

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

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Meeting ID: 857 7494 3431

Passcode: 580660

+1 669 900 9128 US (San Jose)

AGENDA

- 2:15pm
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.
- 2:25pm
3. **Agenda Amendments and Approval**
- 2:30pm
4. **Approval of Tourism Development Meeting Minutes from Feb 23, 2021** **Page 1**
- 2:35pm
5. Broken Arrow Skyrace - Katie Biggers & Brendan Madigan (10 minutes) **Page 4**
- 2:45pm
6. **Action items:**
 - a. **Broken Arrow Skyrace - Katie Biggers (5 minutes)**
- 2:50pm
7. 6-Month Report Highlights - Amber Burke, Liz Bowling & Sarah Winters - 30 minutes **Page 11**
- 3:20pm
8. TBID Update & Communications Plan - Jeff Hentz & [Liz Bowling](#)- 20 minutes
- 3:40 pm
9. Spring Campaign Update - Amber Burke - 20 minutes **Page 33**

- 3:55pm 10. 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
 - Social Media - The Abbi Agency
 - Advertising - Augustine Agency
11. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report
- 4:10pm 12. Committee Member Comments
- 4:15pm 13. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

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Tourism Development Meeting Draft - Meeting Minutes – Tuesday Feb 23, 2021

The Tourism Development Meeting was held via Zoom video conferencing.

Committee Members that joined via teleconference: Carlyne Fajkos, Becky Moore, Brit Crezee, Christine Horvath, Kressa Olguin, Susan Whitman, Tyler Gaffaney, Vinton Hawkins, Wendy Hummer

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

Others in attendance: Christin Hanna, Kevin Stang, Connie Anderson, Cathy Nanadiego

1. Meeting called to order at 2:05pm.
2. Public Comment: None
3. **Agenda Amendments and Approval**
Motion to approve the amended agenda with moving up item 10. after item 4. MOORE/HORVATH/UNANIMOUS
4. **Approval of meeting minutes from Jan 26, 2021**
Motion to approve the meeting minutes from January 26, 2021 HUMMER/MOORE/UNANIMOUS
5. Lake Tahoe Dance Festival Event Presentation
Biggers gave an overview of recent proposals that was approved by the Tourism Development Committee including the Pride Ride at Homewood. She shared there is currently \$317K unallocated in the approved event budget. Biggers did emphasize that Lake Tahoe Dance Festival did receive a \$5K grant from the Special Event Partnership Funding already. Biggers shared the upcoming events that will be presenting in March for sponsorship funds as well.

Hanna with Lake Tahoe Dance Festival gave an overview of this year's festival and shared last year they had to pivot and go online due to Covid. This year the event will take place on July 28 – 30, 2021 at the Gatekeepers Museum in Tahoe City. Hanna shared due to everything going virtual last year it really helped widened her audience as people were sharing more information online. Hanna gave an overview of what the additional funds would be used for. She has hired a marketing firm, Michelle Tabnick Public Relations, in collaboration with RFK 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. This year there will be a heavy focus on lodging and restaurant packages. There still will be a live streaming component this year.

Comments:

- Crezee questioned if the proposal includes photography? Hanna shared she has a photographer that works for her pro bono. She has incredible imagery and is happy to share this.
- A committee member questioned if Hanna could track the lodging nights with those she partners with? She will be able to track through her link on her website.
- Hummer suggested trying to spread out the lodging beyond Tahoe City. Hanna shared they like to keep in Tahoe City so that people can have a walkable experience, but she is open to it.

6. High Sierra Archery Event Presentation
Biggers gave a brief introduction of Stang with High Sierra Archery and shared this event received \$5K from the 2021 Partnership Funding process. The production company requested \$8K during the 2021 Partnership Funding process but were only awarded \$5K. A more robust marketing plan was requested from the event producer. This

event take place in Homewood June 12 – 13, 2021 is they have 286 2-day tickets available to sell and they are already 75% sold out. Stang shared that he has attendees coming from all over the country for this event. Stang has been in discussion with Squaw Valley about adding a possible second event but has not heard back yet. He also shared they will have a professional photographer for this year's event. This event also gives back to non-profit foundation such as Give Hope Foundation. The event producer is working closely with staff on a local non-profit beneficiary. Stang has hired EXL media for their media campaign and Hummer shared it with the committee members. The objective is to drive 1,000 entries to the event via experienced archery enthusiast, 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 and raise money for the Give Hope Foundation and a possible charity in North Lake Tahoe that allocates funds directly to those in need. Hummer shared the advertising campaign and how they are spending the advertising dollars.

Comments:

- It was questioned if there is a spectator portion to this event? Stang and Hummer shared the 2nd event would have a beginner learning area and Stang shared you can walk the course as a spectator, but it is really not a spectator event.
- Burke shared since the event is already 75% sold out, when will the event producer know if there is a 2nd event? The additional funds would certainly be useful for a 2nd event. Stang shared he will find out soon on a possible 2nd event from Squaw Valley. Hummer also asked if there is still talk about a 2nd event at Homewood? He stated yes, it all depends on how many Homewood can get up the lift on the mountain.
- Burke questioned what the additional funds would go towards if the event is Squaw does not happen? Stang did share some would be used to promote next years event. Horvath did share that Squaw reluctance is the dates and the weddings that are happening.

7. Action Items:

- a. Review & Approval of Lake Tahoe Dance Festival Sponsorship
Biggers gave a quick update on the budget. Enduro World Series is not happening this year and Broken Arrow Sky race has been moved to October of 2021. Due to so many cancellations there is a lot of funds currently available.

Hummer recommended \$15K to match what she was given last year since she was already given \$5K through Event Partnership process. Moore recommended funding this in full ask, \$20K and is very impressed with the growth of this event. Horvath shared how important it is to fund Arts and Culture and this area really lacks these types of events, but it does warrant seed funding discussion with her and if there is a possibility to move the event to a different timeframe. Burke shared the organization has been clear with Hanna that this is more of an incubator funding.

Motion to approve the \$20,000 Sponsorship in addition to their \$5,000 they received from the 2021 Special Event Partnership Funding. HORVATH/GAFFANEY/UNANIMOUS

- b. Review & Approval of High Sierra Archery Event Sponsorship
Horvath recommended funding this "partial" for the Homewood event and the remainder pending the second event. Either Squaw Valley or another venue. Moore also suggested funding for an additional event at Homewood. Hummer stated she can not do the out-of-market advertising for less than \$5K. A lengthy discussion followed, and it was recommended that the insurance policy for this event with the vendor should be a little higher than usual insurance policies. Hawkins shared that the people that goes to these types of event likes the diversity of the terrain at different venues and courses. Everyone agreed this a great event for our region. After more details on how event is progressing an e-mail vote will be done on amount of funding.

Motion to hold funding until the event producers gets and answer from Squaw, and makes a determination based on their decision on how to modify, or how to proceed with the event going forward. HORVATH/CREZEE/Carried with Hummer abstaining

Action to Katie: Follow up with the event producer on progress.

8. Updated Consumer Marketing Spring Campaign Update – Amber Burke & Cathy Nanadiego
Burke gave an overview of the multiple conversations happening in the past NLTRA Board of Directors meeting and at the Marketing Cooperative meeting regarding getting re-engaged in advertising. Burke shared Visit California just came out with consumer sentiment insights. Through their Travel Readiness Indicator, it shows that 79% of Californians are actively traveling or are open to future travel and 74% of US are actively traveling or are

open to future travel. On the Mindset Towards Travel Indicator, 63% of Californians are ready to travel (includes some hesitation) and 58% of US are ready to travel (includes some hesitation). Burke shared the Visit California is rolling out their advertising campaign, first with an In-State Campaign and a National Campaign with a March/April launch date.

Nanadiego with the Augustine Agency shared the Spring Paid tactics:

- 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 the primary media vehicle allowing visuals to carry our product into the hears/minds of the consumer.
- 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.

Media will start mid-March and drive a mid-week message and Nanadiego also shared the media flow chart and examples of the creative. Visit California focus groups shared insight that images with masks have a negative effect. Burke stated all the images we are showing in our creative are outdoor pictures with few people in it. Horvath stated she can share mask ski pictures with Burke.

No comments from the committee beside the plan looks good.

9. 6-month Report Highlights
This item was tabled until next month's meeting.
10. TBID Update – Jeff Hentz
Hentz gave an update on the TBID process and stated it is heading towards the "finish line." The final hearing is scheduled for March 9 at the Placer County Board of Supervisors meeting. Hentz shared at the next Tuesday Breakfast Club the TBID is the topic where he will be presenting along with Erin Casey from Placer County. Hentz stated the TBID assessment is scheduled to start on July 1, 2021. Between March 9 and the start of the assessment there will be a series of educational activities including training webinars, in-person meetings to get everyone up to speed on the collection of this assessment.
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 – Creeze shared how much she enjoy the Take-out Tahoe Guide.
15. Adjournment – The meeting adjourned at 3:58pm.



MEMORANDUM

Date: March 30, 2021
TO: NLTRA Tourism Development Committee
FROM: Katie Biggers, Sr. Event Specialist
RE: 2021 Broken Arrow Skyrace Sponsorship Contract

Action Requested:

Review and possible approval of an agreement with Alpenglow Mountain Racing, LLC to sponsor the 2021 Broken Arrow Skyrace taking place at Squaw Valley, October 1-3, 2021 with a \$25,000 sponsorship.

Background:

The Broken Arrow Skyrace is owned and operated by local business owner Brendan Madigan, owner of Alpenglow Sports. The race will be in its fifth year in 2021 (postponed in 2020) and the NLTRA has been a sponsor since their inception. 1,350 Race entries were rolled over from 2020 participants, and 600 racers are on a wait list. The race is again part of the World Mountain Running Series and the new Salomon North American Golden Trail Series.

A sponsorship of \$25,000 is being requested at staff's recommendation.

Fiscal Impact:

\$20,000 - \$30,000

Staff allocated \$25,000 in the 20.21 Special Event Budget.



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2021 Broken Arrow Skyrace Contract Summary

Duration & Timing

- 1-Year Contract
- Event Date: October 1-3, 2021
- Location: Squaw Valley

Cash Sponsorship

- Currently Allocated: \$25,000 (Payment – 100% April 2021)

Sponsorship History

- 2020: \$25,000 (All of which was returned)
- 2019: \$27,500
 - Was originally funded at \$20K. Allocated \$7.5K of additional opportunistic funds to help the race become sanctioned in the World Mountain Running Association World Tour.
- 2018: \$15,000
- 2017: \$20,000
- 2016: \$10,000

Key Sponsorship Terms (based on \$25,000 funding)

- NLTRA to receive
 - Prominent logo inclusion on all branding and communications
 - Brand specific social post announcing NLTRA as a premier sponsor
 - Five (5) race entries (any distance)
 - 100+ mentions over all social media outlets to highlight sponsorship (FB, Twitter, Instagram) for 8 months leading to the event
 - FB: 4,709 Broken Arrow Skyrace followers/9,507 Alpenglow Sports followers
 - Instagram: 5,230 Broken Arrow Skyrace followers/5,255 Alpenglow Sports followers
 - Twitter: 698 Broken Arrow Skyrace followers/1,167 Alpenglow Sports followers
 - 25+ Public address recognition at start/finish during pre-race meeting, race announcements, awards ceremony and after party
 - Presence within Vendor Village during the 3-day event expo in The Village at Squaw Valley
 - Inclusion of NLTRA logo in the Broken Arrow annual video
 - Dedicated email to non-Western US states and international registrants with NLTRA desired messaging
 - Logo/link on event website in a prominent location

2019 Event Recap

June 21-23, 2019

Funded: \$27,500

Attendance:	1,605 (participants), 1,500 – 2,000 additional attendees
Out of Town Participants:	1,380
Average Night Stay:	2.8
Average Economic Impact:	\$226,495
ROI:	8:1

Event Stats

- 2019 race saw another 42% growth in participation.
- Registered Runners: 1,605 (versus 1027 in 2018 = 55% YOY growth)
- 61.5% male, 38.5% female
- Added a kids race, had over 200 racers
- Added an 11k, shorter distance to add a less extreme race
- 37 states represented (versus 32 states in 2018)
- 19 countries represented (versus 12 countries in 2018 = 58% growth)
- ALL 58 California counties represented
- Outstanding net promoter score of 90 (from post event survey)
- NLT's logo was featured in a video showcasing Mirna Valerio called Par for the Course that has now been selected for the Banff Film Festival.

2018 Event Recap

June 15 – 17, 2018

Funded: \$15,000

Attendance: 1,106 (participants), 1,500 – 2,000 additional attendees
Out of Town Participants: 940
Average Night Stay: 2.4
Average Economic Impact: \$129,734
ROI: 9:1

Results:

The 2018 Broken Arrow Skyrace saw a 43% increase to participant number over 2017. New in 2018 was the 10k event and the kids race. Within the original distances (VK/26/52) they saw 32% growth in the VK category and 79% growth in the 26k category. The event had a 3-day vendor village, celebrity appearances and book signings, and the Trailsin Motion Film Festival.

Stats:

- Over 1100 registered runners (1020 online, 100+ day-of)
- 64% male 36% female
- 104 10k runners
- 159 VK runners (32% growth)
- 450 26k runners (79% growth)
- 333 52k runners
- 60 youth runners
- 309 runners from 32 states (does not include CA, which was nearly 700)
- All 58 California counties represented
- 21 international runners from 12 countries
- Net promoter score of 88 (from post event survey)

2017 Event Recap

June 16 & 17, 2017

Funded: \$20,000

Attendance: 772 (participants), 1,500 – 2,000 additional attendees
Out of Town Participants: 730
Average Night Stay: 2.5
Average Economic Impact: \$94,329
ROI: 5:1

Results:

The 2017 Broken Arrow Skyrace, part of the 2017 Altra US Skyrunning Series, saw triple digit growth in its second year with participation increasing from 368 to 772. The event collaborated with Salomon and Outside Magazine to generate international media coverage via the online magazine and Salomon's global social team being onsite during the event. UltraRunning Magazine also published a feature article on the event in their September 2017 issue.

The majority of race participants came from California (62%) although they represented 140+ individual cities. There was also representation from 30 states with Oregon (39p), Colorado (33p), Nevada (31p), Utah (19p) and Texas (19p) being the most common. There were also international participants primarily from Mexico (13p) and Canada (12p) however New Zealand, France, Italy, Peru, and Switzerland were also represented.

The event utilized a portion of the sponsorship funds to create a video with Louder Than 11, an adventure media house to tell the story of locals Adrian Ballinger and Emily Harrington as they participated in the race. The video premiered on Outside Magazine Online on August 10, 2017, a media outlet that has over 1.8 million followers between Facebook, Instagram and Twitter.

Broken Arrow Skyrace EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made and entered into between Alpenglow Mountain Racing LLC ("Producer"), and the NORTH LAKE TAHOE RESORT ASSOCIATION, INC., a California nonprofit corporation ("Sponsor") on March 30, 2021.

1. Event. Alpenglow Mountain Racing LLC, is the organizer, owner and operator of "Broken Arrow Sky Race" which will take place on October 1-3, 2021 at Squaw Valley, Placer County, California (the "Event"). Sponsor desires to obtain, and Alpenglow Mountain Racing LLC desires to grant, sponsorship rights to the Event, as set forth in this Agreement.
2. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:
 - a) Sponsor's logo/web address/social handles/hash tags shall be included in all Event collateral, posters, websites, social media, videos, on-site signage, etc. where applicable. Sponsor is to be mentioned as a sponsor of the event wherever possible with links to GoTahoeNorth.
 - b) 50+ mentions over all social media outlets to highlight sponsorship (FB, Twitter, Instagram) during the 6 months leading up to the event.
 - c) 25+ Public address recognition at start/finish during pre-race meeting, race announcements, awards ceremony, and after party.
 - d) NLT will have a presence within Vendor Village during the 3-day event expo in The Village at Squaw Valley.
 - e) List 2021 Broken Arrow Skyrace on the event calendar on the NLTRA website (www.GoTahoeNorth.com).
 - f) Dedicated email to non-Western US states and international registrants with NLTRA desired messaging.
 - g) Alpenglow Mountain Racing LLC will make reasonable efforts to partner with lodging properties within Placer County in regard to the event and track overnight lodging as a result of the event.
 - h) Alpenglow Mountain Racing LLC will provide Sponsor with images and video for use in promoting both the event and the region.
 - i) Sponsor shall receive five (5) race entries (any distance) which can be used for giveaways and/or staff.
 - j) Alpenglow Mountain Racing LLC will conduct a post-event survey including the NLTRA specific questions and include results in the post-event report.
 - k) Prior to the Event, Alpenglow Mountain Racing LLC will procure and maintain, through the end of the Event, liability insurance in amounts not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate that provides coverage for the Event. Alpenglow Mountain Racing LLC will name Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers as additional insureds on said policy or policies and provide Sponsor with an endorsement or endorsements to said policy or policies evidencing such coverage.
 - l) Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event due to an act of God, natural disaster, inclement weather, catastrophe, pandemic, disease, accident, or fire immediately upon such cancellation or postponement, Alpenglow Mountain Racing LLC shall return to Sponsor all the sponsorship funding which has not been spent by Alpenglow Mountain Racing LLC. Upon cancellation or postponement, Sponsor's obligations to Alpenglow Mountain Racing LLC per this Agreement shall terminate.

3. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$25,000 cash sponsorship to the Event.
- b) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.

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

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

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

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

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

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

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

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

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

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

ALPENGLow MOUNTAIN RACING, LLC

By: _____

By: _____

Name: Jeffrey Hentz _____

Name: Brendan Madigan _____

Title: CEO North Lake Tahoe Resort Assoc.

Title: Owner/Founder Alpenglow Mountain Racing LLC

Date:

Date: _____

North Lake Tahoe Semi-Annual Summary 2020-2021



north lake tahoe

Sales



An aerial photograph of a lake with clear, turquoise water. A person in a yellow kayak is visible on the water. On the right side, there are green trees. In the bottom left, there are large, light-colored rocks. A semi-transparent white rectangular box is centered over the image, containing the text 'MCC HIGHLIGHTS' in a bold, dark blue font.

MCC HIGHLIGHTS

- Completed a regional lodging survey that went out to all major MCC lodging properties to analyze market trends, needs, changes in staffing and more.
- Completed an IDSS CRM audit, including cleaning out all duplicate accounts, updating primary markets and more to enhance reporting capabilities and completed an IDSS sales training manual.
- Sales staff attended (6) virtual educational webinars and (6) virtual tradeshow with over 100+ B2B appointments
- Maximized our HelmsBriscoe, CVENT and Conference Direct Partnerships by participating in moderating of panels, custom newsletters sent to planners and participating in available training series.
- 6 key newsletters went out to different MCC distribution lists . Each newsletter July – December averaged an open rate of between 42-57%
- New Cancellation Report was developed to keep internal staff and lodging properties in the loop on cancellations due to covid-19 and rebooking's. This goes out bi-weekly.
 - Cancelled groups since March 15, 2020: \$1,481,544 and 7,332 room nights
 - Postponed/Rebooked Business: \$902,589 and 4,145 room nights
 - July 2020 – June 2021 Upcoming Group Business
 - Room Revenue: \$500,823
 - Room nights: 2,118



- Completed a full edit and redesign of our meetings and weddings webpages. Including new copy, new organizational structure of our properties, new downloadable one-pager documents, and a re-design and complete update of business listings on the meetings and website pages.
- Completed a redesign of the Come See, Fly Free flyer and the Meetings & Conventions Cash Incentive Program
- MCC Know Before You Go Guide
 - The MCC paid media campaign started early December to align with timing directed by Travel Nevada, who awarded North Lake Tahoe grant funds to support the campaign.
 - While the campaign continues to run through the end of the fiscal 20/21 year, initial results from the December flight showed promise and surpassed industry benchmarks: display .52% CTR; paid search 5.26% CTR; paid social 5.04% CTR.
 - The campaign targets meeting planners who primarily live or have clients in Nevada and California. Beyond drive markets, there are target markets where quick direct flights to Reno bring additional opportunities for longer stays and higher spends. Targeted media focuses on these areas as tertiary key performance indicators to drive higher spend and return on investment for North Lake Tahoe. Tactics for the campaign incorporates emails (4 total), search, display, native, LinkedIn, video, and a *Meetings Today* package which includes lead generation, eHandbook (full page ad with 2 pages of editorial) and Facebook ads.



An aerial photograph of a lake with clear, turquoise water. The water is surrounded by green trees and some rocks. A large, semi-transparent white rectangular box is centered over the image, containing the text "LEISURE HIGHLIGHTS" in a bold, dark blue, sans-serif font.

LEISURE HIGHLIGHTS



- Two dedicated leisure sales newsletters have gone out with an average open rate of 43%
- FAM Tours have been put on hold due to the sensitivity of covid-19, but in exchange we have participated in:
 - B2B sales meetings with domestic and international travel agents
 - Conducted 8 destination webinar trainings
 - Attended 5 virtual sales missions
 - Attended 11 educational webinars
- Marketing Campaigns
 - Expedia's Travel Nevada Crisis Recovery Campaign – this campaign ran October 15th – January 15th
 - Impressions: 3.05 million
 - Clicks: 3.129
 - Room nights: 103
 - Gross bookings: \$22,690.04
 - Visit California's HotelBeds Sales Campaign
 - The goal of this marketing campaign is to target domestic travel agents throughout different parts of the US.
 - Running October – March, but currently on hold and will resume March 1st.
 - Room night production per month is averaging at 300 rooms



International Update

- North Lake Tahoe is currently contracted with DCI in Canada and Gate 7 in Australia
- DCI key highlights
 - We reduced our scope of the contract to focus on agent trainings and setting up webinar series
 - We have completed (1) tour operator trainings with TrufflePig and have (1) planned with Kensington Tours
 - We are working on another (4) trainings for spring 2021
 - Roughly 5 key sales calls/meeting have taken place with Air Canada, WestJet Vacations, Kensington Tours, TrufflePig, and Alberta Motor Association
- Gate 7 key highlights
 - Keep the Lights on Webinar Series
 - Date a Destination – B2B meetings with key tour operators and seminars with high level decision makers
 - Conducted 299 agents trained
 - Hosted 27 sales calls with key industry tour operators
 - Currently moved from a monthly trade contract to a three-month public relations contract (Jan – March)



Domestic Visa Vue Analysis

- Analysis of quarterly reports
 - July – September
 - Total Spend: \$162,176,325
 - Year over year growth during this quarter was +2.5%
 - Average Cardholder spend: \$249.42
 - Top regions visiting: SF, Sacramento, Reno, LA, San Diego, Phoenix, Las Vegas, Seattle, New York, Stockton, Chico

DestiMetrics Data

- Currently working on a new communication tool with Liz and Amber to get more information out to partners and our monthly reports will be loaded onto the NLTRA.org site for our partners to access
- Current snapshot of future occupancy rates
 - Weekend of Feb 12th – 86% occupancy
 - Feb weekends roughly 66% occupancy and mid-week is anywhere between 17%-55% depending on the week
 - March is forecasting anywhere between 55-75% on weekends and 18-43% midweek

Marketing



north lake tahoe

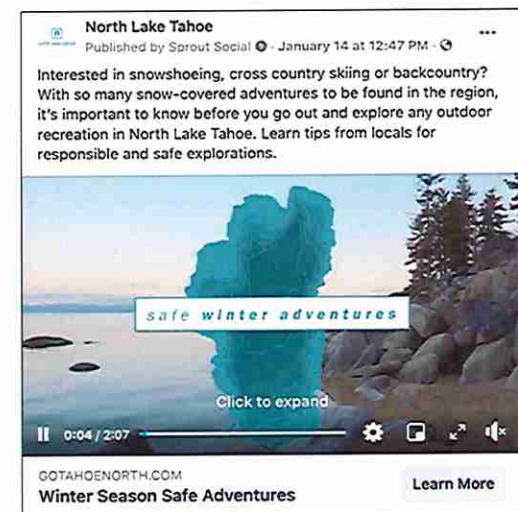
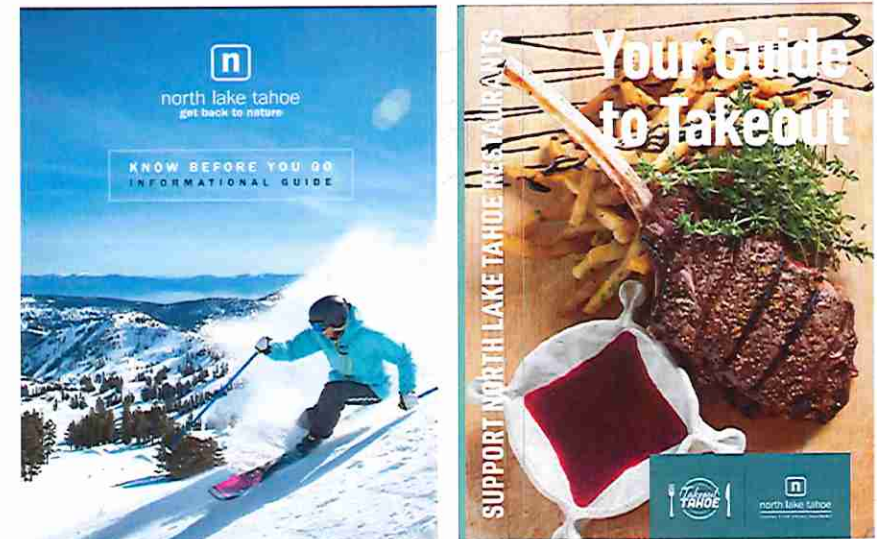
GoTahoeNorth.com Key Analytics

- **17.4% Increase in Users on GoTahoeNorth.com**
 - **44% Increase in CA Users**
 - **61% Increase in SF/Oakland/San Jose Metro**
 - **47% Increase in Sac/Stockton/Modesto Metro**
 - **35% Increase in LA Metro**
 - **22% Decrease in San Diego Metro**
 - **137% Increase in Fresno/Visalia Metro**
 - **147% Increase in Monterey/Salinas Metro**
 - **19% Increase in Reno Metro**
 - **25% Increase in Dallas/Fort Worth Metro**
 - **81% Decrease in New York Metro**
- **COVID-19 Destination Information Page is second most visited page**
 - **3 Minute Avg. Time on Page**



Content Development

- Gift Card Portal on NLTRA.org
- Six (6) COVID Friendly Itineraries
- Three (3) Know Before You Go Guides Created
 - Summer/Fall, Winter, & MCC
 - Safe Travels Landing Page Pageviews: 21,050
- Nine (9) Blog Posts Published
- Eight (8) Responsible Travel Videos Created
 - **Summer** – Traveling Responsibly in NLT, Safe Outdoor Recreation, Restaurant & Retail Safety, Safe Lodging Practices
 - **Winter** – Winter Safe Lodging Practices, Winter Responsible Travel, Safe Winter Outdoor Adventures, Indulging Safely
 - **Total Impressions: 68,475**
 - **Total Engagements: 2,041**
- Takeout Tahoe Guide
- Shop & Win Contest Campaign



North Lake Tahoe Social Media

- **Created a Social Media Communication Plan structured loosely on the CA Tier system**
 - **Included Posting Frequency and Recommended Content**
 - **Content Focus has been on:**
 - **Responsible Travel** – KBYG Guide, Parking, Weather, Trash
 - **Education** – COVID-19 Restrictions, Wildfire Resources, Operational Modifications, Ski Safe
 - **Local Business Support** – Gift Cards/Shopping, Takeout Tahoe, Virtual Events, Resort Openings
 - **Inspirational Imagery & Videos**
- **Social Media channels saw a decrease in audience acquisition YOY. We attribute this to:**
 - **No paid advertising**
 - **No acquisition campaigns or social media contests**
 - **Negative sentiment in the summer when safety and responsible travel posts were interpreted as political**



Public Relations



north lake tahoe

Six Month Recap

- **Public Relations moves in-house**

- PR Spend: \$13,487 (FY 20/21) \$50,500 (FY 19/20) -- \$37,013 savings
- Placements: 166 | Regional / National: 27% / 73% | Marketing Campaigns | Updated Metrics for Reporting
- Facilitated all media inquiries, itineraries, pitches, press releases, talking points & statements
- NLT representation & collaboration: Regional Communications PIO Call (coordinated response), Visit California Public Relations Committee & Crisis Taskforce & Reno-Tahoe Territories Public Relations Committee
- Success with Tier 1 publications, story themes & content initiatives; limited FAMs; virtual media relations
- Australia / Gate 7 & IMM TravMedia Update

- **Launched Mask UP Tahoe campaign**

- **Continued PR efforts to expand Tourism Business Improvement District education**



#MASK
UP
TAHOE



Melissa Sigg
TAHOE TAP HAUS &
TAHOE ART HAUS



"The TBID offers an opportunity to regain control of our future, and create solutions to some of our biggest problems. In my 20 years in Tahoe, this is the first time I have seen Placer County offer North Tahoe a chance for some independence. Let's not pass up this moment."

Placement Highlights

- Key Messaging Themes

- Safe & Responsible Travel (placements: *USA Today, CNN Travel, Forbes, Visit California, Marin Magazine*)
- Destination / Local Business Highlight (placements: *Vogue, Thrillist, Conde Nast Traveler, New York Times*)
- Crisis Response (placements: *San Francisco Chronicle, Local/Regional*)
- FAM Coordination (*CNN Travel, Thrillist, Vogue, Forbes, Conde Nast Traveler, Golf Media Tour*)
- Pending: *National Geographic, Conde Nast Traveler, Meetings Today, NY Elite Magazine*

The
New York
Times

THRILLIST

POWDER
THE SKIER'S MAGAZINE



VOGUE

Forbes

San Francisco
Chronicle



Condé Nast
Traveler



visit
California

Marin
MAGAZINE

LA
Times



The New York Times

A Surge of Women in Ski Patrols, Once Nearly All Men

The women say they bring a more varied approach and perspective to policing resort skiers and helping distressed ones.

f b t i



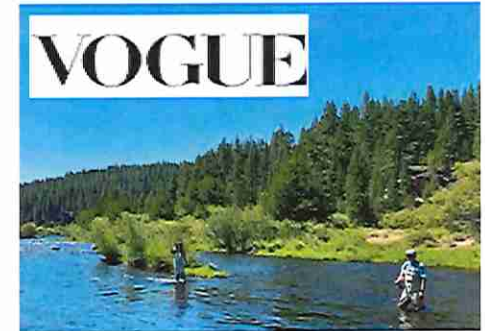
ADVICE

Still traveling despite the CDC warning? Here's how to pick a safe vacation destination

Christopher Elliott Special to USA TODAY
 Published 7:05 a.m. ET Dec. 11, 2020 | Updated 1:15 p.m. ET Dec. 11, 2020



"If you try to get out of town, it doesn't mean you let your guard down about safety precautions and personal responsibility. Respect the communities you are visiting and be mindful of the safety protocols in place. Many destinations have created graphics, signage and advocacy campaigns to communicate mask requirements, safe travel tips and simple reminders about the importance of caring for public lands."



TRAVEL

Looking for a Socially Distanced Escape? Go to a River



north lake tahoe

Where to Eat, Stay, and Play Around Lake Tahoe

20 Snow-Filled, Socially Distanced Christmas Vacation Ideas



Media Trends & Partner Support

- **Media Trends:**

- Sustainability; Voluntourism; Safe Travel; Local Experiences; Location Considerations; Road Trips – willingness/ability to travel longer; Travelers are **cautiously optimistic**; How To stories; Hidden Gems/Rediscovery of Destinations You Know; Slow Travel; International: Dreaming of Travel; 2021: Domestic & Road Trip Travel; 2022/23: Big Splurge Travel
- Continued visitor education; on the ground task force; infrastructure enhancements that benefit both residents and visitors

- **Partner Support:**

- Ski Season Town Hall
- Public Relations & Crisis Communications Summit
- Two pre-winter press releases | Welcome to Winter Video | Regional Resort Map
- Responsible Travel Toolkits & Guest Communications
- Trash Mitigation Updates: We're Listening



Communications



north lake tahoe

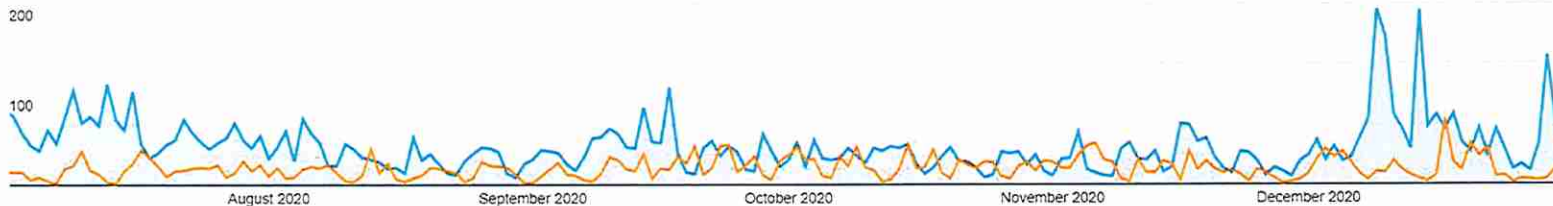
Communications Highlights

• Digital Newsletters

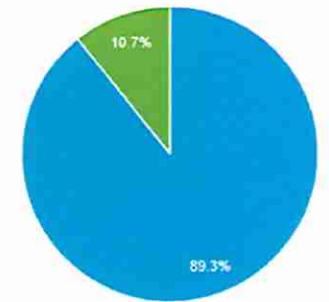
- Newsletters Issued: 81 (increased by 50 YOY)
- Open Rate: 36-43% (up by 13% from last year; industry standard: 23%)
- Key Themes: Member to Member; Business Reopening Toolkits; Marketing Campaign & KBYG Resources; Industry News; TBID Education

• NLTRA.org

- New users on NLTRA.org increased by 191% YOY and pageviews increased by 31% YOY
- Shop Local: 40,000 page views
- Continued to drive traffic to Blog, Event Calendar and TBID Education page
- Increased digital connectivity (newsletters, facebook)



■ New Visitor ■ Returning Visitor
Jul 1, 2020 - Dec 31, 2020



Communications Highlights

- **NLTRA Facebook Page:**

- 4,780 Followers
- Content Focus: Visitor Education, Local Business Highlights, PPE information, Consumer Marketing Campaigns, Funding Resources, NLTRA.org tools, Take Care Tahoe Resources, Placer County initiatives, Wildfire Preparedness

- **TBID Education:**

- Updated Informational Packet; Press Release + FAQ's
- Overview Video + Timeline
- Funding Sources Graphic + TOT vs. TBID Graphic
- Opinion Pieces (x4)
- 1x1 Media Overview



An aerial photograph of a lake with vibrant blue water, surrounded by green trees and grey rocks. A semi-transparent white rectangular box is centered over the image, containing the text "Thank You" in a bold, dark blue font.

Thank You

20/21 Consumer Spring Campaign

Revised 3/25





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.

STRATEGY

- Adaptability
 - Incorporate adaptability and audience targeting strategies
 - Choosing media platforms and tactics that will allow for quick changes as well as optimizations
- Media Mix
 - Video will be our primary vehicle allowing visuals to carry our product into the hearts and minds of consumers
 - The budget doesn't allow for traditional media like outdoor, nor does our adaptability strategy
 - All digital including programmatic display and native, social with FB, IG, Twitter streaming OTT/CTV
- Audience Development
 - Targeting based on a variety of factors including:
 - Travel purchases and behaviors, credit card data, persona attributes, travel intent, and searches
 - Implement OTA partners specifically to those showing intent to purchase based on search activity, flight considerations, hotels, etc.
 - Expedia and TripAdvisor – both in conjunction with Visit CA co-op programs

PAID TACTICS

Texas (Incline Village Initiative – Paid for by IVCBVB)

- Support addition of flights to Dallas and Houston
- Compliment co-op campaign between IVCBVB and LTVA
- Media Mix: 65% Dallas, 35% Houston
 - Stronger focus on Dallas with more direct flights in April
- Budget: \$123,000
- Flight Dates: 3/29 – 5/22
- Personas:
- 40% Boomers | 40% Millennials | 20% Families

Southern CA & Coastal Communities (NLTRA Initiative – Paid for by NLTRA)

- Continuation of past NLTMC SoCal initiatives
- Inclusion of Coastal Communities that are within the expanded drive market distance
- Media Mix: 40% LA, 40% San Diego, 20% Santa Barbara & Monterey Bay
- Budget: \$114,000
- Flight Dates: 4/12 – 5/22
- Personas:
 - 40% Boomers | 40% Millennials | 20% Families

MEDIA FLOW CHART - CALIFORNIA

North Lake Tahoe 2020-21 Plan					
CAMPAIGN: CONSUMER	April		May		TOTAL
	12	19	26	3 10 17	
	SPRING				
	GEO: SoCal				
DIGITAL ADVERTISING					
Search Marketing					\$6,780
Retargeting Display					\$2,260
Native (programmatic and direct)					\$3,390
Programmatic Display					\$14,690
Video (Youtube)					\$3,390
Search Retargeting Video					\$3,390
OTT.CTV					\$26,736
Digital Total					\$60,636
PAID SOCIAL					
FB/Insta Retargeting					\$6,780
FB/Insta Prospecting (Carousel, Timeline, and Instant Experience)					\$13,560
FB/Insta Video					\$3,390
Instagram Stories					\$3,390
Twitter					\$2,712
Paid Social Total					\$29,832
TRIPADVISOR					
Desktop & Mobile Display					\$6,215
Mobile Display					\$3,503
Audience Segments (Outdoor/Ski/Hike/etc)					\$4,492
TripAdvisor Total					\$14,210
OTHER					
Expedia					\$8,475
Other Total					\$8,475
Adserving					\$847
Total Media Investment	\$49,720		\$64,280		\$114,000

Total Spend **\$114,000**

MEDIA FLOW CHART - TEXAS

North Lake Tahoe 2020-21 Plan								
CAMPAIGN: CONSUMER TX	April			May				
	29	5	12	19	26	3	10	17
	SPRING							
	GEO: Houston 35%, Dallas 65%							
DIGITAL ADVERTISING							Total	
Search Marketing	3500			3500			\$7,910	
Retargeting Display	2000			2000			\$4,520	
Native (programmatic and direct)	4000			4000			\$9,040	
Programmatic Display	5000			4000			\$10,170	
Video (Youtube)	3000			3000			\$6,780	
Search Retargeting Video	2000			2000			\$4,520	
OTT.CTV	14000			9500			\$26,555	
Digital Total							\$69,495	
PAID SOCIAL								
FB/Insta Retargeting	2000			2500			\$5,085	
FB/Insta Prospecting (Carousel, Timeline, and Instant Experience)	5000			4000			\$10,170	
FB/Insta Video	2500			2000			\$5,085	
Instagram Stories	2250			2000			\$4,802	
Twitter	1500			1000			\$2,825	
Paid Social Total							\$27,967	
TRIPADVISOR								
Desktop & Mobile Display	4000			3000			\$7,910	
Mobile Display	2000			1000			\$3,390	
Audience Segments (Outdoor/Ski/Hike/etc)	2850			1500			\$4,915	
TripAdvisor Total							\$16,215	
OTHER								
Expedia	7500						\$8,475	
Other Total							\$8,475	
Adserving							\$847	
Total Media Investment	\$71,698			\$51,302			\$123,000	



Dual Days - Landing Pages

- Separate landing pages for the two campaigns
- 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



Dual Days – Digital Banners

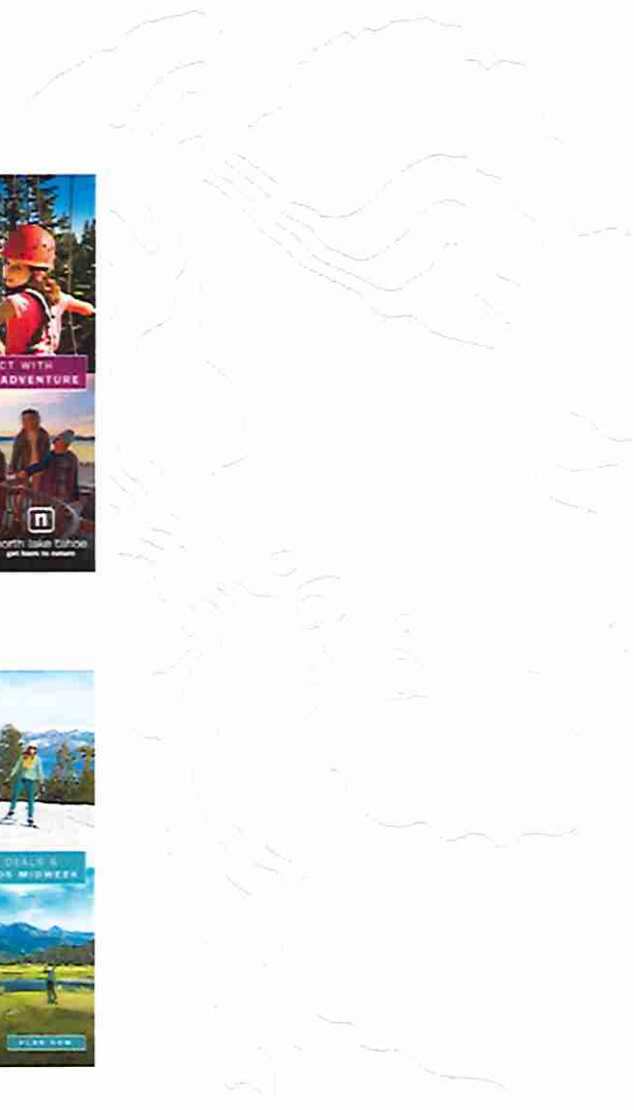
FAMILY

300x500



BOOMER

300x500



Dual Days – Digital Banners

MILLENNIAL

300x600



RETARGETING - LODGING FOCUS

300x600



KNOW BEFORE YOU GO

300x600



Dual Days – Instagram Stories

