tahoe Dance Collective, the producing entity of the Lake Tahoe Dance Festival. Christin is invested in the community, her home town, and has served on the Board of Directors of the Tahoe City Downtown Association. Her background as a successful professional dancer and teacher as well as her personal relationships with the families, business owners, and leaders in the community have benefitted the creation of the Festival many times over. Her connections in the professional dance world link the finest dance and dance artists to the beautiful stage setting of Lake Tahoe.

Co-Director Constantine Baecher has enjoyed an international career in dance (Royal Danish Ballet, Hamburg Ballet, Compagnie du Carolyn Carlson), as well as having founded the Copenhagen International Choreography Competition. Constantine's extensive personal relationships with dancers, choreographers and companies around the world coalesce with his desire to foster a place where artists come to share their works with a new community and are inspired by the beautiful surroundings of Lake Tahoe.

The artists we have brought to the Lake Tahoe Dance Festival possess backgrounds and expertise that span an entire spectrum from classical to contemporary, offering both new works and a commitment to the preservation and performance of beloved classics.



*Lake Tahoe Dance Festival co-Founders
Christin Hanna and Constantine Baecher on
stage at the inaugural Festival in 2013.*

Document #2: 2020 Profit & Loss Statement

**2020's Lake Tahoe Dance Festival Performances took place online, with a suggested donation for viewing. The Young Dancers Workshop was held outdoors. Should there be any questions regarding this P&L, please do not hesitate to contact us for further explanation.*

Ordinary Income/Expense

Income

4000 — Revenue from Direct Cont.

4020 — Corporate Contributions 5,000.00

Total 4000 — Revenue from Direct Co... 5,000.00

4200 — Revenue from Non-Gov Grant

4230 — Foundation Support 3,000.00

Total 4200 — Revenue from Non-Gov ... 3,000.00

5100 — Program Income

5110 — Workshops/Master Classes 11,600.00

Total 5100 — Program Income 11,600.00

5400 — Revenue from Other Sources

Retail Sales Net

5415 — Sales Cost -95.06

Total Retail Sales Net -95.06

Total 5400 — Revenue from Other Sou... -95.06

Total Income 19,504.94

Cost of Goods Sold

Cost of Goods to be Sold 193.92

Total COGS 193.92

Gross Profit 19,311.02

Expense

8100 — Nonpersonnel Expenses

8112 — Costume supplies 113.56

Total 8100 — Nonpersonnel Expenses 113.56

8200 — Facilities and Equipment

8250 — Technical Equipment Purchase 491.57

8260 — Equip Rental and Maintenance 3,382.80

Total 8200 — Facilities and Equipment 3,874.37

8300 — Travel and Meetings

8320 — Conferences, conv, meetings 122.88

8310 — Travel	2,746.94
8330 — Artists Meals	1,330.30
	<hr/>
Total 8300 — Travel and Meetings	4,200.12
7500 — Contract Service Expenses	
7541 — Public Relations	2,750.00
7550 — Artist Fees	7,150.00
7560 — Videography	1,500.00
	<hr/>
Total 7500 — Contract Service Expenses	11,400.00
8500 — Other Expenses	
8570 — Advertising Expenses	
8571 — Marketing Advertising	2,325.00
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Total 8570 — Advertising Expenses	2,325.00
8592 — Licensing Fees	500.00
	<hr/>
Total 8500 — Other Expenses	2,825.00
	<hr/>
Total Expense	22,413.05
	<hr/>
Net Ordinary Income	-3,102.03
	<hr/>
Net Income	-3,102.03
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LAKELAKE TAHOE DANCE FESTIVAL

BUDGET

INCOME	W/O NLTRA	WITH NLTRA
FOUNDATION GRANTS	\$10,750	\$10,750
SPONSORSHIPS (CASH)	\$5,000	\$30,000
SPONSORSHIPS (IN-KIND)	\$12,500	\$12,500
EVENT INCOME (TICKET SALES, WORKSHOP TUITION)	\$19,000	\$31,000
TOTAL INCOME	\$47,250	\$84,250

EXPENSE	W/O NLTRA	WITH NLTRA
NON-PERSONNEL EXPENSES (COSTUMES, ETC)	\$1,000	\$1,000
FACILITIES & EQUIPMENT (PAID VENUE & REHEARSAL SPACE, EQUIPMENT RENTAL/ PURCHASES)	\$3,000	\$8,000
FACILITIES (IN-KIND)	\$6,000	\$6,000
TRAVEL & MEETINGS (INCLUDES GUESTS FLIGHTS, MEALS, AND CATERING FOR GALA EVENT)	\$8,000	\$20,000
CONTRACT SERVICE EXPENSES (ARTISTS FEES)	\$20,000	\$20,000
ADVERTISING/MARKETING EXPENSES	\$5,000	\$30,000
TOTAL EXPENSES	\$43,000	\$85,000

DRAFT MARKETING PLAN - WITHOUT NLTRA SPONSORSHIP MONIES

ITEM	NOTE	COST
MARKETING COLLATERAL	Posters, Postcards, Rack Cards, Banners	\$1000.00
MAILING	EDDM Nonprofit mailing, 13,000+ Mailing List	\$1000.00
PAID ADVERTISING	OUT OF MARKET: Conversations on Dance Podcast Sponsorship & Sponsored Content Episodes, SFGate, Stern Grove Festival Guide, SF Ballet Program, SF Chronicle/Datebook Picks. LOCAL/IN-MARKET: Moonshine Ink, NLT Visitor's Guide	\$1000.00
SOCIAL MEDIA/ DIGITAL ADVERTISING	Facebook & Instagram post and event promotion; Google targeted ads	\$1000.00
PUBLIC RELATIONS	Michelle Tabnick Public Relations & RKF Social Media Management	\$1000.00
TOTAL WITHOUT NLTRA MONIES		\$5000.00

DRAFT MARKETING PLAN - WITH NLTRA SPONSORSHIP MONIES

ITEM	NOTE	COST
MARKETING COLLATERAL	Posters, Postcards, Rack Cards, Banners	\$4000.00
MAILING	EDDM Nonprofit mailing, 13,000+ Mailing List	\$2000.00
PAID ADVERTISING	OUT OF MARKET: TBD per advisement from Michelle Tabnick Public Relations - also dependent on programs for live/virtual shows LOCAL/IN-MARKET: Moonshine Ink, NLT Visitor's Guide	\$8000.00
SOCIAL MEDIA/ DIGITAL ADVERTISING	Facebook & Instagram post and event promotion; Google targeted ads	\$8000.00
PUBLIC RELATIONS	Michelle Tabnick Public Relations & RKF Social Media Management	\$8000.00
TOTAL WITH NLTRA MONIES		\$30000.00

Document #5: Potential Sponsorship Amenities to NLTRA

- Name/logo included in all marketing materials with in “brought to you by” billing in all marketing materials: print ads, postcard mailings, rack cards, performance program, posters, banners, etc
- Inclusion of NLTRA logo and hyperlink in event’s e-newsletters
- Invitation to one private rehearsal with guest choreographers for NLTRA Board of Directors & Staff & Special Guests
- 8 Tickets to the Lake Tahoe Dance Festival Opening Night Gala to be used at NLTRA’s Discretion (Giveaways/client hosting/etc)
- 25 General Admission ticket vouchers to be used at NLTRA’s Discretion (Giveaways/etc)
- Opportunity for NLTRA specific messaging (content provided by NLTRA) in event's e-newsletter
- Specific descriptive message and link from event website to GoTahoeNorth.com
- Opportunity to interact with out-of-market journalists that may be scheduled to attend the event
- Ad space in event's program guide
- Opportunity for opening/closing remarks during performance
- Dedicated Instagram/Facebook Posts promoting attending the Festival with specific messaging/ tagging Go Tahoe North to drive visitorship - will rely on consultant to illuminate the best way to manifest this concept



MICHELLE TABNICK

PUBLIC RELATIONS

michelle@michelletabnickpr.com
www.michelletabnickpr.com

Lake Tahoe Dance Festival PR Proposal

Michelle Tabnick Public Relations proposes to serve as publicist for Lake Tahoe Dance Festival from April through July 2021.

As publicist, Michelle Tabnick PR would provide the following:

- Create over-arching plan and strategies for a PR campaign aimed at increasing the profile of the company and its summer season
- Participate in planning with staff to develop comprehensive promotional campaigns for activities, events, and engagements.
- Identify print, broadcast and electronic media outlets to be targeted for the campaign, including exclusive media opportunities, with such outlets as *The New York Times*, *The Wall Street Journal*, *Time Out New York*, *ABC*, *CBS*, *NY1*, *WNET*, among others, with special emphasis on travel press.
- Write and oversee production of press releases with support materials, including, but not limited to:
 1. Press releases.
 2. Fact sheets on the programs.
 3. Selection of promotional materials, including photos and videos.
- Send releases to appropriate editors and writers at print, TV, radio and electronic media outlets.
- Create and send ancillary written materials, including persuasive pitch letters and memoranda to editors and writers at print, radio and electronic media outlets.
- Track media coverage and compile on-going and post-event reports.
- Additional support as needed.

Project Fee: \$5,000, payable \$1,250 on the 1st of each month.

Michelle Tabnick Public Relations provides public relations services for arts organizations in the tri-state area, with a primary focus on dance, theatre, and opera. Current and past clients include: Asase Yaa Cultural Arts Foundation, Ballet Hispánico, Battery Dance, Big Apple Circus, Bloomingdale School of Music, BodyStories, Brooklyn Center for the Performing Arts, Chamber Dance Project, CUNY Dance Initiative, Dance/NYC, Dances Patrelle, Dorrance Dance, Eryc Taylor Dance, Jody Sperling/Time Lapse Dance, Kinesis Project dance theatre, Lake Tahoe Dance Festival, Lincoln Center for the Performing Arts, Nai-Ni Chen Dance Company, New York Theatre Ballet, RIOULT, South Street Seaport Museum, The School of American Ballet, Works & Process at the Guggenheim, and ZviDance, among others. Before starting her own company, Michelle Tabnick held senior positions at Off-Broadway theatre companies in Manhattan as director of marketing at Signature Theatre Company from 2003-2005 and as director of marketing at The Pearl Theatre Company from 2000-2003. Previously, she was employed by New York City Opera, Hangar Theatre and Porthouse Theatre. She has more than twenty years of experience in NYC-based non-profit publicity and marketing.



SOCIAL MEDIA MANAGEMENT PROPOSAL

Rebecca King Ferraro Digital Marketing Management (RKF)

AND

Lake Tahoe Dance Collective (LTDC)

DATE: February 4, 2021 – Revision 0

ABOUT REBECCA KING FERRARO DIGITAL MARKETING MANAGEMENT

Rebecca King Ferraro is a former professional ballet dancer with Miami City Ballet. Upon retiring from her 10 year professional ballet career, she started her digital marketing company that allows her to delve into her second passion, social media and marketing. Ms. Ferraro has had the privilege of working as a consultant with numerous small businesses and nonprofit organizations helping them to advance and achieve their marketing goals.

Beginning in 2011, while dancing full time, Rebecca volunteered to work with Miami City Ballet's marketing department, helping to grow their social media presence within the Miami area and well as the international dance world. Through this opportunity, she obtained valuable experience in the field and came to understand what it takes to promote a large organization in a professional and effective manner.

Rebecca is the co-founder of the popular ballet podcast, [Conversations on Dance](#). Since beginning this podcast in 2016, she has been responsible for not only co-hosting each weekly episode, but also for sound equipment development, audio recording and producing, marketing, and live events. Rebecca now offers podcast consulting services, helping businesses establish feeds and produce episodes.

For more information on available services see rebeccaferraro.com.

Email: rebecca@rebeccakingferraro.com

Phone: 925-785-0928

1. STATEMENT OF WORK

RKF has prepared a quote for LTDC social media promotion of the Lake Tahoe Dance Festival, tentatively scheduled for July 27-31.

2. PERIOD OF WORK

This agreement will cover work from April 1, 2021 – July 31, 2021.

3. SOCIAL MEDIA MANAGEMENT

- Management of Facebook and Instagram accounts.
- Minimum of 3 posts per week on each platform.
- Post to Instagram stories as appropriate.

4. SOCIAL MEDIA PLAN

- Meet virtually with Christin of LTDC at the start of this agreement to review promotion calendar.
- This plan will include review of available content, social media focuses for each week, optional boosted posts, etc. Content will be provided by LTDC.
- RKF will then implement this plan on a weekly basis, allowing Christin to approve posts using RKF's scheduling software, "Later," which Christin will have access to.

FACEBOOK

- Posts will include appropriate content to encourage engagement and site clicks
- Majority of posts will include links to encourage traffic to website
- Incorporate sponsor posts as needed / as directed
- Current Facebook Statistics: Likes as of February 2, 2021: 1,125. Follows: 1,185.

INSTAGRAM

- Goal will be to post visually pleasing images / videos that encourage engagement
- Followers will be increased by utilizing appropriate hashtags, by following ballet / dance lovers and organizations, liking other user's photos, commenting on user's content when appropriate, and posting high quality content
- Utilize "stories" as another way to engage followers and share information
- "Link in bio" will continue to be utilized to drive ticket sales and traffic to website.
- Current Instagram Statistics: Followers as of February 2, 2021: 1,179.

Social media messages and comments will be responded to (if response is needed) within 24 hours. If the appropriate response is unknown, RKF will be in touch with Christin via email or text (whichever is preferred.)

5. COMMUNICATION

LTDC will submit any relevant material they would like to have added to the social media schedule to RKF. Relevant material includes but is not limited to: press coverage, event information, and relevant links to content that is associated with the festival, it's participants, sponsors, or performers.

These materials can be submitted via email or text.

rebecca@rebeccakingferraro.com • 925-785-0928

6. MAILCHIMP

RKF will work with Christin to create e-blast promotion schedule through the end of July as appropriate to drive direct ticket sales.

6. PRICE

For social media management and email list maintenance to promote the Lake Tahoe Dance Festival, the fee will be \$1,500 per month.

Marketing consulting as needed:

\$50/ hour: Website management, SEO enhancement, Google AdWords for non-profits, iMovie video editing from a dancer's perspective, etc.

Payments can be made by PayPal or check made payable to Rebecca King Ferraro LLC and sent to: Rebecca King Ferraro, PO Box #2273, Stuart, FL 34995.



**HIGH SIERRA ARCHERY SHOOT
JUNE 12-13, 2021
MEDIA CAMPAIGN**

ADVERTISING CAMPAIGN

Objectives

- Drive 1,000 entries to the event via experienced archery enthusiasts.
- If viable, promote event to Lake Tahoe visitors when planning their trip and/or in the basin looking for things to do. Introduce the sport of archery, promote beer garden and live entertainment.
- Raise money for the Give Hope Foundation and a possible charity in North Lake Tahoe that allocates funds directly to those in need.

ADVERTISING CAMPAIGN

Campaign I - Drive Event Registration

- Budget: \$10,059
- Target: Archery enthusiasts, people who either bow hunt or engage in target archery.
- Geo Target: California, Oregon, Washington, Nevada (geographic outreach will depend on available budget)
- Flight Dates: March - May or until 1,000 entries are completed.
- Media: Digital (details page 4)

Campaign II - Promote Event to General Audience

Note: If Placer County allows the beginner archery area, beer garden and entertainment/food vendors.

- Budget: \$5,850 (pending available funds)
- Target: People with a propensity to visit Lake Tahoe or while in Lake Tahoe/Reno looking for things to do.
- Geo Target: Lake Tahoe-Truckee, Reno, Sacramento (geographic outreach will depend on available budget)
- Flight Dates: May - Event Date
- Media: Digital, Lake Tahoe Print/Website, Radio (details page 5)

CAMPAIGN I – DRIVE EVENT REGISTRATION

Digital Media

➤ Google Paid Search

Keywords to include archery events and competitions

Recommended Spend: \$2,500

➤ Third Party Emails:

HTML created email sent to below email databases. We can select one or more email databases pending budget.

Target: Archery Enthusiasts

<u>State</u>	<u>Est. Database</u>	<u>Cost per Email Drop</u>
California:	111,212	\$890
Nevada:	17,222	\$350
Washington:	56,455	\$452
Oregon:	45,852	\$367

Estimated Cost: \$2,059

Note: You will not receive names or email addresses. Option to retarget those people who open the emails with banners with additional spend.

➤ Programmatic Platform

Target #1: Archery Enthusiast

Target #2: Frequent Cabela's, Sportsman's Warehouse and Scheels' Customers

Creative: Banner and Native

<u>State</u>	<u>Est. Impressions</u>	<u>Est. 4-week Cost</u>
CA:	571k	\$4,000
NV:	214k	\$1,500
OR:	286k	\$2,000
WA:	357k	\$2,500
Total	1,428,000	\$10,000

Recommended spend based on narrowing to niche areas within Northern California and Northern Nevada.

571,428 impressions at \$4,000

CAMPAIGN II – GENERAL AUDIENCE

Media Mix

➤ Google Paid Search

Keywords to include Lake Tahoe events and things to do in Lake Tahoe.

Recommended Spend: \$750

➤ Lake Tahoe Media

- Lake Tahoe Entertainer
- Tahoe Weekly
- Tahoe.com/LakeTahoeThisWeek.com

Recommended Spend: \$1,750

➤ Radio

- Lake Tahoe Stations: KRLT, KTKE
- Reno Stations: KDOT, KOZZ

Lake Tahoe /Reno Recommended Spend: \$2,000

Total net media cost for all available options: \$4,500

Can decide between print or radio to reduce cost.

Sacramento Stations: KRXQ/KSEG would require additional funds.

RECOMMENDED

Campaign I: Generate Entries

Paid Search: \$2,500
HTML Emails: \$2,059
Programmatic Banners: \$4,000

Budget Breakdown

Media: \$8,559
Agency Fees: \$1,500 (20 hours; 12 paid, 8 donated)
Total: \$10,059

\$5,000 already funded.
Requesting \$5,059 additional.

Campaign II: \$3,000 - 5,000 NLTRA Requested Funds

Paid Search: \$750
Lake Tahoe Media: \$1,750
Radio: \$2,000

Budget Breakdown

Media: \$4,500
Agency Fees: \$1,350 (20 hours; 11 paid / 9 donated)
Total: \$5,850

Requesting \$4,000 in NLTRA funding.

MEDIA APPROACH

In-house Media Services Provided to Team Whiskey

What We Do

- Strategic advertising insights and campaign development.
- Development and implementation of media budgets and plans.
- Digital planning and buying.
- Campaign performance measurement, including creation and management of advertising performance dashboard.
Request access to Team Whiskey Google Analytics to measure campaign against website registrations and traffic.

CREATIVE

Client to provide all creative assets including but not limited to:

- Paid Search - text and images
- HTML Email
- Digital Banners
- Print Ads
- Radio Copy

EXL Media will provide a creative spec sheet with detailed requirements and due dates upon approval of the media campaign.

PAYMENT

Payment is due upfront. Agency will invoice client with payment due 10 working days prior to campaign start date.

Contact Information

EXL Media

803 Tahoe Blvd. # 7
Incline Village, NV 89451
Phone: 775.832.0202

Contact:

Wendy Hummer
Owner
775-450-9465
Wendy@exlmedia.com

Kami Tersini
Digital Media Buyer
775-832-0202 Ext. 106
Kami@exlmedia.com

Lisa Baggio
Radio and Print Buyer
775-832-0202 Ext. 103
Lisa@exlmedia.com

20/21 Consumer Spring Campaign



north lake tahoe

The background of the slide is a vibrant, high-angle photograph of a lake. The water is a deep, clear blue-green, with ripples and reflections. In the foreground, several large, smooth, light-colored rocks are scattered along the shoreline. To the right, the dense green foliage of evergreen trees hangs over the water. In the middle ground, a person in a kayak is visible, paddling across the lake. The overall scene is bright and natural, suggesting a peaceful outdoor setting.

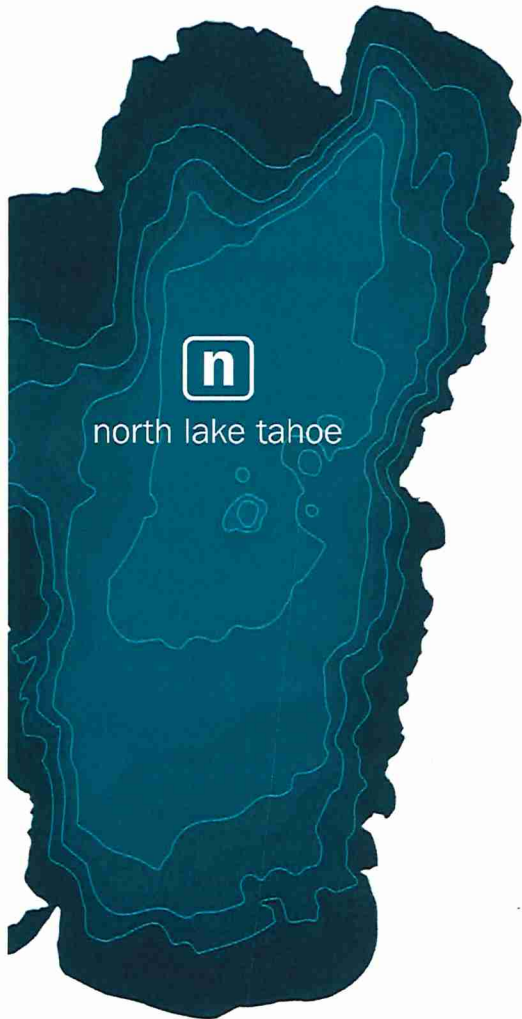
AGENDA

- **Objectives**
- **Consumer Sentiment Insights**
- **VCA Initiatives**
- **Paid Tactics**
- **Spring Creative Executions**

CAMPAIGN OBJECTIVES AND STRATEGY



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 SENTIMENT INSIGHTS

Visit California

- 87% of people miss traveling.
- 32% have started planning in anticipation of a vaccine.
 - 51% of Californians are planning or dreaming of travel.
- 3 out of 4 Visit CA recovery campaigns tested above pre-COVID benchmark levels.
 - Safety oriented content was valued by risk adverse and cautious consumers but was more negative among normal mindset consumers.
 - Consumers want inspiration, and long for a return to normal.
 - Consumers have COVID fatigue and with the vaccine rollouts they are starting to feel hope.

Destination Analysts

- Feelings of travel avoidance are easing; travel readiness mindset is growing.
- Americans are more open to travel inspiration than at any other point in the pandemic.
- The majority of American travelers do not plan to leisure travel in Q1, but 37.5% do.
- COVID fatigue will continue in the next 3 months, with greater budget consciousness, and targeting less crowded and outdoor-oriented destinations.
- With the vaccine rollout slower than anticipated, fewer Americans are optimistic about life returning to normal and being able to travel safely in the next 6 months.
- 25%+ of American travelers have started planning future trips in anticipation of the COVID-19 vaccine being widely available.



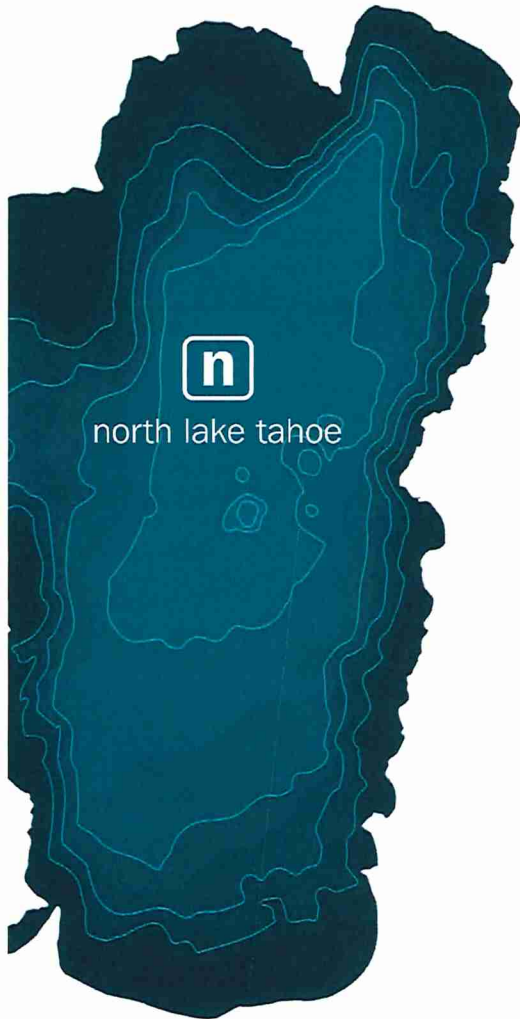
VISIT CALIFORNIA INITIATIVES

- The Visit CA recovery messaging pillars are:
 - Safety
 - Economic Recovery
 - Inspiration
- Plan to initially target in-state and active travel intenders
 - They will not target markets with current stay at home orders.
- They will roll out their recovery campaign in three layers over a 6-month period:
 - In-State: Calling All Californians Campaign (2/15 launch date)
 - In-State & National: California Road Trip Republic Campaign (March launch)
 - National: What If Campaign (March/April launch)
- Launched co-op campaigns for stakeholders to participate in at Outlook Forum



north lake tahoe

SPRING PAID TACTICS



- Direction from the Marketing Cooperative Committee:
 - Focus on Texas Market due to addition of flights to both Dallas and Houston and to compliment the current coop plan running between Incline Village and LTVA.
 - Drill down into SoCal to a targeted audience and be prepared for a limited spring message/campaign depending on COVID infection rates and travel restrictions.
- Incorporate adaptability and audience targeting strategies
- Video will be our primary media vehicle allowing visuals to carry our product into the hearts/minds of consumers.
- The budget doesn't allow for traditional media like outdoor, nor does our adaptability strategy.
- The OTA's are still an important vehicle for targeting opportunities.
- Current allocation to Houston/Dallas is 65% of budget. May consider a higher percentage depending on the SoCal environment as we get closer to April.

North Lake Tahoe 2020-21 Plan

CAMPAIGN: CONSUMER	March		April				May				Total	
	15	22	29	5	12	19	26	3	10	17		24
	SPRING											
	GEO: Houston/Dallas 3/15 to 5/9 (65%)											
GEO: SoCal April-May (35%)												
DIGITAL ADVERTISING												\$98,592
Search Marketing												\$14,690
Retargeting Display												\$4,520
Native (programmatic and direct)												\$12,995
Programmatic Display												\$11,300
Video (Youtube)												\$3,390
Search Retargeting Video												\$3,107
OTT.CTV												\$48,590
Digital Total												\$98,592
PAID SOCIAL												
FB/Insta Retargeting												\$7,308
FB/Insta Prospecting (Carousel, Timeline, and Instant Experience)												\$19,210
FB/Insta Video												\$9,040
Instagram Stories												\$7,345
Twitter												\$3,390
Paid Social Total												\$46,292
TRIPADVISOR												
Desktop & Mobile Display												\$14,690
Mobile Display												\$3,390
Audience Segments (Outdoor/Ski/Hike/etc)												\$9,040
TripAdvisor Total												\$27,120
OTHER												
Expedia												\$16,950
Other Total												\$16,950
Adserving												\$1,695
Total Media Investment	\$51,132		\$84,185				\$57,592					\$190,649

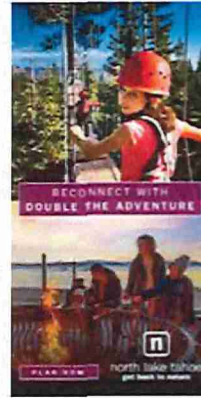
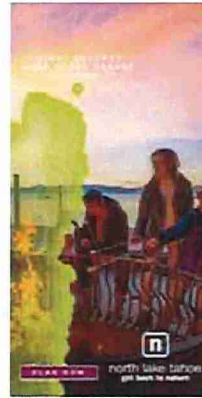
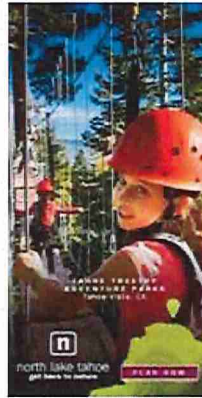
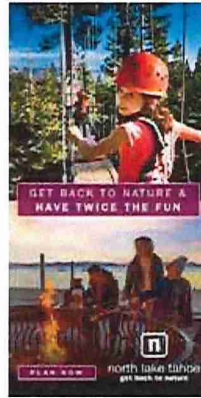
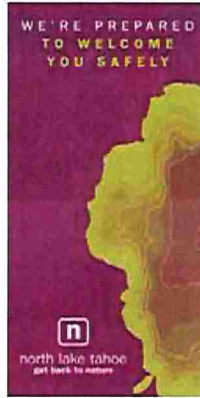
SPRING CAMPAIGN CREATIVE



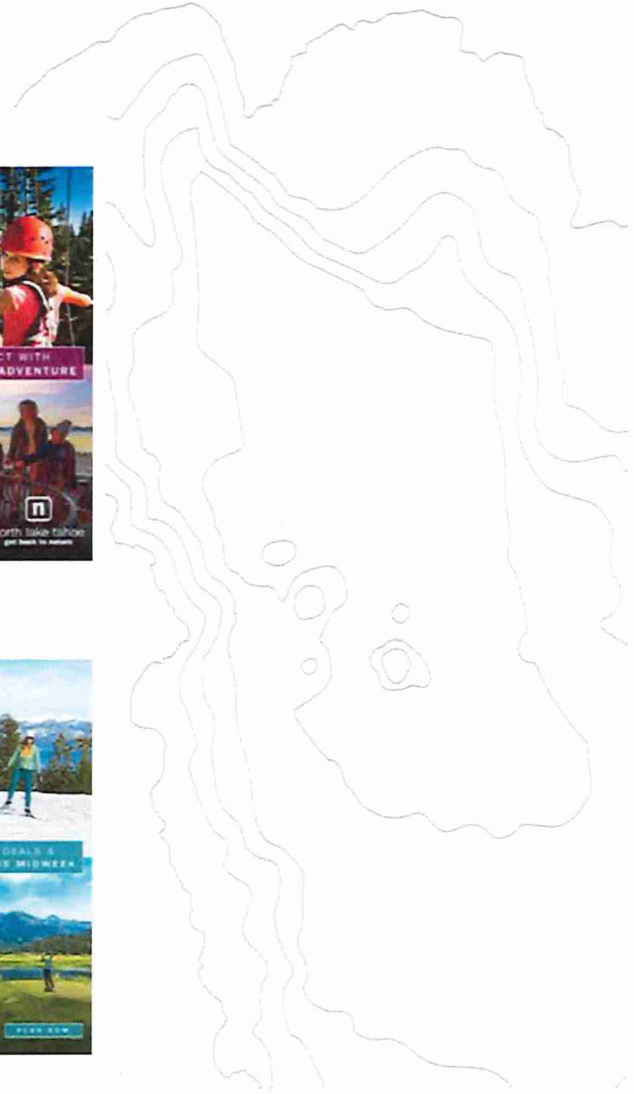
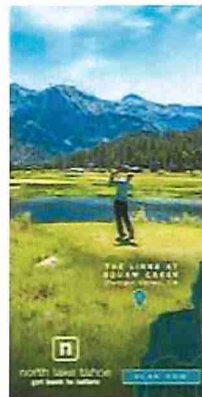
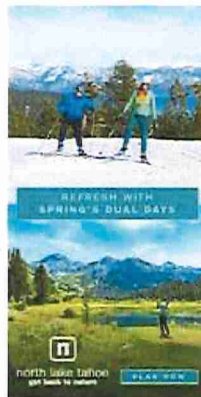
north lake tahoe

Dual Days – Digital Banners

FAMILY 300x600



BOOMER 300x600



Dual Days – Digital Banners

MILLENNIAL

300x600



RETARGETING - LODGING FOCUS

300x600

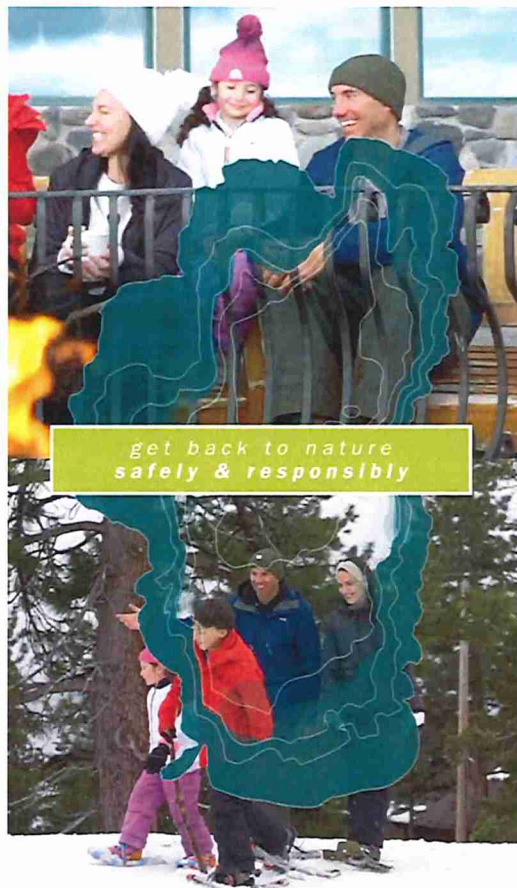


KNOW BEFORE YOU GO

300x600



Dual Days – Instagram Stories



Dual Days - Landing Page

- Updated all content.
- Lead with activities that rank highly preferred.
- Tied in approachable activities to reach all persona types, highlighting locations across the region.
- Added sections to promote the KBYG guides, encourage midweek travel and include sustainable travel messaging.



