

## NLTRA Mission

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

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**Chair:** **Caroline Ross**, Squaw Village Business Association | **Stephen Lamb**, PlumpJack Inn  
**Kylee Bigelow**, Tahoe City Downtown Association | **Sarah Otero**, Heartwood Florist  
**Alyssa Reilly**, North Tahoe Business Association | **Lindsay Thayer**, LT Marketing  
**Greg Long**, IVCB Community & Business Association | **Paul Raymore**, IVCB Community & Business Association  
**Linda Offerdahl**, IVCB Community & Business Association  
**Amy Kyleberg**, Vail Resorts California | **Susan Whitman**, Northstar California  
**Patrick Lacey**, Homewood Mountain Resort  
**Katie Biggers**, North Lake Tahoe Resort Association  
North Lake Tahoe Resort Association Board Member: **Jim Phelan**  
Placer County Representative | **Nicholas Martin**

**Chair:** **Carlyne Fajkos**, Tahome Marketing | **Vice Chair:** **Becky Moore**, Granite Peak Management  
**Brit Crezee**, Sotheby's International Realty | **Brett Williams**, Agate Bay Realty  
**Christine Horvath**, Squaw Valley Alpine Meadows | **Kressa Olguin**, Hyatt Regency | **Melissa Burin**, The Ritz-Carlton  
**Horvath**,  
**Ray Villaman**, Tahoe Restaurant Group | **Susan Whitman**, Northstar California  
**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  
North Lake Tahoe Resort Association Board Member: **Christine Horvath/Brett Williams**

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## AGENDA

Anna Atwood is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://us02web.zoom.us/j/81973054481?pwd=bENEWUcvTXVpYkVzUGVZaUxaMUUVqdz09>

Meeting ID: 819 7305 4481

Passcode: 989805

+1 669 900 9128 US (San Jose)

- 1:00 p.m.      **1. Call to Order – Establish Quorum**
- 2. Public Forum-**Any person wishing to address the In-Market Tourism Development Committee on items of interest to the committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the committee on items addressed under Public Forum.
- 1:05 p.m.      **3. Agenda Amendments and Approval**
- 1:05p.m.      **4. Approval of In-Market Tourism Development meeting minutes from Mar 30, 2021** **Page 1**

**Action Items:**

- 1:10 p.m. 5. Squaw Valley Business Association Ask for the 20.21 Business Association Marketing Grant - Caroline Ross **Page 6**
- 1:25 p.m. 6. West Shore Association Ask for the 20.21 Business Association Marketing Grant - Lisa Nigon **Page 10**
- 1:40 p.m. 7. Review & Approval of the North Tahoe Eats Campaign Contract with The Abbi Agency - Amber Burke & Connie Anderson **Page 16**
- 1:45 p.m. 8. Review & Approval of Sustainability Summer Campaign Contract with The Abbi Agency - Amber Burke & [Connie Anderson](#) **Page 19**
- 2:00 p.m. 9. Review & Approval of the Yiftee Summer Campaign Contract with The Abbi Agency - Amber Burke **Page 23**
- 2:10 p.m. 10. Committee Member Reports/Updates from Community Partners (1-2 mins each)
- 2:20 p.m. 11. Adjournment

*This meeting is wheelchair accessible*

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

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# north lake tahoe

Chamber | CVB | Resort Association

## **In-Market Tourism Development Draft - Meeting Minutes – Tuesday March 30, 2021**

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

**Committee member that joined via teleconference:** Caroline Ross, Steven Lamb, Kylee Bigelow, Alyssa Reilly, Lindsay Thayer, Greg Long, Paul Raymore, Kyla Elias

**NLTRA Board of Directors member:** Christine Horvath

**Tourism Development Committee:** Carlynne Fajkos, Becky Moore, Ray Villaman, Tyler Gaffaney, Vinton Hawkins, Wendy Hummer, Brit Crezee, Susan Whitman (1:45pm)

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

**Other in attendance:** Connie Anderson, Cathy Nanadiego

1. Meeting called to order at 1:04pm
2. Public Comment: None
3. **Agenda Amendments and Approval**  
**Motion to approve the agenda M/S/C LONG/HAWKINS/UNANIMOUS**
4. **Motion to approve the In-Market Meeting minutes from January 26, 2021.**  
**Motion to approve the meeting minutes from Jan 26, 2021 M/S/C GAFFANEY/FAJKOS/UNANIMOUS**
5. Traveler Responsibility Pledge & Rollout – Liz Bowling  
Bowling stated this has been a big team effort, activating Sustainability and Stewardship. This is part of our brand pillar and we ask that visitors are aware of the effects that their travel has on the destination and culture. To work as destination stewards, educating visitors about sustainability and responsible travel within the destination is very dear to our hearts. Some of the efforts put forward from the NLTRA to support this include:
  - Responsible Travel Video Series: Know Before You Go Guide
  - TOT Funding to support trash mitigation; increased bins & pick up days; Clean Tahoe.
  - Partnerships & Events
  - Traveler Responsibility Pledge

There were a lot of research done to making sure the Travel Pledge is effective and it includes:

- A pledge is a tactic of a larger sustainability + responsible travel effort
- Sharing Power; local agencies, regional tourism entities, local community
- Combine pledge expectations with *How To* information
- Empower locals to activate the pledge so they are exhibiting consistent behavior.
- Travels should receive a sustainability message through the trip planning and purchasing journey, not just when they arrive in market.
- Enforcement/Reminders

Bowling shared examples of other destinations that has similar pledges and went thought some of the travel pledge objectives and some of the regional agencies that would align with this. Bowling shared the NLTRA would try to launch this on Earth Day, Thursday April 22. There would be 6 elements to the pledge including:

1. Become a steward of Lake Tahoe – commit to exploring the Lake Tahoe region responsibly and help preserve our treasured spaces by leaving them better than you found them. Think like a local!
2. Respect the Environment – Do your part to preserve Lake Tahoe's natural beauty. Make sure to leave no trace by packing out what you brought in. We can all help take care.
3. Stay Educated – Check weather conditions and operational modifications by state ahead of your visit and prepare in advance for outdoor experiences you plan to partake in to stay safe. Sign up for county and state text alerts and stay connected to travel advisories and emergency updates while you're here.
4. Keep Wildlife Wild – Observe wildlife from a respectful distance to ensure their safety (and yours). Not feeding animals keeps you safe and the wildlife wild.
5. Be Fire Safe – Get prepared, informed and involved! Consult fire restrictions before lighting a campfire or starting a grill and know the permitting rules ahead of burning anything outdoors. Fireworks are not permitted in the Lake Tahoe Basin and when cooking outdoors, plan on propane or gas.
6. Demonstrate Mindful Travel – Kindness goes a long way in our community. Travel with awareness and observe the impact of your actions – it takes all of us working together to create a healthy and positive Tahoe experience.

Bowling went through content tools and pledge activations. This includes photo assets, video assets, Landing page on GoTahoeNorth.com, printed assets. She also read a statement from the Adventure Travel Trade Association on what our expectations are.

#### Comments:

- Horvath commented that the Vacation Rentals is a huge opportunity. Consider putting together a bullet pointed piece just made for the Vacations Rentals that includes everything from noise, garbage etc.
- Horvath questioned if there were going to be a Signature Drive to get to a specific number of pledges? Burke replied that a goal number has not been set yet, but it is certainly something that can be looked at.
- Horvath mentioned that the "Keep Tahoe Blue" stickers are very popular among people driving in the Bay Area. Maybe consider a sticker type of program with a funding mechanism.
- Hummer shared that there are two audiences that should be included, second homeowners and day visitors from the Reno and Carson City area. Look at the pull banners that TART uses or maybe the East Shore shuttles. She also recommended typing up something to include in the Guides for vacation rentals. There could be opportunities with the ATM's at 7 Elevens for messaging.
- Creeze brought up including businesses or maybe consider adopt a section of a highly affected area. She also stated the importance of emphasizing how trash impacts wildlife.
- Bigelow stated there is a need to have discussions with the local grocery stores so that messaging is consistent. For example, if there is a fire ban, they are not selling bundles of woods, etc. Bigelow were excited that NLTRA collaborated with the local fire-districts on this piece.
- Ross gave kudos on the great work behind these efforts. She recommended having a link on the Placer County website on these efforts or encouragement about those applying for STR permits? Winters stated there is conversations happening with Placer County.
- Villaman shared this looks good and the locals should be behind this. How does this program measure success? Burke stated we are working on a campaign and will share more information on this item later on the agenda.
- Villaman shared that he saw a volunteer clean the graffiti off a rock, it had a huge impression on him. This would also have a huge impact for our visitors and would be great to integrate into the program. Bowling shared there will be opportunities for volunteering and give back.
- Reilly questioned how they can get involved since they are already doing community clean-up. Bowling stated she will reach out and touch base off-line, but she is looking to highlight everyone that does clean-ups.
- Raymore stated it seems to be a natural integration with Take Out Tahoe Campaign and getting all the restaurants involved too.
- Hawkins stated that it might help to show what the fines are so that people understand the repercussions on what they are doing? Bowling stated this could be included in the "How To Blog" piece.

6. **Discussion and Support of Yiftee Gift Card Program - Katie**

The NLTRA is interested in facilitating a regional electronic gift card program to benefit North Lake Tahoe region businesses. Staff is interested in opening the discussion regarding business association and in-market support for the program.

Katie reviewed the program and shared there is no cost for North Lake Tahoe to start this program and there are no merchant fees. Participating businesses get paid for the product or service they provide when accepting the Yiftee Card from MasterCard then Yiftee pays MasterCard. Reilly with NTBA already looked into this program and South Lake Tahoe is already involved and they applied \$75K of their Cares Act funding into this. Biggers stated many other mountain communities is already involved in this program. She also shared an example of a landing page and what it would look like and a video of Nashville Downtown Partnership program and how they support their businesses. Biggers shared there is fees paid by card buyers that could possibly be eliminated with sponsorships or other funding.

Comments:

- Villaman stated this is a fairly new program to South Lake Tahoe, but the implementation has been seamless and pretty straight forward so far.
- Thayer shared how it would work from a consumer standpoint and how you can use it at various businesses. It encourages people to spend money at multiple locations, not just one. You do not have to be here to purchase this as you can purchase and send through e-mail.
- Bigelow brought up that the Merchant Agreement needs to be looked at by legal counsel.
- Villaman shared there is no downside for businesses not to be a part of this.
- Raymore shared that from a consumer perspective it would make more sense if it was all Tahoe. Biggers shared their funding is different.
- Ross shared it would be nice to get Truckee involved and it also something that lodging properties can use.

**Motion to implement the Yiftee Gift Card Program M/S/C VILLAMAN/HAWKINS/UNANIMOUS**

7. **Shop Local Remaining Budget Discussion – Amber/Connie**

Burke shared the current In-Market Tourism Development Budget and stated the funds will be lost if not allocated by June 30, 2021.

Year-Round Shopping: \$7,653 remaining and Takeout Tahoe \$2,698 remaining with a total combined \$10,351. Burke stated typically for the summer we push the "Peak Your Adventure" pushing people to the mountain communities and we also put a campaign around the Summerlong music. The amount unallocated for these two items are \$41K. This leaves a total of \$51K remaining.

Burke shared the option of putting forth some of the remaining budget towards Gift Card Program Launch Campaign. She shared some of the media options along with asset creation options that it could be utilized for. She is also looking for discussion on the following: Status of Regional Summer Music, Traveler Responsibility Pledge, Micro-Transit Program and Summer Mountain Campaign.

Comments:

- Villaman shared in South Lake Tahoe there is live music 7 days a week and stated he is a big proponent of utilizing some funds for Summer Music and it is important to maintain this and keep it going. Burke questioned if there will be music? Ross explained how those funds were used on promoting existing free music series around North Lake Tahoe.
- Ross stated Squaw Valley is not entertaining having music offerings until the region hits the orange tier. She stated there is still more guidance that needs to be provided on gatherings and they may start music in July and have it run later. She is in support reallocating some of the funds to some of the new programs/campaigns discussed here.
- Horvath shared some attentions should be given towards the restaurants as they have had a rough year and will be a need support for April, May and June.
- Raymore stated that he also thinks this will be a very busy summer and that people will attend summer music as that is something they have missed, and it does not see a need to put much money behind this. He recommended allocating money towards extending the Takeout Tahoe Campaign and some for the e-gift card program.

- Hummer recommended extending the Takeout Tahoe through June, the e-gift card program, and leave it to staff and Connie how to spend it. Burke stated she can work up a plan and share it with everyone and approval before moving forward.
- Villaman recommended utilizing the gift card program as incentive for weekly prizes and clean-up programs.
- Wendy questioned if the Takeout Tahoe Guide includes Outdoor Dining? Amber stated it does not include that.

**Motion to allocate the remaining \$51K funds to extend the Takeout Tahoe Campaign through June, Traveler Responsibility Pledge with the suggestion of including the day visitors from Carson City and Reno and the e-gift card program including outreach to merchants. HUMMER/RAYMORE/UNANIMOUS**

8. Summer Advertising Direction Discussion – Amber

This item was discussed under items 7 and not further discussion necessary.

9. Update on North Lake Tahoe Visitor Guide – Liz Bowling

Bowling stated this year the organization is moving toward an annual Visitors Guide to be come out mid-June. Hummer suggested adding an online seasonal update.

10. Committee Member Reports/Update

No comments.

11. Adjournment

The meeting adjourned at 2:50pm.



## MEMORANDUM

Date: May 20, 2021  
TO: NLTRA In-Market Tourism Development Committee  
FROM: Amber Burke, Dir. of Marketing  
RE: Community Marketing Grants – 2020.2021 Fiscal Year

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### Action Requested:

Review usage of 19.20 community marketing grant funding and then possibly approve funding for 20.21 proposals from the two (2) business association (Squaw Valley Business Association and West Shore Association), each at a \$10,000 level.

### Background:

The NLTRA allocates \$30,000 annually to be used for business association marketing grants each fiscal year. The three business associations eligible for a \$10,000 grant each, are Squaw Valley Business Association, Northstar California and the West Shore Business Association.

Below/attached are details of the requests for 20.21 funding from Squaw Valley Business Association and the West Shore Association. Northstar has chosen to skip requesting funds for the 20.21 FY due to staffing changes.

### Squaw Valley Business Association:

- Revamp the design and content of the Olympic Valley Area Shopping, Dining & Lodging Guide to incorporate the upcoming Resort name change.

### West Shore Association:

- Marketing functions including digital marketing including content creation, social media advertising, website updates and newsletters, along with advertising campaigns promoting events taking place on the West Shore.

The two Business Associations will be presenting recaps of their 19.20 efforts and proposals of how they would like to utilize their 20.21 funding.

### Fiscal Impact:

\$20,000

- Funds were included in the approved 20.21 budget



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ROI Prepared for: The Business Association Marketing Grant Program  
For: FY 2019-2020

Overview of Organization: The Squaw Valley Business Association (SVBA) membership consists of the following six lodging properties; Olympic Village Inn, PlumpJack Squaw Valley Inn, Red Wolf Lodge, Resort at Squaw Creek, Squaw Valley Lodge and The Village at Squaw Valley and three corporate entities: Squaw Valley Resort, the Squaw Village Neighbourhood Company and the Squaw Valley Public Service District.

The purpose of the Association is to:

- (a) Promote Squaw Valley as a year-round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

The Squaw Valley Business Association was awarded \$10,000 in June 2020 from the Community Marketing Program to edit, re-print and distribute 40,000 copies of the Squaw Valley Shopping, Dining and Lodging guide during Summer 2020. This piece features a detailed map of the Valley, represents all of the lodging properties, highlights businesses, year-round recreational offerings and a calendar of events.

Unfortunately due to COVID-19, the loss of businesses, continued business restrictions and the cancellation of all events and weddings in 2020, the organization decided to table the spending of these funds. However, SVBA is slated to utilize these funds now with a quick copy edit, reprint and distribution of the Olympic Valley Shopping, Dining & Lodging Guide for Summer 2021. The guides will be distributed via Certified Public Folder Display, to capture interest from our drive market, at 330 sites in Gold Country (Auburn, Grass Valley & Hwy 49 corridor), South Lake Tahoe as well as here in North Lake Tahoe and Olympic Valley.

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**Current Project Expense Breakdown:**

DYNAGRAPHICS = \$7,432.00  
40K – Printing of Brochure

CERTIFIED PUBLIC FOLDER DISPLAY = \$3,086.37  
26K – Copies needed for distribution in 330 sites – Gold Country, South and North Lake Tahoe  
Four Months of Distribution – July through October 2021



EXTRA COPIES

14K - To be distributed amongst our members for distribution in the Valley

CREATIVE DESIGN/UPDATES TO GUIDE = \$500.00

Total Project Expense = \$11,018.00

NLTRA Grant Request = \$10,000.00

SVBA Expense = \$1,018.00 (10% match)

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Thank you for your support!

Caroline Ross  
SVBA Representative  
Squaw Valley Business Association  
PO Box 2915 Olympic Valley, CA 96146



Proposal for consideration for: The Business Association Marketing Grant Program  
By: In/Out Marketing Tourism Development Committees  
For: FY 2020-2021

Overview of Organization: The Squaw Valley Business Association (SVBA) is made of the following six lodging properties; Olympic Village Inn, PlumpJack Squaw Valley Inn, Red Wolf Lodge, Resort at Squaw Creek, Squaw Valley Lodge and The Village at Squaw Valley and three corporate entities: Squaw Valley Resort, the Squaw Village Neighbourhood Company and the Squaw Valley Public Service District.

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- (d) Maintain existing funding sources and identify new ones.

SVBA Tax ID # - 68-0471187

Currently the SVBA maintains an annual operating budget of approximately \$45,000. The funding is made up solely by contributions from the above businesses to cover expenses associated with the gateway to our community at the base of Route 89/Squaw Valley Rd, marketing and normal business expenses to operate a non-profit corporation.

In addition to this funding, the SVBA members contribute individual funds towards enhanced operations that will benefit visitors and our community as well as to promote and host numerous events throughout the year. The businesses in Squaw Valley have successfully created a well-rounded calendar of events that draws visitors nationally, regionally and locally. This annual \$10,000 marketing grant is the only funding SVBA receives from the NLTRA annually, unlike some of the other Business Association groups, who receive significantly more support.

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The Squaw Valley Business Association respectfully requests \$10,000 from the Business Association Marketing Grant Program for FY 2020-2021 for Phase 1 of 2 for the all new Olympic Valley Area Shopping, Dining & Lodging Guide. Phase 1 shall include a complete revamp to the design and a complete content edit. We plan to utilize these funds to update the look of the guide, to incorporate the Resort's name change and branding, as well as likely many lodging and property and business name changes throughout the Valley. The guide will include new photography and information, but will continue to highlight shopping, dining and recreational opportunities, in addition to lodging. This is very

important timing to get this collaborative piece updated, with the pending name change of our Resort in order to help with any confusion and keep our business community aligned. Our organization intends to apply for the 2021-2022 grant funds early on in the new fiscal year for Phase 2 of this project, which continuation of the project, to utilize the unallocated and additional funds to print a much larger quantity and distribute this guide, with our new Resort name for Winter 2021-2022. Receiving the grant for \$10,000 now will help determine our ability to contract a designer and create our plan for distribution.

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**Project Expense Breakdown:**

**PHASE 1: Applying for NOW in 2020-2021 FY**

CREATIVE DESIGN/UPDATES TO GUIDE = \$8K-\$10K TBD, based on selected designer

Total Project Expense = \$8K-\$10K

20-21 NLTRA Grant Request = \$10,000.00

SVBA Expense = \$0 (In Kind, management of project)

\*any left over will either be refunded or allocated to additional print/distribution in Phase 2

\*any budget deficit will be absorbed by SVBA, to ensure this project moves forward

**PHASE 2: Will apply in Sept/Oct for 2021-2022 FY**

DYNAGRAPHICS = \$10,000.00

Printing of Brochure - Qty TBD

CERTIFIED PUBLIC FOLDER DISPLAY = \$5,500.00

NLT/Truckee, South Lake Tahoe, San Francisco and Sacramento Markets (Expanded)

Total Project Expense = \$15,500.00

21-22 NLTRA Grant Request = \$10,000.00

20-21 NLTRA Grant Carry Over = \$2,000.00 (TBD)

SVBA Projected Expense = \$3,500

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Thanks to the support we received over the years, the SVBA has successfully produced and printed over 250,000 copies of this Guide. This collateral has proven great value over the course of the years, not only to the SVBA members but also to our business partners and visitors alike.

The project is consistent with the NLT Tourism and Community Investment Plan because it promotes Squaw Valley as a summer and fall destination that offers lodging, shopping, dining, events and recreational activity year-round and off the Lake. The timing of this piece also supports the current TBID initiative in that it will drive more revenue into our valley.

The continued success of the project will be measured by our guest and visitor's pleasure when they are handed the piece, by increased visitation and consumer satisfaction because they will be able to easily find the places they want to go and by increased room nights which some properties are able to track with a unique phone #. On behalf of all SVBA members and the Squaw Valley community, we thank you for your consideration and continual support in our marketing efforts.

Sincerely,

Caroline Ross, on behalf of the Squaw Valley Business Association

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## West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

### WELCOME TO THE MAGICAL WEST SHORE.

The mission of the West Shore Association is to promote business interests and the community as a whole on the West Shore of Lake Tahoe, CA. These interests include encouraging tourism and activities, coordinating community project involvement, supporting special events, and active involvement in important issues affecting the membership base and the West Shore region.

### 2019 – 2020 BACC Grant Request RECAP

#### WSA Digital Marketing

**\$10,000** (\$2,433.74 Roll Over)

Ideal Wild (Andria Gutierrez) has been managing the WSA social media accounts for over 5 years and we continue to see a strong following through management efforts. All grant money was allocated towards digital marketing and Ideal Wild over the past year.

In addition to developing and updating COVID messaging, Ideal Wild sent out a series of eBlasts and managed our website updates, and maintained social media accounts over the past year.

		Allocated	Actual
<b>Social Media</b>	Social Media Management (includes overall account management and communication)	\$7,000	\$5,500
<b>Website</b>	Website Updates	\$3,000	\$3,500
	Website hosting + Domains		\$237
<b>eBlast Campaigns</b>	Visitor + Member Email Campaigns	\$2,433.74	\$3,000
	Mailchimp Platform		\$325.80
	<b>TOTAL</b>	<b>\$12,433.74</b>	<b>\$12,562.80</b>

#### Visitor Email Marketing:

Visitor Email #1

Date: July 2020

Focus: Email to visitor list when tourism opens

Visitor Email #2

Date: November 2020

Focus: Winter Focus - COVID restrictions, planning for winter travel, North Lake Tahoe Ski Guide, Travel Guide, Know Before You Go Guide, NLT Shop and Win Contest, Takeout Tahoe Guide

Visitor Email #3

Date: December 2020

Focus: COVID Update - Travel advisory update, plan for travel, COVID restrictions, Know Before You Go Guide, Takeout Tahoe Guide

Visitor Email #4

Date: January 2021



## West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

Focus: Travel advisory update, business features, lodging feature, Know Before You Go Guide, Takeout Tahoe Guide

### Member Email Update:

Member Email #1

Date: June 2020

Focus:

- "We are here for you."
- Reopening West Shore Tahoe!
- COVID-19 Updates and Resources. Including county updates, small business resources.
- Let businesses know that we are the liaison between the business and the WSA. Ask for updates to their profile pages. Ask for specials/offers/deals. Ask about opening hours.

Member Email #2

Date: December 2020

Focus: Sent individual email to business owners and contacted via phone. Announcement regarding TTBD, seeking interest in board participation, seeking information regarding business COVID updates

### Membership List:

Reviewed the membership list and updated. Sought assistance from Placer County regarding business licenses on West Shore.

### Website Updates:

Date: Year-round

Details:

- Backend refresh and updates
- Updates to SEO
- Reviewing pages of the website and updating.
- Created Winter Ski Guide which included regional COVID policies:  
<http://westshorelaketahoe.com/updates/guide-to-north-lake-tahoe-ski-resorts>
- Created COVID Travel Advisory Updates periodically throughout the year:  
<http://westshorelaketahoe.com/updates/covid-19-travel-advisory>
- Updated business listings at the request of business owners/managers

### COVID-19 Message:

Developed COVID-19 message for re-opening and shared via email, website and social media posts.

### Social Media Shares:

- Updates from local businesses.
- Crafted social message for COVID-19 reopening
- COVID travel updates
- Current events and special events
- Homewood's Pride Ride
- Winter ski updates
- Inspirational and entertaining content to entice safe travel to Lake Tahoe
- User generated content



## West Shore Association

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### Social Media & Website Metrics:

Decreases in impressions, reach, and engagements YOY are due to a decrease in posts (Facebook -51%, Twitter -67%, Instagram -64%). Funds from social media were reallocated to COVID messaging and communication on the website and email blasts as well as increased website updates and SEO.

Although Facebook posts decreased by 51%, clicks to the website only decreased by 13.6% and impressions by 15.8%. Overall page views actually increased by 2.2%.

COVID messaging and website updates are validated by a great increase in overall web traffic by 51%.

	5/16 – 5/17	5/17 – 4/18	5/18 – 4/19	5/19 - 4/20	5/20 - 4/21	Increase YOY
<b>FANS</b>						
Facebook	6,978	8,062	8,932	9,508	10,003	5.2%
Instagram	13,400	16,200	17,986	19,785	20,360	2.9%
Twitter	1,297	1,370	1,442	1,482	1,496	1%
<b>FACEBOOK</b>						
POSTS			172	143	70	-51%
CLICKS TO WEBSITE	1,932	1,053	730	767	662	-13.6%
REACH (Total)	4,100,000	4,200,000	2,500,000	2,750,000	1,998,000	-27%
REACH (Paid)	497,900	206,600	0	0	0	
ENGAGEMENTS (includes video views + stories about page)			64,253	52,253	N/A	N/A
ENGAGEMENTS (Reactions, Comments, Shares)					9,313	N/A
IMPRESSIONS (Total)	7,200,000	7,300,000	5,100,000	4,950,000	4,165,497	-15.8%
IMPRESSIONS (Paid)	500,600	210,300	0	0	0	
PAGE VIEWS	3,131	3,224	5,931	7032	7188	2.2%
<b>TWITTER</b>						
POSTS			294	203	67	-67%



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CLICKS TO WEBSITE	44	39	99	343	55	-84%
IMPRESSIONS (TOTAL)	139,300	141,500	155,400	105,700	34,088	-68%
Organic	77,141	141,500	155,400	105,700	34,088	-68%
Paid	62,159	0	0	0	0	
MENTIONS			56	83	35	-58%
RETWEETS	181	245	228	43	19	-56%
LIKES	662	1,367	1365	460	152	-67%
<b>INSTAGRAM</b>						
POSTS			168	144	52	-64%
CLICKS TO WEBSITE	210	751	239	232	104	-55%
ENGAGEMENTS	52,116	61,000	78,517	68,242	25,881	-62%
Average ENGAGEMENT per post	543	642	491	490	498	1.6%
IMPRESSIONS	-	-	877,000	1,000,050	379,059	-62%
REACH			N/A	746,000	331,673	-55%
<b>WEBSITE</b>						
Sessions	12,522	15,397	17,425	12,406	18,738	51%
Users	10,761	13,321	15,282	10,946	18,371	68%
Page Views	25,438	29,440	33,409	23,431	31,856	36%

### 2020 – 2021 Grant Request

#### WSA Digital Marketing

**\$10,000**

Ideal Wild (Andria Gutierrez) has been managing the WSA social media accounts for over 5 years and we continue to see a strong following through management efforts. If received, all grant money would be allocated towards digital marketing and Ideal Wild.

With the TBID taking effect this summer there is increased interest in business participation in the West Shore Association. We are reworking our mission statement and will begin educating West Shore businesses through member emails and updated website content.

In addition to growing our social channels Ideal Wild would send out a series of eBlasts to our members and visitors list and manage our website over the next year and continue business outreach and education.



## West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

		20-21 Spend	21-22 Budget
<b>Account Management</b>	Account Management, Meetings, Communication, Strategy	(budget was included in social media mgmt)	\$800.00
<b>Social Media</b>	Social Media Management	\$5,000	\$4,500.00
	Paid Media	0	\$500.00
<b>Website</b>	Website Updates	\$3,500	\$1,500.00
	Website hosting + Domains	\$237	\$237.00
<b>eBlast Campaigns</b>	Visitor + Member Email Campaigns	\$3,500	\$2,000.00
	FloDesk Email Platform	\$325.80	\$468.00
	<b>TOTAL</b>	<b>\$12,562.80</b>	<b>\$10,005.00</b>

## IDEAL WILD PLAN OVERVIEW

### Visitor Email Marketing

Visitor Email #1: May 2021

Focus: Opening Day at the Lake, early summer activities, business features, midweek lodging specials, summer events

Visitor Email #2: September 2021

Focus: Fall Focus

Visitor Email #3: November 2021

Focus: Winter Focus

Visitor Email #4: March 2022

Focus: Spring activities and spring skiing

### Member Email Updates

Member email updates are TBD

### Campaigns

**Opening Day at the Lake 2021**

Date: May 2021

Focus: Promote business events and updates leading up to Memorial Day Weekend. Utilize paid media to promote.

**Events and Business Updates**

Date: Year-round





## **West Shore Association**

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

Focus: Welcome back visitors to West Shore by promoting North Lake and West Shore events and business updates. Share event information on website, email marketing and social platforms. Events include:

- Tahoe City Farmers Market
- Tahoe City Solstice Festival
- Swing Into Summer Classic
- Tahoe Off-Road Triathlon
- Lake Tahoe Dance Festival
- Halloweekend at Homewood
- Pride Ride at Homewood
- Live Music
- High Sierra Archery Shoot

### **Microtransit Service**

Date: TBD

Focus: Details are still vague on the West Shore Microtransit Service. Utilize paid media to promote.

### **Shoulder Season / Mid-week Lodging**

Date: August - October 2021, February - April 2022

Focus: Promote off-season and mid-week getaways and lodging to increase visitation during slower visitation periods.

### **Giveaway/Sweepstakes**

Date: TBD

Focus: Increase visitor email list, engagement on WSA owned social media platforms, and business awareness through a giveaway partnership with local businesses.

### **Opening Day at the Lake 2022**

Date: May 2022

Focus: Promote business events and updates leading up to Memorial Day Weekend. Incorporate a scavenger hunt (similar to WSA past passports) utilizing digital platforms. Utilize paid media to promote.

### **Website Updates**

Date: Year-round

Details: Continue to review and update web pages, SEO, business listings and backend functionality of the marketing website [www.westshorelaketahoe.com](http://www.westshorelaketahoe.com).

### **Social Media and Paid Media**

Date: Year-round

Details: Continue to utilize social media platforms to promote campaigns, inspire travel to West Shore Tahoe, communicate messaging, share business updates, and increase awareness of West Shore Tahoe.

**Client Name:** North Lake Tahoe, North Tahoe Eats

**Services:** Creative, Media Buying

**Timeline:** April - June 2021

**Completed by:** Connie Anderson

**Date Provided:** May 19, 2021

## **BACKGROUND**

### **SITUATIONAL ANALYSIS**

As North Lake Tahoe faced dining restrictions, it created the Takeout Tahoe campaign to support local businesses. As restrictions have lifted, North Lake Tahoe has adapted the program to be called North Tahoe Eats to continue an initiative focused on supporting local restaurants.

### **GOALS**

- Encourage dining among both visitors and locals
- Highlight each dining "region" in North Lake Tahoe
- Provide information to make takeout an easy option

### **OBJECTIVES**

- Achieve substantial reach via advertising
- Create conversation and engagement about takeout options in North Lake Tahoe
- Create assets that can help to support restaurant businesses in encouraging takeout in Fall 2020

### **TARGET AUDIENCE**

The target audience is two-fold:

- Locals
- In-market visitors

## **PROJECT OVERVIEW**

### **STRATEGIES / TACTICS**

- Creative
  - Update logo to North Tahoe Eats (remove contest)
  - Update social media creative with new logo and messaging re: all eating
  - Update guide to include new/updated restaurants
- Social Media
  - Employ dining deals and message weekly throughout stories to drive restaurant support
- Media Buy
  - Facebook and Instagram boosting



**TIMELINE**

- Phase 1:
  - April 15 - May 15: Weekly IG + FB story of 2-3 dining deals or highlights
  - Additional Boosting of photo contest
- Phase 2: May 15 - June 30: Ongoing weekly post of dining and boosting of message

**BUDGET**

By signing this Scope of Work, North Lake Tahoe agrees to the Scope of Work plan set forth by The Abbi Agency. Your signature allows The Abbi Agency to execute on the plan herein.

**Phase 1**

Organic Stories	\$850
Ad Creative Updates	\$850
Additional Boosting	\$800
Media Boosting Commission, Management	\$200
Takeout Tahoe Guide Edits	\$500
<i>Total</i>	<i>\$3,200</i>

**Phase 2**

Boosting	\$1,200
Media Boosting Commission, Management	\$300
Project Management	\$600
<i>Total:</i>	<i>\$2,100</i>

***Project Total:*** ***\$5,300***

**BILLING**

Invoices are sent on the 1st or 15th of each month. The Abbi Agency requests invoices be paid within 7 days of receipt. Invoices are officially due 30 days from their receipt.



**Potential Additional Costs**

Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval.

**APPROVALS**

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Jeffrey Hentz, North Lake Tahoe (Sign/Date)

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Ty Whitaker, CEO, The Abbi Agency (Sign/Date)

**Project Name:** North Lake Tahoe In-Market Sustainability Initiative

**Timeline:**

- Preparation: May 2021
- Advertising Campaign Period: Memorial Day - Labor Day

**BACKGROUND**

**SITUATIONAL ANALYSIS**

Sustainability is no longer a fad, it's critical to the success of the destination. North Lake Tahoe has launched a Traveler Responsibility Pledge that encourages locals and visitors to take part in maintaining the destination's beauty for generations to come.

A complementary in-market campaign will be launched alongside out-of-market efforts, to educate locals and visitors in-market about the importance of sustainability and encourage them to take the pledge.

**GOALS**

- Encourage a sustainability mindset among all in the region
- Encourage Traveler Responsibility Pledge sign-ups

**TARGET AUDIENCE**

The target audience is multi-faceted:

- Locals
- In-market visitors
- Extended locals audience/day-trippers (Reno, Carson City)

**PROJECT OVERVIEW**

**STRATEGIES / TACTICS**

- Creative
  - Update existing sustainability focused ads to fit within new specifications
- Media Buy
  - Utilize a variety of local traditional media outlets including print and radio
  - Print Outlets: Moonshine Ink, RGJ, Sierra Sun, Nevada Appeal, Tahoe Quarterly, Tahoe Weekly
  - Radio Outlets: KTKE, Lotus Reno

*Note: See accompanying media plan for additional details on placement.*

**BUDGET**

Print Media Buy	\$21,262
Radio Media Buy	\$10,500
Media Buy Planning, Management	\$6,352
Project Management	\$600
<b>Project Total:</b>	<b>\$38,714</b>

*Note: See accompanying media plan for additional details on budget breakdown.*



## APPROVALS

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Jeffrey Hentz, CEO, NLTRA

(Sign/Date)

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Ty Whitaker, CEO, The Abbi Agency

(Sign/Date)

Clients: North Lake Tahoe  
 Campaign: Sustainability Summer 2021  
 Dates: 6-1-21 to 8-31-21  
 Last Updated: May 18, 2021

MEDIA	FEATURE NOTES	SPECS	TARGETING AND THEME	RUN DATES	ART DUE DATE	TOTAL SPEND
<b>TRADITIONAL ADVERTISING</b>						
<b>PRINT</b>						
Moonshine Ink	Print: 3 x 2 1/2" Vertical Digital: Monthly email newsletter ad, website inline Post, website Sidebar	Print: 2 1/2" Vertical, 5.75" x 7.85" Digital: 300x250; newsletter uses same image size but requires up to 230 characters of text <a href="#">Media Kit</a>	June: Tahoe Summer Lovin' July: Think Local August: No theme	Print: June-July-August Newsletter: June-July-Aug Digital: 6/1-8/31	June: Close 5-28; Art Due 5-31 July: Close 6-25; Art Due 6-28 August: Close 7-30; Art Due 8-2	\$2,309
RCJ	Print: 1/4 Page Vertical, 4.98" x 10.20" (16 insertions) Digital: 200K Impressions on <a href="#">RCJ.com</a>	Print: 4.98" x 10.20" Digital: 300x250, 320x50, 728x90, 160x600, 300x600 <a href="#">Media Kit</a>	Reno-Sparks-Carson City	16w; dates TBD	TBD	\$4,355
Sierra Sun	Print: Quarter page ad weekly (4x month) Digital: 10K premium per month (30K total) 15K standard per month (45K total) 15K variable - retargeting news content (45K total)	Print: 4.917" x 7" Digital: 728x90, 300x250, 320x50 and the Marquee & Parallax (explained on pages 11 & 2 of <a href="#">Digital Specs</a> ) <a href="#">Print Specs</a>   <a href="#">Digital Specs</a>	Lake Tahoe	Print (Fridays): 6/4, 6/11, 6/18, 7/2, 7/9, 7/16, 7/23, 7/30, 8/6, 8/13, 8/20, 8/27 Digital: 6/1-8/31	TBD	\$4,500
Nevada Appeal	Print: Quarter page (Wed and Sat editions) Sat issue delivered with Record-Courier (Douglas County) 3 bonus placements in Lahontan Valley News (Fallon) Digital: 90K digital Impressions on <a href="#">NevadaAppeal.com</a>	Print: 4.917" x 7" Digital: 300x250, 320x50, 728x90 <a href="#">Media Kit</a>	Carson City, Douglas County, Fallon	Print (Wed & Sat): 6/5, 6/12, 6/19, 7/3, 7/10, 7/17, 7/24, 7/31, 8/7, 8/14, 8/21, 8/28 Digital: 6/1-8/31	TBD	\$3,623
Tahoe Quarterly	Print: Single 2/3rd-page Insertion	Print: 2 1/3rd Page, 4.944" x 9.375" <a href="#">Media Kit</a>	Lake Tahoe	July 2021 Issue	Close: May 24 Art due: May 28	\$2,500
Tahoe Weekly	Print: 8 x 1 1/4-page ads Digital: 300x500 website ads (no impression guarantee)	Print: 1/4 Page, 4.5313" x 6.4375" Digital: 300x500 <a href="#">Media Kit</a>	Lake Tahoe	Print: 6/20, 7/7, 7/24, 7/31, 7/28, 8/4, 8/21, 8/28 Digital: Week of 5/31 - 9/12	Art due: One week prior to publication	\$3,975
<b>Total Print Spend</b>						<b>\$21,262</b>
<b>RADIO</b>						
KTXE	120 :30s (40 per month) 180 :15s (60 per month)	\$75 per spot production cost; waiting on schedule	Sustainability messaging; Lake Tahoe DMA	6/1/21-8/31/21		\$4,500
Lotus Reno (KDOT Rock 104.5, KOZZ Classic Rock 105.7)	Daily schedule: 1x:30 M-F 6a-10a; 2x:15 M-F 6a-10a; 5x:15 M-Su 6a-12a; 15x Streaming M-Su	Need :15, :30 scripts	Reno DMA	6/1/21-8/31/21		\$6,000
<b>Total Radio Spend</b>						<b>\$10,500</b>
<b>Total Traditional Advertising Spend</b>						<b>\$31,762</b>
<b>Total Spend</b>						<b>\$31,762</b>
<b>Management Fee (20%)</b>						<b>\$6,352</b>
<b>TOTAL MEDIA BUY</b>						<b>\$38,114</b>
<b>TOTAL BUDGET</b>						<b>\$38,205</b>
<b>CONTINGENCY</b>						<b>\$73</b>

JUN	JUL	AUG	SEP	OCT	TOTAL	NOTES
\$770	\$770	\$770			\$2,309	
\$1,452	\$1,452	\$1,452			\$4,355	
\$1,500	\$1,500	\$1,500			\$4,500	
\$1,134	\$1,355	\$1,134			\$3,623	
\$2,500	\$0	\$0			\$2,500	
\$1,325	\$1,325	\$1,325			\$3,975	
\$1,500	\$1,500	\$1,500			\$4,500	
\$2,000	\$2,000	\$2,000			\$6,000	

# Augustine

5/21/21

## North Lake Tahoe Resort Association: In-Market Gift Card Program

### Overview:

In order to continue supporting North Lake Tahoe businesses, the Resort Association will execute a local gift card program through the platform, Yiftee. This program provides consumers the opportunity to purchase a gift card for themselves or others to support North Lake Tahoe businesses and help boost the local economy.

### Target Audiences:

- North Lake Tahoe Locals
- In-market visitors

### Program Objectives:

- Promote new North Lake Tahoe gift card purchases
- Educate audiences as to the importance of shopping local and supporting small businesses

### Timeline:

- Planning, coordination & creative development: May – June 2021
- Program & advertising live: June – September (Labor Day) 2021

### Tactics:

- Creative:
  - o Digital/Social media ads
  - o Window cling for participating businesses
- Media Planning & Execution:
  - o Paid and boosted digital/social media ad campaign

### Budget:

- Digital/Social Media Advertising:	\$3,000
- Digital Media Planning, Management & Optimization:	\$1,000
- Creative:	\$1,500
- Project Management:	\$850
- Window Cling Production (handled by NLTRA):	\$600
TOTAL:	\$6,950

*\*Note budgeted dollars may shift within line items depending on number of business participating, timeline and other variables.*