

### **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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#### **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)**

#### **AGENDA**

- |        |    |   |
|--------|----|---|
| 2:00pm | 1. | Call to Order – Establish Quorum  |
|        | 2. | Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.   |
| 2:05pm | 3. | <b>Agenda Amendments and Approval</b>   |
| 2:05pm | 4. | <b>Approval of Tourism Development Meeting Minutes from Apr 27, 2021 Page 1</b>   |
| 2:10pm | 5. | The Village at Squaw Valley Oktoberfest Presentation – Caroline Ross <b>Page 7</b>  |
| 2:20pm | 6. | The Village at Squaw Valley Made in Tahoe Festival Presentation – Caroline Ross <b>Page 18</b>  |
| 2:30pm | 7. | Adventure Van Expo Presentation – Neil Morse <b>Page 28</b>   |
| 2:40pm | 8. | Halloweekends at Homewood – Lisa Nigon <b>Page 30</b>   |
| 2:50pm | 9. | <b>Action Items:</b> <ul style="list-style-type: none"><li>a. <b>Review &amp; Approval of Squaw Valley Oktoberfest Sponsorship – Katie Biggers</b></li><li>b. <b>Review &amp; Approval of Squaw Made in Tahoe Festival Sponsorship – Katie Biggers</b></li><li>c. <b>Review &amp; Approval of Adventure Van Expo Sponsorship – Katie Biggers</b></li><li>d. <b>Review &amp; Approval of Halloweekends at Homewood Sponsorship</b></li></ul> |

- 3:30pm 10. Overview of Traveler Responsibility Pledge Stakeholder Toolkit – Amber Burke
11. 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
12. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report
- 3:45pm 13. Committee Member Comments
- 3:50pm 14. Adjournment

*This meeting is wheelchair accessible*

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

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# north lake tahoe

Chamber | CVB | Resort Association

## **Tourism Development Meeting Draft - Meeting Minutes – Tuesday April 27, 2021**

The Tourism Development Meeting was held via Zoom video conferencing.

**Committee Members that joined via teleconference:** Becky Moore, Brit Creeze, Melissa Burin, Christine Horvath, Carlyne Fajkos, Kressa Olguin, Susan Whitman, Ray Villaman, Tyler Gaffaney

**Staff in attendance:** Amber Burke, Liz Bowling, Jeff Hentz, Katie Biggers

**Others in attendance:** Terra Calegari

1. Meeting called to order at 2:04pm.
2. Public Comment: None
3. **Agenda Amendments and Approval**  
**Motion to approve the agenda as presented HORVATH/CREZEE/UNANIMOUS**
4. **Approval of meeting minutes from Mar 30, 2021**  
**Motion to approve the meeting minutes from Mar 30,2021 MOORE/CREZEE/UNANIMOUS**
5. Discussion on Direction of NLT Consumer Media for Summer and Fall – Amber & Jeff  
Burke stated on this item she would like to hear feedback and discussion, and make sure this aligns with our partners. She gave a quick recap of the of Marketing Cooperative meeting and upcoming travel trends. AirDNA data shows May and June demand is up significantly over both 2020 and 2019, it is pacing lower than 2019. Some of this may be attributed to shorter booking windows due to COVID and traveler and destination uncertainty. She also reported less inventory on the market. Destimetrics data show hotel occupancy for the upcoming six months is pacing up by 43.2%.  
Burke reported that all the lodging partners are anticipated an extremely busy summer. The Marketing Cooperative committee members are recommending pulling back on summer paid consumer marketing and focusing on the fall, specifically October through December.

### Comments:

- Horvath questioned if the occupancy can be looked at lakeside vs. mountainside? Burke stated we are currently working on that but at this time we cannot pull this data by location.
- Horvath recommended gathering more information from our lodging partners to find out where the need is.
- Villaman questioned if the resorts are bringing back events this summer? Horvath shared that Caroline Ross with the Squaw Valley Neighborhood company is not considering any events prior to July but nothing has been finalized.
- Moore recommended maintaining some level of advertisement on an inspirational level.
- Olguin recommended not turning off advertisement entirely but changing the message to Travel Responsibly and how to care for Lake Tahoe.
- Calegari questioned with the amount of people coming up this summer has there been talks of something like the Squaw Valley's Mountaineer Shuttle? Burke shared that Placer County is currently working on a Micro transit Program along the Lakeside Communities. She stated maybe there is an opportunity for some of the funds to go towards a broader education on the micro transit and the free local TART service.
- Horvath recommended targeting In-Market with Traveler Responsibility Pledge messages. Burke stated this is already being developed and being worked on.

- Crezee would like to concrete way in getting more local businesses involved with the Clean Up process and recognizing these businesses in some ways. Burke shared Bowling will talk more about this during item 7 but there has been a lot of internal conversations regarding this.

**Action to staff: follow up lodging properties on occupancy and pacing for this summer and fall. Moore volunteer pulling reports for Tahoe Vacation Rentals.**

6. Update on Visit CA Third Thursday Presentation - Amber  
Visit California has a program called Third Thursday where each month they visit a new region or destination to present to Visit California staff, board members and stake-holders. This program is an opportunity to showcase the destination, to educate Visit California staff on our region, highlighting anything new or noteworthy and showcase businesses and attractions. On April 15<sup>th</sup> North Lake Tahoe presented to 70 people via Zoom. Winters and Burke put together a 45-minute presentation highlighting the area by season and it focused on our newly launched Traveler Responsibility Pledge. The summer season highlighted golf and culinary but also the hidden gems of river-rafting, clear water kayaking, and the Ale trail. Douglas Dale from Wolfdale's did a cooking demo all from sustainable products. The fall season was focused on highlighting a local road trip between our 12 communities, it also featured a live Q&A from the Tahoe Via Ferrata in Squaw Valley. For the winter season the focus was on the largest concentration of ski resorts in North America, highlighting some hidden gems such as Royal Gorge, the Toast program at Northstar and Snowcat Adventure Tours out of Homewood. For the Spring Season the focus was on dual days experiences, shared the dual-days Treasure video and highlighted the rum-trail video with live staff members from Garwoods. There were giveaways during the presentation. This resulted in an article on the Visit California Industry page. Burke gave compliments to Winters for putting this presentation together and presenting it.
7. Update on Sustainability Rollout – Liz Bowling  
Bowling gave some updates on the Sustainable Travelers Pledge. She highlighted that Truckee and South Lake Tahoe are regional partners in this pledge. South Lake Tahoe did adjust some of the language but the commitment to the pledge remains the same and ties into their brand voice and directing consumers to their website. Truckee ended up diverting web-traffic to GoTahoeNorth website. The pledge launched on Earth Day and it included:
- A montage video highlight people doing all the work already launched.
  - A blog by the Abbi Agency was created with a lot of "how to" information on how to activate the pledge commitments.
  - Newsletter was sent out to the NLTRA consumer letter database.
  - The Moonshine Inc story that Bowling wrote gained a lot of traction. This story was highlighting some of the local leaders doing a lot of the work.
  - On Earth Day a press release was sent out highlighting some of photo assets and videos.
  - Landing Page on [GoTahoeNorth](#) includes the Sustainable Travel Pledge.
  - Two Facebook lives were completed this day with Clean Up the Lake.

Some of the results so far included: a little over 50 people clicked from the Newsletter to take the pledge, 25 people has gone through the pledge commitment process. There has been a lot of people engaging in the content but not as many people has taken the pledge as we would like. This is something the organization will continue to push. The Facebook post directing to the pledge has reached about 8,000 people so far and it was shared 35 times. The two Facebook lives had a combined reach over 13K people. Burke shared there is another 6 weeks that is planned for the pledge on social media channels. She shared this is an ongoing effort with Truckee and South Lake Tahoe which demonstrates a coordinated effort. Phase 2 includes a press release to our partners with assets that they can share on their respective social media channels. A tool-kit with sample social post can also be downloaded on our website. Printed collateral content with QR codes is being worked on as well. A print-ad is being created for our Visitors Guide that will also be available for our partners. Bowling also shared she will be working with two influencers in May about the pledge too. The pledge will also be integrated into our PR and media efforts as well. Bowling stated she is working with the League to Save Lake Tahoe on 3 clean-up dates for NLTRA. Burke shared she is compiling a list of other clean-up dates and these will be available on our Blog. Burke stated the Blog has a lot of resources and highly recommended that everyone read it. ([Blog Post](#)).

Comments:

- Crezee questioned if there is a way a business can sign up for a certain area and is there some sort of recognition involved for the businesses that participates? Bowling recommended going direct to Save the League to Save Lake Tahoe and work with Jessie. She also recommended bringing up the recognition of the businesses that participates with Jessie to see if they are able to highlight this. Crezee said it's important that this information is shared on how to get involved. Bowling will share in the partner tool-kit.

- Burke shared NLTRA can do a call-out to businesses that are participating and the great efforts they are doing.
  - Crezee recommended producing stickers that they can display in their windows with something like "We are a green member of NLTRA." and create some action items to become a green member and recommended maybe there is a way to share business efforts on social media.
8. Departmental Reports – these reports can be viewed on our [website](#).
  9. Standing Reports- these reports can be viewed on our [website](#).
  10. Committee Member Comments – No committee member comments.
  11. Adjournment – The meeting adjourned at 3:05pm.

Minutes submitted by,  
Anna Atwood  
NLTRA



## MEMORANDUM

Date: May 25, 2021

TO: NLTRA Tourism Development Committee

FROM: Katie Biggers, NLTRA Sr. Event Specialist

RE: 20.21 Additional Opportunistic Event Sponsorship Funds Allocations

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### Action Requested:

In addition to the (5) event presentations you heard from January- April requesting event sponsorships from the remaining 20.21 FY opportunistic funds, we have (4) more events seeking funding. There are approximately \$300,000 unallocated in the approved event budget. This remaining amount is a combination of previously allocated event funding and opportunistic funds.

### Background:

#### MAY PRESENTATIONS

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

#### SQUAW VILLAGE NEIGHBORHOOD COMPANY (SVNC)

*Requests from the Squaw Village Neighborhood Company, a Mutual Benefit Corporation and the Master Association for The Village at Squaw Valley. SVNC is an active member of the Squaw Valley Business Association but is a separate entity.*

#### Made in Tahoe Festival- NEW Fall Event - \$10,000 Request

*Review and possible approval of Squaw Village Neighborhood Company's request for \$10,000 in support of their 2021 Made in Tahoe Festival taking place October 9-10, 2021 at The Village at Squaw Valley*

- Typically, a Memorial Day Weekend event. This is one of the communities biggest and most anticipated events of the year. Made in Tahoe (MIT) was postponed from May 2020 to October 2020 and both events were cancelled due to Covid-19.
- This will be the first time this event will be held in October and will need help getting the word out. SVNC is hoping to make this a bi-annual event moving forward with community and NLTRA support.
- Made in Tahoe has been celebrating all things LOCAL for over 8 years with 75-100 local vendors; artisan crafts, regional nonprofit information, food, drink and entertainment with a goal of bringing visitors and members of the Tahoe Truckee area together to discover, explore and experience our special community rich with talented creators.
- The event historically brings in over 5,000 people per day to the North Tahoe / Truckee region. Participating vendors rave that Made in Tahoe generates significant revenue and awareness for their businesses.
- Proceeds from the MIT Bar have generated over \$40K for the Tahoe Food Hub in years past.

- Funding would be used towards marketing/promotion of this additional Made in Tahoe event and would also provide piece of mind around potential additional costs that SVNC might incur related to post pandemic times.
- NLTRA has not sponsored this event before, but it aligns with our cultural pillars, and is proven to produce room nights. It also supports our shopping initiatives.

### **Oktoberfest at The Village at Squaw Valley - \$10,000 request**

*Review and possible approval of Squaw Village Neighborhood Company's request for \$10,000 in support of their 2021 Oktoberfest event taking place September 18 (+1 day) for two- day event, 2021 at The Village at Squaw Valley*

- Oktoberfest in Squaw Valley draws over 6,000 people for one day in late September. It has shown growth from both visitors and locals since 2002. This event was cancelled in 2020 due to Covid-19.
- While awaiting more post pandemic guidance SVNC intends to either expand this to a two-day event this year to allow for attendees to be spread over two days or they will strategize to improve guest experience and food offerings at a one-day event. Either will result in additional costs; including labor, equipment rentals, entertainment, staffing, permit fees and possibly a ticketing platform. Entertainment alone will cost an additional \$10K with a two-day event. Funds from NLTRA would give the organization some wiggle room and peace of mind to move forward with planning.
- This annual event transforms the Village at Squaw Valley into the largest Bavarian playground in North Lake Tahoe, complete with authentic German beer and Bavarian music and dance, plus the ever-popular Oktoberfest Games and plenty of family fun.
- Proceeds from this event benefit High Sierra Lacrosse Foundation, which was founded in 2007 to support and grow the sport of lacrosse across Northern Nevada, Truckee, and the Tahoe Basin by raising and providing resources.
- Entertainment at this event is top notch, with Authentic Entertainment: Joe Smiell's 20 Piece Bavarian Band, The Alpentanzer Schuhplattler Dance Troop, Alpen Tanz Kapelle Band and the Almenrausch Schuhplattler Dance Troop.
- NLTRA has not sponsored this event before. It is in a need time period, and they are expanding it to Sunday, which would drive more overnight lodging.

### **HOMEWOOD MOUNTAIN RESORT**

#### **Halloweekends at Homewood- \$10,000 request**

*Review and possible approval of Homewood Mountain Resort's request for \$10,000 in support of their 2021 Halloweekends event taking place October 22-24, 2021 at Homewood Mountain Resort.*

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

## TAHOE ADVENTURE VANS

### Adventure Van Expo - \$7,000 request

*Review and possible approval of Tahoe Adventure Van's request for \$7,000 in support of their 2021 Adventure Van Expo event taking place September 18-19, 2021 at Homewood Mountain Resort.*

- A traveling event series gearing back up in June as a four state, seven-stop run from California to Tennessee, Oregon, Utah, and Colorado. The Tahoe Show draws guests from the following areas: Bay Area, Los Angeles, Portland, OR, Salt Lake City, UT and Denver, CO.
- Due to Covid-19 they will be modifying their shows to follow all state and local regulations. They are pressing forward with hopes to run all seven events in a safe and fun outdoor environment.
- The expo is a consumer show and free to the public. The main attraction is the custom-built adventure rigs, and all the latest tech gear, builds, racks, and accessories.
- Last year over the four shows they were able to produce, they averaged over 30 vendors per show and the estimated attendance was around 15,000 people total.
- The events prove to offer both valuable Business to Business (B2B) and Business to Consumer (B2C) opportunities for exhibitors. They are usually hosted by the local Mercedes-Benz Dealer at each location.
- At this year's events, they plan on hosting over-landing classes, solar technology courses, mountain bike rides, beer gardens and this year plan to add MUSIC!
- They have already reached out to Basecamp/Peppertree to be a lodging partner
- Website traffic is now over 100k unique visits a year, and Instagram followship is over 26k, with a base of email subscribers is now at 8,000+
- Most of the funding will be used to go towards advertising; social media, local radio, out of area radio, local and out of area print, mail out cards, digital partner advertising.
- They are now attracting national brands and have Specialized Bike, Thule Racks, Rumpl blanket, and Winnebago to name a few.

### Fiscal Impact:

\$37,000





# OKTOBERFEST EVENT PROPOSAL

PRESENTED BY: SQUAW VILLAGE NEIGHBOURHOOD COMPANY

# FESTIVAL STATS

OKTOBERFEST draws over 6,000 people annually, both out of town visitors and Tahoe locals to this one-day event in late September. Event attendance has been growing every year since 2002. Over \$100K has been raised for the High Sierra Lacrosse Foundation.

6K+

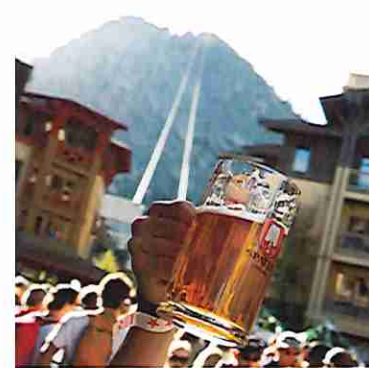
ATTENDANCE

\$100K

MONEY RAISED

20

YEARS IN THE  
VILLAGE





# OKTOBERFEST IN THE VILLAGE

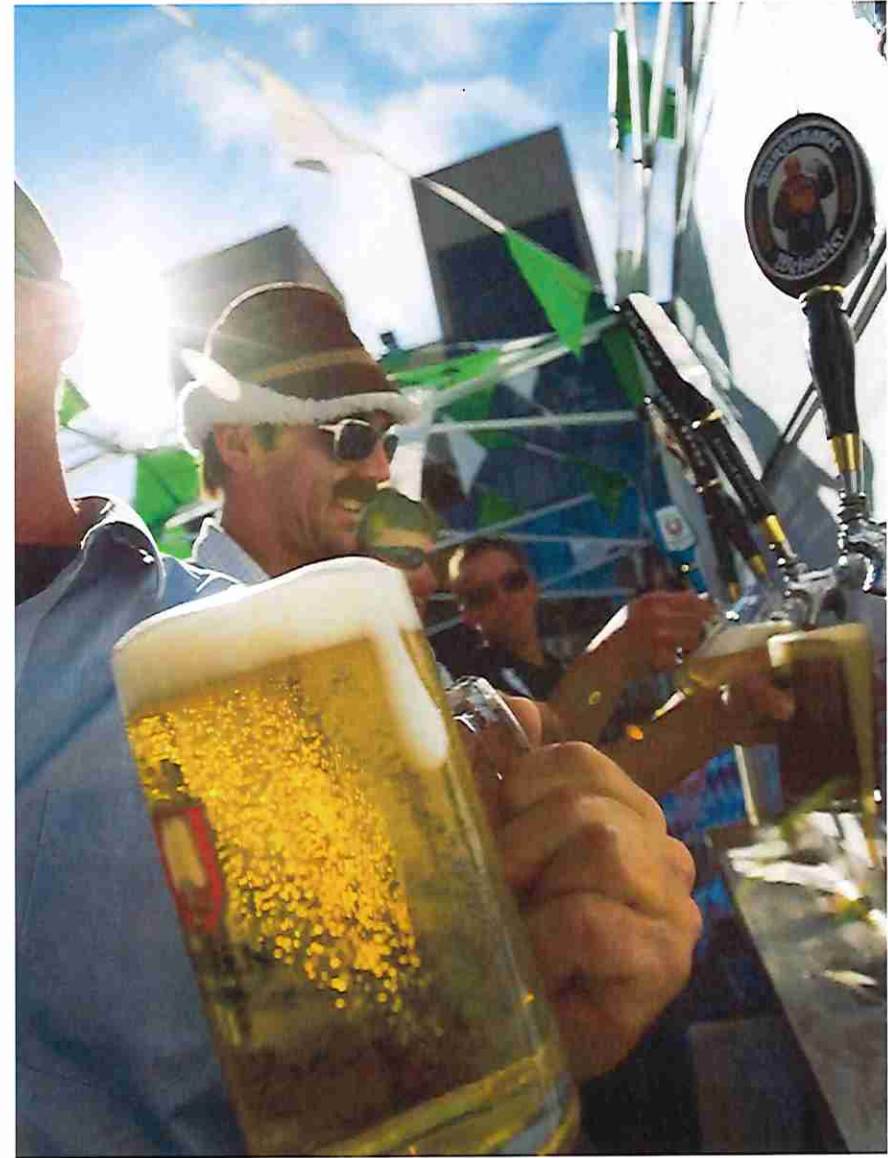
This annual event transforms the Village into the largest Bavarian playground in North Lake Tahoe, complete with authentic German beer and Bavarian music and dance, plus the ever-popular Oktoberfest Games and plenty of family fun.

Proceeds from this event benefit High Sierra Lacrosse Foundation, which was founded in 2007 to support and grow the sport of lacrosse across Northern Nevada, Truckee, and the Tahoe Basin. This cultural event draws many families from near and far with overnight lodging and exceptional daytime fun.

# COVID-19

We were forced to cancel Oktoberfest in 2020 due to Covid-19, but we intend to bring this amazing, cultural and fun event back on September 18, 2021.

With the current guidance and uncertainty surrounding restrictions, we have two strategies to build on our previous event model. With funding from the NLTRA, we can implement one of these strategies this September!



# 2021 EVENT STRATEGIES

## STRATEGY 1

### **CREATE A TWO-DAY FESTIVAL**

By adding an additional day we would be able to hit our target numbers by spreading guests out over a two day period. This might also help draw additional overnight lodging guests. There would be costs associated with an additional date. At a minimum, our contracted entertainment would cost + \$10K.

## STRATEGY 2

### **CREATE A HIGHER END, HIGH DEMAND EVENT WITH LIMITED CAPACITY**

If we kept the event to one day, we would expand our seating and gathering areas, increase our food & beer offerings to spread people out and likely would have to come up with some sort of ticketing system, with the goal of an improved guest experience post pandemic.



# EVENT DETAILS

The event structure would be very similar to 2019 with...

- Event hours: 12-6PM
- Entry is FREE for all ages
- A \$20 donation includes a .5 liter festival stein mug and 2 beer tickets. Additional beer tickets are available for \$5
- All proceeds from beer sales benefit the High Sierra Lacrosse Foundation

Authentic Entertainment: 12-6PM

- Joe Smiell's 20 Piece Bavarian Band - Events Plaza Music Stage
- Alpentanzer Schuhplattler - Events Plaza Music Stage
- Almenrausch Schuhplattler - Beer Hall Music Stage
- Alpen Tanz Kappel Band - Beer Hall Music Stage

# DRAFT BUDGET AND 2021 P&L

## REVENUE:

Entry/Beer Sales (2019 #s)	\$100,000
NLTRA Funding	\$10,000
<b>Total Revenue</b>	<b>\$110,000</b>

## EXPENSE:

Entertainment	\$25,000
Infrastructure	\$8,000
Glassware	\$10,000
Beer Expense	\$15,000
Marketing	\$6,000
Food, Tax etc.	\$16,000
HSLF Proceeds (2019 #s)	\$30,000
<b>Total Expense</b>	<b>\$110,000</b>
<b>Net Rev Over (Under) Exp</b>	<b>\$0</b>



## BY FUNDING THIS COMMUNITY EVENT

We hold ourselves to the highest quality standards for booking and hire authentic talent and will bring the event back post Covid with the same high level of event professionalism. Your support will give SVNC the confidence to move forward with planning and contracting our vendors & entertainers to make this event happen!



# NLT FUNDING REQUEST OF \$10,000

- Covid-19 shall likely bring additional costs; including labor, equipment rentals, entertainment and permits
- We need to make sure we have adequate funding for marketing the event and lodging packages
- Funding from NLT would allow us to really contemplate our two day strategy vs one day and will ensure the return of quality entertainment, food and revelry to our Mountains.



# ALLOCATION OF FUNDS

## PROMO

### MARKETING & PROMOTIONAL COSTS

Additional funding would allow us to expand our marketing efforts and educate guests on any new Covid related changes to the event, i.e. two festival and/or ticketed event.

## TALENT

### ENTERTAINMENT COSTS

We support and hire the highest quality German performers. It is our goal to showcase the most authentic entertainment available.

## RENTALS

### EQUIPMENT RENTALS

We partner with Crux events a local event logistics company to help provide equipment needs for our event. Costs to expand our 1-day or make this a 2-day festival would increase rental costs.



**THANK YOU**  
**FOR YOUR CONSIDERATION**

SQUAW VILLAGE NEIGHBOURHOOD COMPANY



# MADE IN TAHOE EVENT PROPOSAL

PRESENTED BY: SQUAW VILLAGE NEIGHBOURHOOD COMPANY

# FESTIVAL STATS

Made in Tahoe has been celebrating all things LOCAL for over 8 years with hundreds of local vendors; artisan crafts, non profits, food, drink and entertainment. Made in Tahoe brings visitors and members of the Tahoe Truckee area together to celebrate our community, which is rich with talented creators.

5K+

ATTENDANCE

\$40K

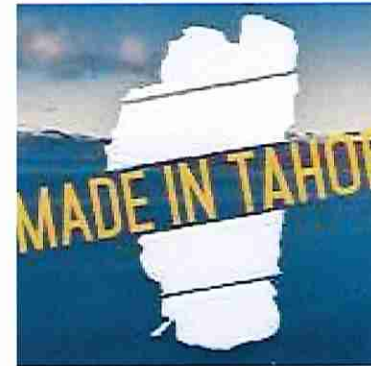
MONEY RAISED

8+

YEARS

100+

LOCAL PARTICIPANTS



# COVID-19

We all know this past year has been particularly hard on our local community and The Village at Squaw Valley is no exception. The event world has been turned upside down due to COVID-19 and all of our signature events in 2020 had to be canceled. We are determined to make a comeback this summer and could use some help!

We'd normally be celebrating Made in Tahoe this weekend.

Rather than canceling for another year, we have postponed the event to October 9-10, which is Columbus Day Weekend.





## MADE IN TAHOE

Made in Tahoe celebrates all things LOCAL. The Village at Squaw Valley will host a wide array of offerings that are made or inspired in the Lake Tahoe Basin and Truckee areas - local artisans, businesses, chefs, organizations and entertainers. Discover, explore and experience our special community rich with talented creators.

- **New Fall Event October 9 & 10, 2021**
- Typically held on Memorial Day Weekend
- Cancelled in 2020 due to Covid-19
- Attempting the 1st Fall Made in Tahoe
- We intend to make this a bi-annual event in the Spring & Fall with community and NLTRA support

# MAKING IT HAPPEN!

## GOAL 1

### **ORGANIZE A TWO-DAY EVENT IN THE FALL**

Saturday, October 9 - 11:00AM - 7:00PM

Sunday, October 10 - 11:00AM - 5:00PM

## GOAL 2

### **SUPPORT LOCAL & HIRE TALENTED LOCAL ENTERTAINMENT**

75 TAHOE & TRUCKEE artisans, entrepreneurs and organizations

Hire 10+ Local Entertainers, Musicians and DJs

## GOAL 3

### **SHOWCASE TAHOE-TRUCKEE FOOD & BEER**

We support a variety of local food and beer offerings from Alibi Ale Works, FiftyFifty Brewing, Starkey's Food Truck, MOGROG, Little Truckee Ice Creamery and many more!

## GOAL 4

### **DRAW VISITATION & LODGING GUESTS TO TAHOE IN OCTOBER!**

Capture interest from visitors over Columbus Day weekend, with the potential for additional overnight stay with Monday being a bank holiday.



# DRAFT BUDGET AND 2021 P&L

## REVENUE:

Booth Fees (2019 #s)	\$20,000
Bar Revenue	\$10,000
NLTRA support	\$10,000
<b>Total Revenue</b>	<b>\$40,000</b>

## EXPENSE:

Entertainment	\$15,000
Infrastructure	\$10,000
Bar Expense	\$6,000
Marketing	\$5,000
TFH Proceeds	\$4,000
<b>Total Expense</b>	<b>\$40,000</b>
<b>Net Rev Over (Under) Exp</b>	<b>\$0</b>



## BY FUNDING THIS COMMUNITY EVENT

You will give SVNC some piece of mind and wiggle room on budget to move forward with the planning of this Fall (and Spring) event. We can express with confidence to our talented community that we are going to make this new event and date happen!

# NLT FUNDING REQUEST OF \$10,000

We are producing a tried and true event on a new, shoulder season date in the mountains. We need your help to get the word out. Plus, we intend to have 2X the expenses in one fiscal year, making this a BI-ANNUAL EVENT moving forward!

- Covid-19 shall likely bring additional unknown costs; including labor, equipment rentals and permit fees
- We need a budget for promotion
- We need to account for post pandemic times with a slightly limited number vendors and a possible dip in visitation?
- Made in Tahoe aligns with NLTRA's goals and generates significant revenue & brand awareness for our participating vendors.



# ALLOCATION OF FUNDS

## PROMO

### **MARKETING & PROMOTIONAL COSTS**

Additional funding would allow us to target a larger audience and potentially participants, vendors and local community members

## MUSIC

### **BANDS & DJS**

We support and hire local Lake Tahoe and Truckee artists only. It is our goal to showcase the wide-array of local talent

## RENTALS

### **EQUIPMENT RENTALS**

We partner with Crux events a local event logistics company to help provide all the equipment needs for our event. Costs for event production have gone up over the years

## ENTERTAINMENT

### **HIRE TALENTED LOCAL PERFORMERS**

Performing artists that we have supported in the past and plan to continue to do so:  
Tahoe Truckee School of Music, Tahoe Flow Arts and Truckee Dance Factory.



**THANK YOU  
FOR YOUR CONSIDERATION**

SQUAW VILLAGE NEIGHBOURHOOD COMPANY



## ADVENTURE VAN EXPO

Tahoe City, CA

03/2021

[www.adventurevanexpo.com](http://www.adventurevanexpo.com)

### **The Adventure Van Expo Returns For Its 4th Year! 7 Stops, 4 States, the tour is ready to hit the road in 2021.**

The Adventure Van Expo - A traveling event series gearing back up in June as a four state, seven-stop run from California to Tennessee, Oregon, Utah, and Colorado. Due to Covid-19 we are going to modify our shows to follow all state and local regulations. We are pressing forward with hopes to run all seven events in a safe and fun outdoor environment.

The expo is a consumer show and free to the public. The main attraction is the custom built adventure rigs, and all the latest tech gear, builds, racks, and accessories. Last year over the four shows, we averaged over 30 vendors per show and the estimated attendance was around 15,000 people total. Our events prove to offer both valuable B2B and B2C opportunities for exhibitors.

We are usually hosted by the local Mercedes-Benz Dealer at each location. At the events, we plan on hosting over-landing classes, solar technology courses, mountain bike rides, beer gardens and much more!



Adventure vans have proved to be a safe alternative to other forms of travel right now. In a van, you are in your own 'house', cleaned to your standards and regulated to the amount of people that can go in it. With van travel, you don't check into a hotel or make restaurant reservations, you can hit the road and set up base camp wherever you'd like. Because of this, Van Companies and Builders have seen record numbers in the past 12 months.

Our attendees come to the show to shop for a van or accessories, learn and network, it's all about our love for vans!

Neil Morse

Promotor/Owner  
Adventure Van Expo Series  
[Neil@adventurevanexpo.com](mailto:Neil@adventurevanexpo.com)  
[@adventurevanxpo](https://www.instagram.com/adventurevanxpo)

#### Full Schedule

*Mt Hood, OR - June 19, 20*

*Logan, UT - July 31, Aug. 1*

*Dillon, CO - August 21, 22*

*Bend, OR - September 4, 5*

*Lake Tahoe, CA - September 18, 19*

*Chattanooga, TN - October 3, 4*

*Big Bear, CA - October 16, 17*

**2021 Adventure Van Expo Marketing budget      HMR SHOW Sept.**

<b>Item</b>	<b>cost</b>	
IG Boosts	\$3,000	
Banners	\$600	Vinyl banners pre-show
Facebook boosts	\$1,000	
Adwords	\$550	
Mail cards	\$1,000	4x6 Vistaprint Cards
flyers	\$500	
website	\$200	squarespace
stickers	\$100	
radio	spots on KTHX \$500	app listeners are national
Promo wear giveaway	\$1,500	Swag Advertising
email blast cost	\$333	
Print media	\$2,000	local and out of the area
paid listings various media	\$400	Eventbrite, partner events, banner advertising
<b>Total</b>	<b>\$11,683</b>	

**Show Costs:**

Site fee	\$6,000	
Permit	\$500	
Insurance	\$660	
Signage	\$200	
Labor	\$2,000	wages to local help plus over 3 days estimate
Porta Potti	\$500	
Band	\$3,000	Budgeted. may go over
PA rental	\$1,500	
Light rental	\$1,500	
wristbands	\$50	
<b>Total</b>	<b>\$15,910</b>	



SPOOKY SCENIC CHAIRLIFT RIDES & MORE!

# HALLOWEEN

—A—T—H—O—M—E—W—O—O—D



Tickets Sold	Type of Ticket
<b>Online in Advance</b>	
56	General Admission w/ Chairlift
5	All-Access Pass w/ Unlimited Chairlift rides
27	12 and under
6	12 and under unlimited
<b>At the Door</b>	
239	General Admission w/ Chairlift
12	All-Access Pass w/ Unlimited Chairlift rides
57	12 and under
7	12 and under unlimited
43	Season Passholder Ticket
129	Tahoe / Truckee Students
14	Tahoe / Truckee Students Unlimited
595	Total

## 2019 Event Recap

- Promotional Video
- Three day event during Halloween Weekend
- Hired Event Designer – Forget Me Knots Events

## Budget & More

- Utilized current partnerships to push organic marketing including, Tahoe Quarterly, Tahoe City Downtown Association and the Truckee Chamber
- Flyers were also distributed within a 15mile radius at key locations
- Purchased a digital billboard on the I-80 corridor for three weeks leading up to the event.
- Connected with the local schools to help push marketing messages to the students, increasing event awareness and soliciting volunteers

## ABOUT THE EVENT



### Halloweekend at Homewood 2021

- When: Thursday, October 21 –24
- Where: Homewood Mountain Resort (Southbase):

### Events within the event

- Homewood Haunted House
- Haunted Chairlift
- Trick or Treat Village
- Face painting
- Balloon Artist
- Pumpkin decorating
- Free Kids Games
- Pet Costume contest
- Costume contest

### The Haunting at the West Shore Café 2021

- When: Thursday, October 21 at 6pm
- Where: West Shore Café & Homewood Mountain Resort
- What: Guests will first gain VIP access to Homewood's haunted chairlift ride before they are served a spooky supper. Expect killer cocktails, swamp juice, treacle tarts, bat wings, cauldrons of eyeballs and finger foods.

### Similar Events

- Sundance Mountain Resorts Halloween Lift Rides - Utah
- Tahoe City Halloween Hunt
- Pumpkin Parade and Harvest Festival - SLT

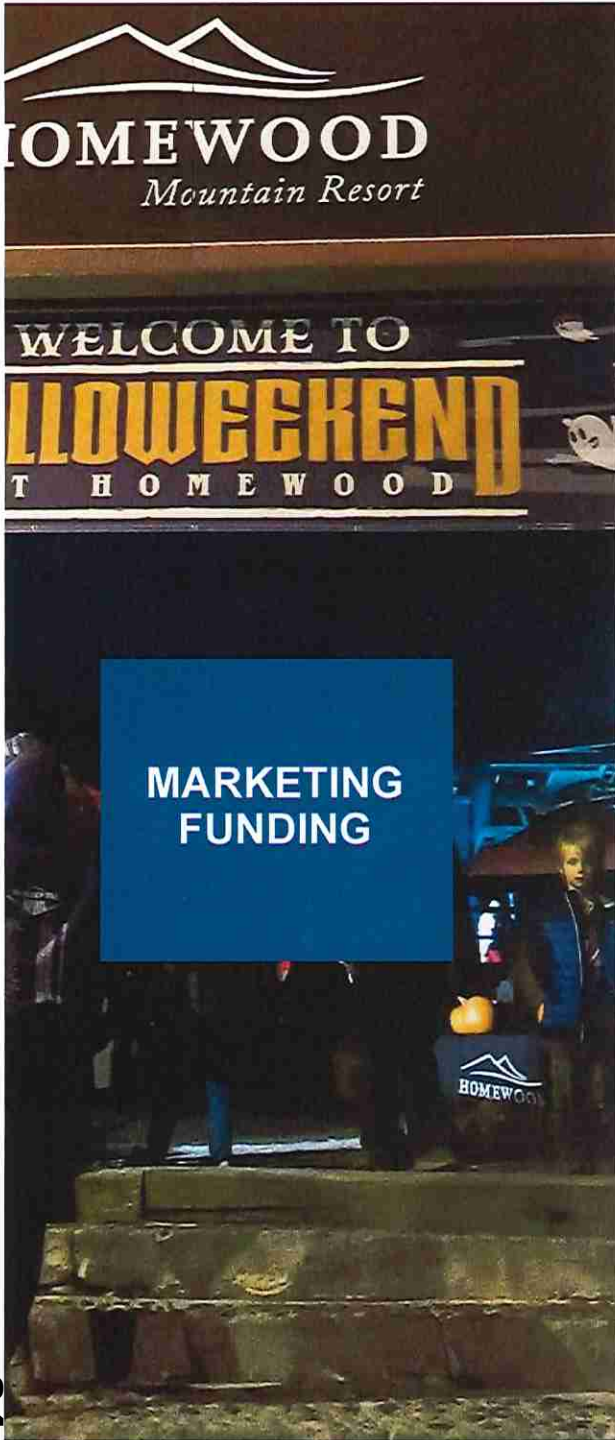
### Community Involvement

- Lodging Partnerships
- Kids Games Sponsorships
- Actor/Kids Games/Event Volunteers

# EVENT PRICING & SCHEDULE

Haunted House and Chairlift	Thursday	Friday	Saturday	Sunday
Adult	\$29	\$34	\$39	\$29
Child	\$14	\$19	\$24	\$14
Tahoe Truckee Student	\$10	\$10	\$15	\$10

	Thursday 10/21	Friday 10/22	Saturday 10/23	Sunday 10/24
Haunting at WSC	HH & HC at 6pm Dinner at 8pm			
Kids Games, FP, PP, Scenic Chairlift	NA	3-6 pm	3-6 pm	3-6 pm
Haunted House & Haunted Chairlift	6-9 pm	7-9 pm	7-9 pm	7-9 pm



# EVENT ESTIMATED ATTENDANCE

HALLOWEENKEND ATTENDANCE ESTIMATE	2019 ATTENDANCE	ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	ESTIMATED ATTENDANCE COUNT WITH FUNDING
TOTAL UNIQUE ATTENDEES	920	940	1,500
TOTAL ATTENDEES	1,131	1,100	2,000
TOTAL PARTICIPANTS	37	40	40
TOTAL SPECTATORS	895	900	1,460
ROOM NIGHTS*	115	118	187
PAID ROOM NIGHTS	30	32	80
BEDS	223	225	374

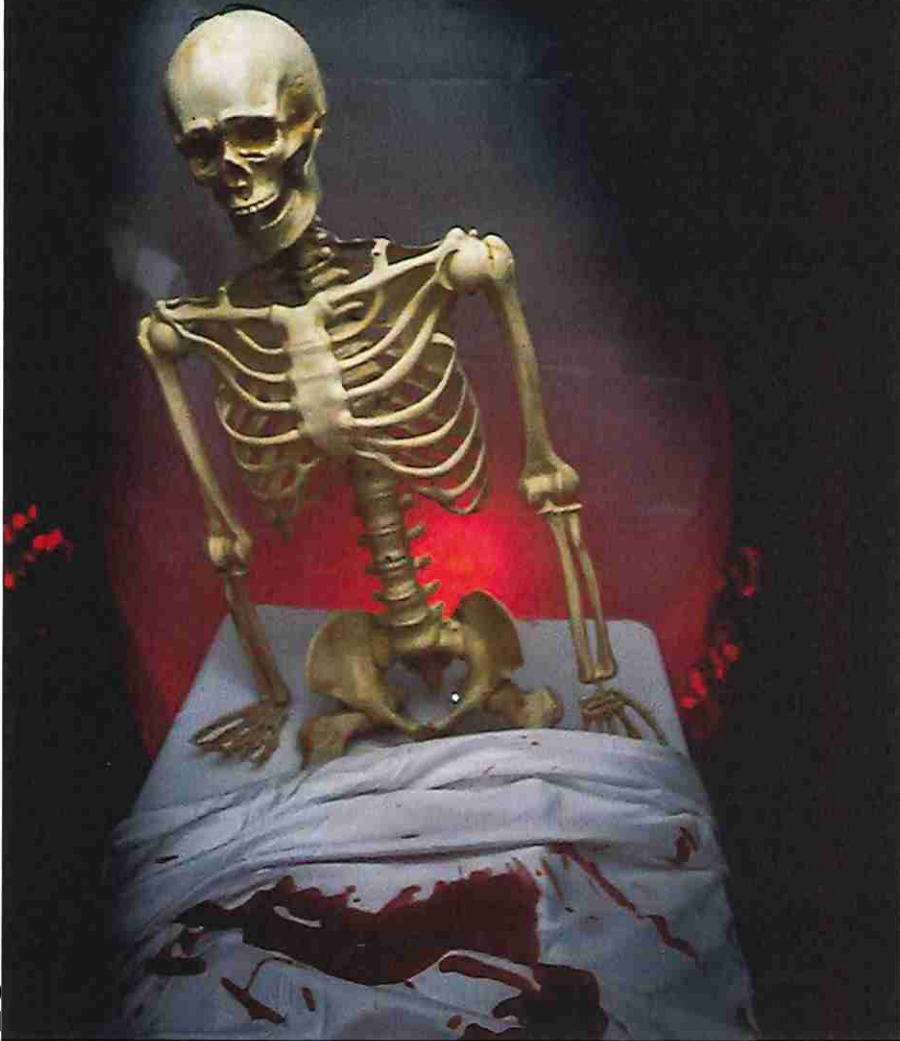
\*Based on 25% of unique attendees staying 1 night in NLT. 2 people to a room. In talking with spectators and from survey results in 2019, a good portion seemed to be staying with friends or in a 2nd home. That is why paid room nights is estimated lower than room nights.

## OPERATIONAL FUNDING

## SPECIAL EVENT SPONSORSHIP REQUEST: \$10,000

### Funding Usage

- Hire Event Director – Forget Me Knot Events: \$4,000
  - Set up and takedown Haunted House
  - Halloween props/decorations purchasing
- Decoration Costs: \$10,000
  - Crux Rentals
  - Candy/Games
  - Hay/Pumpkins
  - Decorations
  - Halloween props/decorations purchasing
- Actors / Labor: \$13,800
  - On mountain actors
  - Haunted house actors
  - Kids games
  - Lift labor
  - Balloon Artist
  - Face Painter





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# Event Brief



<b>Event Name:</b>	Halloweekend at Homewood <i>The Haunting at the West Shore Cafe</i>																						
<b>Prospective Date(s):</b>	Thursday October 21 - Sunday, October 24																						
<b>Location:</b>	Quail Chair – South Base																						
<b>Time:</b>	6-9pm Thursday 3:00 – 9:00 pm every other day																						
<b>COVID-19</b>	<p>Safety continues to our top priority at Homewood. As we near to the event date and understand what mandates will be in place, we will include policies and procedures to fall within those requirements.</p> <p>Depending on the restrictions, we are able to scale up or scale down this event. For example, we may only run the haunted chairlift and require all guests to have designated chair times to reduce crowding. We could add in children’s games if we are able to reduce touchpoints and host outside with social distancing. The Haunted house will depend on what stage we are in and would be the most difficult to execute at the current tier due to it being indoors.</p>																						
<b>Goal(s) of Event:</b>	<ul style="list-style-type: none"> <li>o Host a seasonal Halloween event in the North Lake Tahoe region</li> <li>o Drive TOT by utilizing lodging partners and packages in a typically low lodging timeframe</li> <li>o Enhance the positioning and brand of Homewood as a year-round resort</li> <li>o Extend the event season and fill holes in the regional annual calendar of special events</li> <li>o Create a signature event to help establish our brand</li> <li>o Drive revenue by selling event tickets and F&amp;B</li> <li>o Start small (overhead) for the first year, then go big the following year</li> </ul>																						
<b>Projected Attendance:</b>	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 25%;">HALLWEEKEND ATTENDANCE ESTIMATE</th> <th style="width: 25%;">2019 ATTENDANCE</th> <th style="width: 25%;">ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING</th> <th style="width: 25%;">ESTIMATED ATTENDANCE COUNT WITH FUNDING</th> </tr> </thead> <tbody> <tr> <td>Total Unique Attendees</td> <td>920</td> <td>940</td> <td>1,500</td> </tr> <tr> <td>Total Attendees</td> <td>1,131</td> <td>1,100</td> <td>2,000</td> </tr> <tr> <td>Total Participants</td> <td>37</td> <td>40</td> <td>40</td> </tr> <tr> <td>Total Spectators</td> <td><b>895</b></td> <td><b>900</b></td> <td><b>1,460</b></td> </tr> </tbody> </table>			HALLWEEKEND ATTENDANCE ESTIMATE	2019 ATTENDANCE	ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	ESTIMATED ATTENDANCE COUNT WITH FUNDING	Total Unique Attendees	920	940	1,500	Total Attendees	1,131	1,100	2,000	Total Participants	37	40	40	Total Spectators	<b>895</b>	<b>900</b>	<b>1,460</b>
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<b>Event Description:</b>	<p>When the sun goes down the goblins, ghosts, and ghouls come out during Halloweekends at Homewood Mountain Resort from 6 to 9pm on Thursday, Oct 21 and 3 to 9 p.m. Oct. 22 to Oct 24. Join us for a peak-to-shore fright-fest featuring spooky fun for the whole family. Take a stroll through the trick-or-treat village at South Base featuring free scary movie showings, face painting, pumpkin decorating, and surprises from local vendors. For a truly terrifying experience, join us at dusk for a chilling chairlift ride – if you dare! Try not to scream as the Quail Chair whisks you through one haunted scene after another – but rider beware, the only way out is riding the chairlift back down to the bottom!</p> <p>Scare Disclosure: If you have little ones who are easily frightened, we recommend planning to ride the chairlift before dusk (3:00 – 6:00 pm), as it’ll be a “high scare factor” once the sun sets. At the base area, the festival itself is suited for all ages.</p> <p><b>Entry into the festival is FREE.</b> Haunted chairlifts rides are an additional fee and tickets can be</p>																						



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# Event Brief



purchased in advanced or the day of at the door.

**Event Schedule**

**Family Activities + Chair Lift Rides: 3pm – 6pm** Activities for the entire family! Pumpkin painting, face painting, pin the boo on the ghost, pumpkin tic-tac-toe, trick-or-treat village, and more! PLUS, enjoy chairlift rides all day long, but rider beware, the chairlift is haunted after 7pm.

**Haunted Chairlift Rides + Haunted House 7pm – 9pm** Try not to scream as the Quail Chair whisks you through one haunted scene after another – but first, walk through Homewood’s haunted house.

**Live Music: 3-6pm** Music TBD

**The Haunting at the West Shore Cafe**

Start Halloween weekend off with The Haunting at West Shore Café on Thursday, October 21 at 6pm. This Halloween dinner experience won’t be for the faint of heart. Dinner guests will get VIP access as the first to experience Homewood’s haunted chairlift ride before they are served a spooky supper prepared by the Executive Chef Robb Wyss. Something along the lines of killer cocktails, swamp juice, and cauldrons of eyeballs can be expected.

\$100 per person. Reservations are required and can be made by visiting the West Shore Cafe website below.

**2<sup>nd</sup> Year Strategy**

For its second year, this event will feature a bigger more elaborate version of the previous year event. Since all of the Halloween decorations were purchased in 2019 we will be able to build upon what we already have, add to the chairlift “scenes” and also add on more kids games and activities at the base of the resort.

The main draw will continue to be the spooky chairlift ride and haunted house. Hiring a designer (Forget me Knot Events) was a great decision for the event in 2019 and is something we will do for year two. It allowed us to focus more on the marketing and other aspects of the event vs the operations.

**Volunteering component**  
We would again reach out to local businesses and non-profits to help support the event by attending, sponsoring or volunteering.

Below is an example of a call for volunteers / community involvement.  
We are gearing up for Halloween weekend and I wanted to share a list of four ways to get involved with the event. Hoping you can pass along to word to any businesses or volunteers that might be interested. See below.

1. Game Booth Business Sponsor - \$100
  - a. We are offering businesses within the community game booth sponsorship opportunities. Booths will include Bean Bag Toss, Pumpkin Painting, Pumpkin Bowling and more. Business sponsors will have their name listed on a sign during the event, on our event page and throughout our advertising when possible. In addition, each station will be handing out candy as part of the trick or treat village. As a business sponsor we also want to encourage you to attend and help run the games,



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## Event Brief



but this is not required.

2. Non-Profit Pop-up tent space – FREE
  - a. Be a part of this new event and join us for a weekend of Halloween related activities! Spooky decorations and costumes are encouraged. We also ask that you provide candy to hand out during the event.
3. Craft or Business Vendor Pop-up tent space – FREE
  - a. Sell arts, crafts and other items by hosting a 10x10 vendor booth at Halloweekend. Businesses are also encouraged to attend. Spooky decorations and costumes are encouraged. We also ask that you provide candy to hand out during the event.
4. Volunteer!
  - a. Calling all volunteers, we need your help! We are looking for people to help run our game booths or volunteer as an actor (Halloween zombie, ghost and so on) for our haunted chairlift rides or haunted house. All volunteers will receive 2 lift tickets to Homewood for the 2020/21 season and a \$50 gift certificate to the West Shore.





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# Event Brief



**Ticket Structure/Event Price:**

We would keep the ticket structure similar to the first year with free entry and charge for the chairlift rides. There is potential to charge an entry fee – however it depends on the games and activities we offer.

**2019 Halloweekend Activities**

- Food and Beverage
  - Carmel Apples / Pies / Popcorn balls
  - Grilled food – hamburgers and such
  - Seasonal Beers / Wine
- Face painting
- Pumpkin Painting
- Vendors
  - Craft / Business Vendors
  - Non-profits
- Trick or Treat vendor village w/ Kids games
  - Pumpkin Bowling
  - Pick a pumpkin
  - Halloween Bean Bag Toss
  - Fish for a prize
  - Spider Jumper
  - Candy Corn Ring Toss
  - Halloween Wheel of Fortune

**2021 Proposed Additional Halloweekend Activities**

- Costume Party/Costume Contest
- Balloon Artist
- Bounce House
- Climbing wall w/ treat at top?
- Pet costume parade
- Live Music

Haunted House and Chairlift	Thursday	Friday	Saturday	Sunday
Adult	\$29	\$34	\$39	\$29
Child	\$14	\$19	\$24	\$14
Tahoe Truckee Student	\$10	\$10	\$15	\$10

**Tickets**

\*Tahoe/Truckee students must show their student ID to receive student pricing. Must attend school in



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# Event Brief



	<p>the Tahoe/Truckee region to receive discount.          Homewood 2019/20 Season Passholders entry is \$25 at the door. Must provide proof of pass purchase.          Groups of 15+ please contact Inigon@skihomewood for group discounts.</p>
<p><b>Event Schedule:</b></p>	<p><b>Event Schedule</b></p> <p><b>Family Activities + Chair Lift Rides: 3pm – 6pm</b> Activities for the entire family! Pumpkin painting, face painting, pin the boo on the ghost, pumpkin tic-tac-toe, trick-or-treat village, and more! PLUS, enjoy chairlift rides all day long, but rider beware, the chairlift is haunted after 7pm.</p> <p><b>Haunted Chairlift Rides + Haunted House 7pm – 9pm</b> Try not to scream as the Quail Chair whisks you through one haunted scene after another – but first, walk through Homewood’s haunted house.</p> <p><b>Live Music: 3-6pm</b> TBD</p> <p><b>Treats (Food and Beverage):</b> Fall treats will be available each day from 3pm to 9pm and will include caramel apples, pie slices, popcorn balls and more. We will also be firing up the grill and serving hamburgers, hot dogs and a variety of other grilled goodies from 3-6pm each day.</p>
<p><b>Layout</b></p>	<ul style="list-style-type: none"> <li>○ The event will be held at the South base with the main entrance being under the main Homewood sign.</li> <li>○ Ticket window will act as the main point of sales for the chairlift and haunted house.</li> <li>○ F&amp;B will sit right next to the ticket window on the patio.</li> <li>○ Retail will also have a pop up tent and selling merchandise throughout the event.</li> <li>○ Adjacent, we will be hosting mini activities like pumpkin bowling, hay playgrounds, and bar/food.</li> <li>○ The area between tickets and the vendors / games will include picnic tables for people to hang out.</li> </ul>
<p><b>Examples of Similar Events:</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Sundance Mountain Resort, UT</a> – Halloween themed chairlift rides and activities to compliment</li> <li>• <a href="#">Cranmore Mountain Resort, NH</a> – CMR is on its 12<sup>th</sup> season of putting on a huge haunted house. They have their own site for it too: <a href="#">The Ghoullog</a></li> <li>• <a href="#">Crystal Mountain, MI</a> – Spooktacular Saturday family fall festival</li> <li>• <a href="#">Snowbasin, UT</a> – They’ve had a growing Halloween party for the last few years</li> </ul> <p>Sundance:</p>



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# Event Brief



## Marketing Plan

### Target Customers

Our goal for hosting a Halloween event in the North Lake Tahoe area is to create a tradition for friends and family each fall. While we anticipate a lot of locals and Reno residents to attend, we want the uniqueness to entice people from the Sacramento and San Francisco areas, and drive TOT.

Our target demographic are families with younger children who reside within a three-hour drive of our resort. This family would have most likely previously visited Lake Tahoe. We feel our event will resonate best with those who are looking to make an autumn getaway and want to include activities for the entire family.

### SWOT Analysis

#### **Strengths**

There are no marquee Halloween events in the area and no "Haunted Chairlift Rides" anywhere in California. In addition, there are no haunted houses within the Lake Tahoe basin / region, which offers a bigger draw.

#### **Weaknesses**

While our goal would be to drive TOT during a typically quiet time in Tahoe, it has proven difficult to draw out-of-market guests to the area this time of year. We are also concerned about the oversaturation of these types of events. There are dozens of haunted houses and Halloween/fall activities already in Sacramento and San Francisco, will people be interested in driving to Tahoe to experience ours?

#### **Opportunities**

The North Lake Tahoe area is in need of a Halloween themed event. There are a lot of parties, music festivals and dance club Halloween themed happenings but there is nothing really for families with a unique draw. By hosting several activities into the weekend, combined with an affordable price point, there will be something for everyone.



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# Event Brief



## **Threats**

The weather proves to be a threat to this event. If it is too cold or we receive early season snow, we will need to cancel. COVID-19 could reduce the size of the event and activities depending on which tier we are in at the time.

## Pricing & Distribution Plan

### **Pricing**

Our goal is to provide an affordable product that allows all families to participate. By providing a multi-tiered ticketing system, general admission vs all access, it strives to push people into the higher price point for a better value. We also want to provide exclusivity to our passholders and provide a discounted entry ticket for them. Our pricing breakdown is included in the brief above.

### **Volunteers**

Our volunteer-based program will hopefully help us spread the word about this event, extending our word of mouth referrals. With minimal Halloween themed activities around Lake Tahoe, we hope to see a fair amount of interest for this program.

### **Game Sponsorship**

We will look to grow our kids game sponsorship base. The additional dollars we bring in will help fund the event / games and also provide brand exposure for businesses in the area.

## Offers & Promotions

### **Promotions**

Hosting the event in the fall is a strategic decision to also get people thinking about Homewood and winter. During the festival we will offer Season Pass specials. The purchase of those products the day of the event will also include entry.

### **Partners**

We will continue to partner with local lodging to offer deals and discounts to overnight guests.

## Marketing Materials

### **Marketing Materials**

We will create a logo and poster for the event that will feature sponsors, and featured festivities. We will also stage or purchase a few images to use to promote the event via our website, social media and to share with partners.

## Marketing Strategy

### **Overview**

Our marketing plan reflects the strategies that have proven effective for our resort in the past, which is a traditional and digital mix. On the digital front, we have a handful of Facebook, Instagram and AdWords Campaigns utilizing a/b testing through messaging, targeted demographics and execution timeline. This typically represents a large portion of our budget. A portion is also used for print and digital ads in local publications, such as Tahoe Quarterly, Tahoe Tribune and Tahoe Weekly. Further tangible advertising costs would be for a banner to hang in Tahoe City thanks to the Tahoe City Public Utility District. Flyers are also distributed within a 15mile radius at key locations.

### **Free / Internal Advertising**

By continuing to utilize local partnerships and free event listings we will continue to keep the event low budget and focus on bringing in the local community. This will be accomplished with the following:

- o Flyers printed and distributed throughout community



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# Event Brief



- Media Generation at the event
- 3-4 Reminder E-Blasts
- Press Release
- 3<sup>rd</sup> Party Listing Sites
  - North Lake Tahoe Chamber
  - Haunted House Websites
  - Local Paper Websites: Tahoe Tribune, Tahoe Weekly, Sierra Sun

### Social Media

Our social media marketing structure will be focused on promotion and awareness. Including the following:

- Creating a Facebook event and tagging all vendors
- Adding social media mentions of the event to our social media calendar
- Mentioning the event on all three properties pages
- Push through resort ambassador base

### Guerrilla/Other Marketing

- Make a list of all Halloween suppliers in the area and send them emails / flyers
- Post on Tahoe Truckee People
- 3<sup>rd</sup> party website listings
- TV station interviews?
- Real estate list email

### Promotions

- See if we can offer add on ticket to other Autumn related destination activities

### Volunteer / Sponsorship Marketing

- Non-Profit booths that give away candy
- Game stations that businesses can sponsor for \$100, we will staff
- Scare to Ski – volunteers to help run event

### Marketing Plan A: No additional funding

#### Budgeted In-Market Advertising: \$1,000

- Adwords: \$600
- Banner: \$50
- Print: \$300
- Facebook / Instagram: \$600
- 101.5: \$100
- Moonshine: \$150

#### Budgeted Out-of-Market Advertising: \$800

- Facebook / Instagram: \$350
- Google: \$350

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### Marketing Plan B: Additional funding

#### Budgeted In-Market Advertising: \$1,800

- Adwords: \$600
- Banner: \$50



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# Event Brief



- Print: \$300
- Facebook / Instagram: \$600
- 101.5: \$100
- Moonshine: \$150

**Out-of-Market Advertising: Requesting \$6,000 (Special Event Partnership Funding)**

- Google: \$800
  - Need to have display ads along with text ads
- Facebook / Instagram: \$800
  - Targeted at San Francisco and Sacramento areas
  - Multiple photos including poster graphic
  - Apple hill target audience
  - Those who like lake Tahoe
- Radio Advertising: \$700
- SF Chronicle: \$700
- Digital Billboard Purchase: \$3,000 (1 month)

**Operational Funding: \$10,000 (Special Event Sponsorship)**

Requested operational funding would be allocated to the following:

- Halloween consultant / decoration company
- Halloween decorations, masks, costumes and props
- Chairlift operations
- Labor for "actors"

Partnerships

**Lodging**

The plan is to collaborate with nearby lodging to further promote the event, while earning unique impressions and awareness. By promoting discounted nearby lodging, our goal is to entice visitation for this event and drive TOT. We'd first communicate this effort to West Shore current lodging partners, and if applicable, approach others in Tahoe City, Kings Beach, Squaw, Truckee, etc.

In addition, Homewood Mountain Resort can provide a large amount of unique impressions for these lodging partners, by listing their logo and the promotion within our various communications.

If 25% of our unique spectators stay overnight in local accommodation for at least one night, that would give us the below numbers to account for referred lodging

HALLWEEKEND ATTENDANCE ESTIMATE	2019 ATTENDANCE	ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	ESTIMATED ATTENDANCE COUNT WITH FUNDING
Total Unique Attendees	920	940	1,500
Total Attendees	1,131	1,100	2,000
Total Participants	37	40	40
Total Spectators	895	900	1,460



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# Event Brief



Room Nights*	100	100	175
Paid Room Nights	30	30	80
Beds	223	225	365

\*Based on 25% of unique spectators, estimates in brief above. In talking with spectators, a good portion seemed to be staying with friends or in a 2nd home.

### Lodging Partnership Details and Surveying Strategies:

- **Room Discounts:** If we move forward with room discounts, we can advertise that event participants and/or spectators get 5% off (for example) their lodging price when they mention they're visiting for the race.
- **Survey Participates and Guests:** Request information about where spectators and participants are staying the day-of the events. On-site surveys.
- **Post Event Reporting:** Post event reporting from lodging partners. Have them tally these numbers as well.

### Favored lodging sponsors:

West Shore Café, Granlibakken, Cedar Crest, Tahoma Cottages and Tahoe Getaways, Tahoe Lux, Basecamp, Resort at Squaw Creek.

## Sponsorship Amenities

### Logo Inclusion

There are several avenues for NLTRA's logo to be included as a sponsor of the event via digital or print including:

- Event Specific Webpage: Visits per year 337k
- Homewood eBlasts Regarding the Event: List Size 23k
- Inclusion on printed event posters
- Inclusion on event banners when applicable
- Promotional event video / video content
- Including "In Partnership with North Lake Tahoe" in any radio / TV advertising (when space allows)
- NLTRA (provided) banners can be displayed during the event and in ticket office
- Social media tagging and promotion of NLTRA when talking about the event
- NLTRA able to provide a North Lake Tahoe specific Halloween themed display in chairlift ride

## Press

### Press Plan

A press release would be drafted and sent to all major news outlets and journalists within the Lake Tahoe, Reno, Sacramento, San Francisco and other applicable areas. In addition, we would create a list of press to invite to the event at no cost.

## Photo / Video Highlights

Photo and video content captured in the first year would be used to promote the event in the second year. During the event we invited a videographer ambassador to capture content and they put together a great promotional video. We also invited a local photographer who supplied us with some photos we can use in our promotion for next year.

## Detailed Demographic Information



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# Event Brief



## Market Segmentation

**Demographic** – The demographic we’d be aiming to reach would be mostly families with children, who are between 25-45. We feel confident in reaching this group as this age audience makes up most users who visit our website.

\*Date represents two years of user website visits to skihomewood.com

**Behavioral** – Our event is most likely to resonate with those who have visited our resorts or others in the Tahoe basin previously for a skiing experience. The idea of a Halloween themed attraction will most likely appeal most to them. Those who have visited our resort once before are likely great candidates for our communications. Our target is interested in experiencing a fun weekend experience, complimented by an enjoyable lodging stay and activities at the lake.

**Psychographic** – This segment must be adventurous and interested in making the trip along with their family to experience a Halloween attraction. We will target those who have visited other similar Autumn attractions nearby, such as Apple Hill, Haunted Houses, etc. This segment likely decides to act on such a trip based on their kid’s interest in the event, so by including smaller various activities along with our messaging we may have a better chance of grabbing their attention.

**Geographic** – Targeting and engaging with local families and organizations in North Lake Tahoe will remain priority. In terms of targeting out-of-market guests, we will largely reflect our website’s geographic hot spots since these have proven to provide successful for us.



North Lake Tahoe Resort Association Event Sponsorship  
Post Event Recap Requirements

Please provide as much of the following information in your event recap as

applicable. Ticketing & Attendance

- Total Tickets Sold

Tickets Sold	Type of Ticket
<b>Online in Advance</b>	
56	General Admission w/ Chairlift
5	All-Access Pass w/ Unlimited Chairlift rides
27	12 and under
6	12 and under unlimited
<b>At the Door</b>	
239	General Admission w/ Chairlift
12	All-Access Pass w/ Unlimited Chairlift rides
57	12 and under
7	12 and under unlimited
43	Season Passholder Ticket
129	Tahoe / Truckee Students
14	Tahoe / Truckee Students Unlimited
<b>595</b>	<b>Total</b>

Unique Attendees	920
Attendees	1,131
Participants	37
Total Spectators	895
Chairlift / HH	595
Kids Games / Other	300

- Total Unique Attendees
  - A unique individual is counted one time only, regardless of how many event activities, venues or days they attend.

<b>Total Unique Attendees</b>	<b>920</b>
HMR Employees	25
Chairlift / Haunted House	595
Kids Games / Pumpkin Painting / Face Painting	300

- Total Attendees
  - The compilation of head counts for every venue and activity over the duration of the event. Total attendance presumably reflects unique individuals being counted multiple times if they attend multiple activities or days within the event's scheduled offerings.

<b>Total Attendees</b>	<b>1,131</b>
Unlimited Ticket – Assumed visited 2 days	44 * 2 = 88
HMR Employees – worked 4+ days	37 * 4 = 148
Chairlift / Haunted House	595
Kids Games / Pumpkin Painting / Face Painting	300

- Total Participants

- o Includes competitors, sponsors, vendors/exhibitors, support crew/team, entertainer/performer, volunteer, official, media or support staff. A breakdown of each category would be appreciated.

<b>Total Participants</b>	<b>37</b>
Lift Staff	4
Kids Games	6
Vendors / Face Painters	3
Food and Beverage	5
Ski Patrol	4
Tickets	1
Actors / HH / HC	8
Mountain / Base Ops	3
Other / Volunteers	3

- Total Spectators

<b>Total Unique Spectators*</b>	<b>895</b>
Chairlift	595
Haunted House	314
Kids Games	300
Pumpkin Painting	30
Face Painting	50

\*Assumed spectators participated in more than one activity.

### Lodging

- Room Nights Booked by Event Producer
- Room Nights Generated by Event
  - o Provide both exact numbers you've tracked and antidotal information.
  - o List lodging partners you worked with for the event and what that partnership looked like.
    - Partners: Tahoma Meadows, Base Camp Tahoe City, Tahoe Luxury Rentals.
    - When introducing the partnership, we asked lodge managers to offer those staying locally for Halloweekend with a discount or other lodging incentive. In return, we provided their brand with exposure through our website, email newsletter and social media. To further incentivize their hand in assisting with marketing efforts, we created a shareable Google Drive accompanied by high quality usable content, social media sample write-ups, creatives, and more event information to provide them with everything needed to push the event on their end. [You can view this Google Drive here.](#) We reached out to our lodging partners regarding how many coupon codes were redeemed, however we have not heard back from them yet.

- Tahoma Meadows: TBD
- Tahoe Luxury Properties: TBD
- Basecamp Tahoe City: TBD

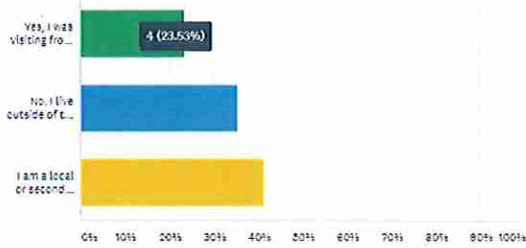
### Survey Results

- We created a survey for the event which we sent out after it was completed. We contacted guests by emailing those who had pre purchased tickets on Eventbrite and sending the link through the Facebook event on our FB site. We only saw 17 responses come through.

Q1 Customize Save as ▼

Did you stay overnight in North Lake Tahoe? If the answer is no, skip questions 2 - 6.

Answered: 17 Skipped: 0

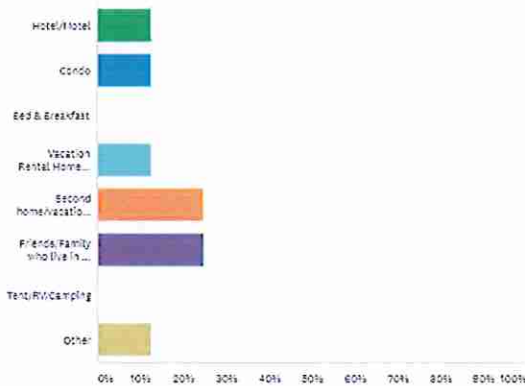


ANSWER CHOICES	RESPONSES
Yes, I was visiting from outside of the area.	23.53% 4
No, I live outside of the area and just drove up for the day.	35.29% 6
I am a local or second homeowner.	41.18% 7
<b>TOTAL</b>	<b>17</b>

Q3 Customize Save as ▼

Please describe your accommodations while staying in North Lake Tahoe.

Answered: 8 Skipped: 0



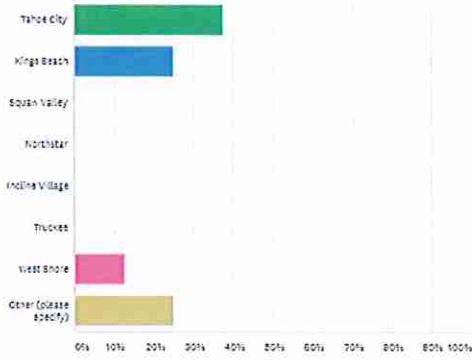
ANSWER CHOICES	RESPONSES
Hotel/Hotel	12.50% 1
Condo	12.50% 1
Bed & Breakfast	0.00% 0
Vacation Rental Home (Air B&B, VREO, Homeaway, etc.)	12.50% 1
Second home/vacation unit	25.00% 2
Friends/Family who live in the area	25.00% 2
Tent/RV/Camping	0.00% 0
Other	12.50% 1
<b>TOTAL</b>	<b>8</b>

Q4

Customize Save as

### Where was your lodging located?

Answered: 8 Skipped: 0



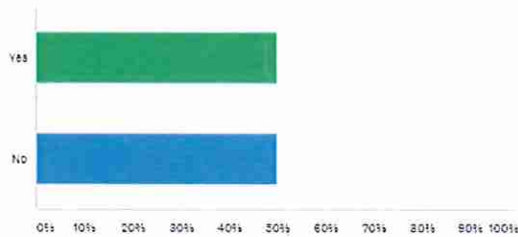
ANSWER CHOICES	RESPONSES	
▼ Tahoe City	37.50%	3
▼ Kings Beach	25.00%	2
▼ Squaw Valley	0.00%	0
▼ Northstar	0.00%	0
▼ Incline Village	0.00%	0
▼ Truckee	0.00%	0
▼ West Shore	12.50%	1
▼ Other (please specify)	Responses 25.00%	2
<b>TOTAL</b>		<b>8</b>

Q9

Customize Save as

### Did you come to the region specifically for the event you attended?

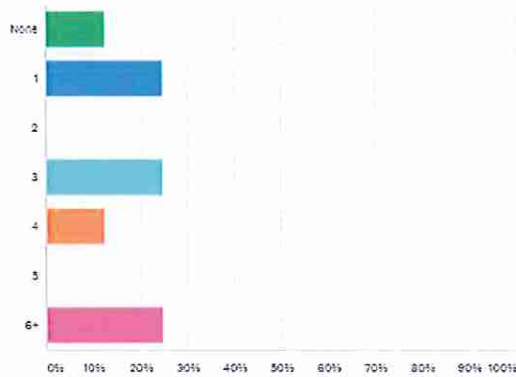
Answered: 14 Skipped: 3



ANSWER CHOICES	RESPONSES	
▼ Yes	50.00%	7
▼ No	50.00%	7
<b>TOTAL</b>		<b>14</b>

How many nights did you stay in North Lake Tahoe?

Answered: 8 Skipped: 0



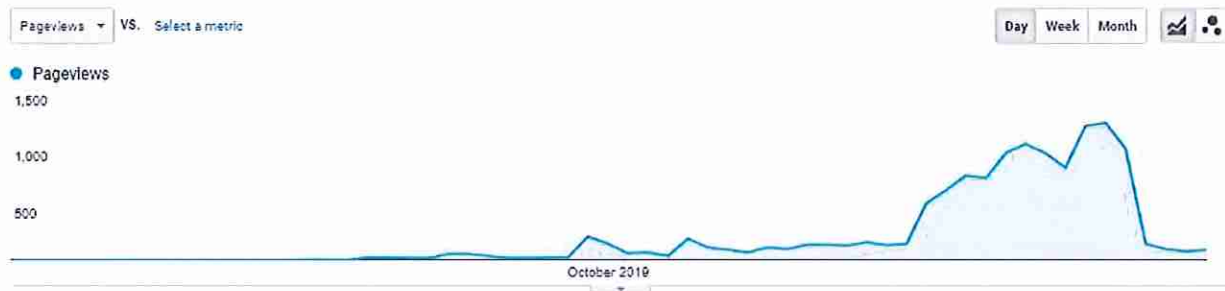
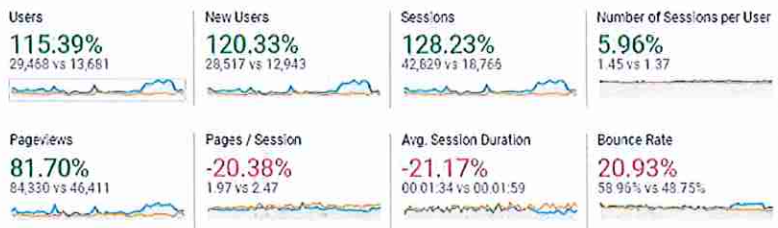
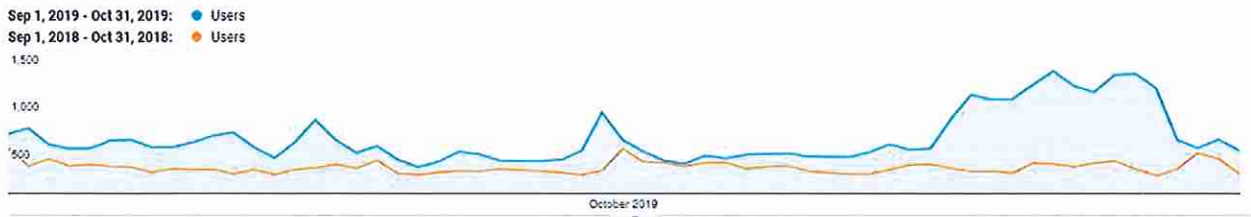
ANSWER CHOICES	RESPONSES	
None	12.50%	1
1	25.00%	2
2	0.00%	0
3	25.00%	2
4	12.50%	1
5	0.00%	0
6+	25.00%	2
<b>TOTAL</b>		<b>8</b>

## Marketing

### Media Impressions

Channel	Impressions
Website	12,387
Facebook Organic	14,198
Instagram Organic	5,266
Twitter Organic	4,769
Facebook & Instagram Paid	163,006
Email Newsletters	74,097
All third-party event listing sites (e.g. Tahoe Weekly Sierra Sun, Go Tahoe North, etc.)	Estimated 5,000+
Billboard	691,476
Adwords	1,892,057
Banner & Flyers – local places	5,000+
Radio Ads iHeart Radio SF	31,256+
SF Chronicle	70,000
Print Ads	65,750
Direct email to running organizations and schools	100
Radio Ads 101.5	20,000+
Eventbrite	41,840
<b>Total</b>	<b>3,054,362+</b>

- Website Traffic – noting any increase during marketing push
  - We saw a 115%+ increase in website sessions YOY during the two months leading up to the event. This increase can be directly attributed to the Halloween event traffic. Please refer to the google analytics graphs below.



Primary Dimension: Page Other

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	12,333 % of Total: 14.62% (84,330)	10,634 % of Total: 15.30% (69,523)	00:03:12 Avg for View: 00:01:36 (99.34%)	10,143 % of Total: 23.72% (42,770)	85.01% Avg for View: 58.96% (44.19%)	83.60% Avg for View: 50.72% (64.83%)	\$0.00 % of Total: 0.00% (\$17.63)
1. /nalloweekend-at-homewood/	12,333 (100.00%)	10,634 (100.00%)	00:03:12	10,143 (100.00%)	85.01%	83.60%	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 1 of 1

This report was generated on 11/2/19 at 1:52:42 PM - Refresh Report

Website traffic two weeks leading up the event, based on user city.

City	Users	% Users
1. (not set)	3,629	11.48%
2. San Francisco	2,910	9.21%
3. Sacramento	1,795	5.68%
4. Truckee	1,013	3.21%
5. Reno	883	2.79%
6. San Jose	582	1.84%
7. Incline Village	476	1.51%
8. Los Angeles	449	1.42%
9. South Lake Tahoe	402	1.27%
10. New York	343	1.09%

- Recap of Marketing Plan
  - Markets advertised in, mediums utilized, etc.

Our marketing plan reflected the strategies that have proven effective for our resort in the past, which is a traditional and digital advertising mix, ambassador activation, partner organic marketing, and a handful of other channels. On the digital front, we ran a mix of Facebook, Instagram and AdWords Campaigns utilizing a/b testing through messaging, targeted demographics and execution timeline. This represented a large portion of our in market and out of market budget. A portion of our spend was also used for print ads in local publications such as Tahoe Weekly and Moonshine Ink. In addition, we utilized current partnerships to push organic marketing including, Tahoe Quarterly, Tahoe City Downtown Association and the Truckee Chamber. Further tangible advertising costs included a banner showcased in Tahoe City thanks to the Tahoe City Public Utility District. Flyers were also distributed within a 15mile radius at key locations and several eBlasts were sent from all three property (Homewood, West Shore, High & Dry Marina) email accounts.

We also opted to purchase a digital billboard on the I-80 corridor for three weeks leading up to the event. Organically we connected with the local schools to help push marketing messages to the students, increasing event awareness and soliciting volunteers. We also provided free entry to our local social influencers to boost event impressions.

- NLT Logo Placement Locations
  - All the locations listed above included NLTRA mention or logo

The NLTRA logo and branding was used in our messaging whenever possible.

- Summary of the entire marketing spend

Out of Market advertising:		Homewood In Market Advertising:		West Shore Café In Market Advertising	
Billboard	\$3,000	Facebook	\$600	Facebook	\$600
Facebook	\$800	AdWords	\$600	AdWords	\$600
AdWords	\$800	Banner	\$50		
SF Chronicle	\$700	Tahoe Weekly	\$300		
Radio Advertising	\$600	Moonshine	\$150		
		101.5	\$100		
<b>Total</b>	<b>\$5,900</b>				
		<b>Total</b>	<b>\$1,800</b>	<b>Total</b>	<b>\$1,200</b>

Public Relations

- Summary of Public Relations efforts with an advertising equivalency if possible

An initial event announcement press release was sent on August 27, 2019 through our 3<sup>rd</sup> party PR company, JVP Communications. The event saw several press mentions – listed below.

Tahoe Daily Tribune

<https://www.tahodailytribune.com/news/top-places-to-celebrate-halloween-at-lake-tahoe/>

Northern NV Moms

<https://northernnevadamoms.com/event/halloweekends-at-homewood/2019-10-26/>

Tahoe Weekly

<https://thetahoweekly.com/2019/10/halloween-balls-bashes-2/>



#### Regional Spend

- Local Businesses Utilized for Event Production/Operations/Marketing
  - We like to see how events are impacting the overall community. Let us know if you utilized or supported local businesses in your event operations.

Majority of our event was created and supported by Homewood’s operation team. We did invite over 50 local craft vendors to be a part of the vendor village, however vendor turnout was low. We reached out to local Tahoe / Truckee schools about volunteer opportunities and had 3 students volunteer during the event. We also provided students a discounted price to encourage locals to attend. In addition, we reached out to approx 40 local businesses and non-profits, asking them to attend and support the event as a sponsor.

#### Event Summary

- Overall information on how the event went.

Overall the event was very successful, and we see it quickly becoming a signature Halloween event in the region. Hiring an event designer, Forget Me Knot Events, was one of the most valuable decisions in the planning process. Allison purchased all the Halloween decorations, created the haunted house, came up with the on-mountain plan, actor costumes and everything in-between. Having her help in creating the event was key to its success. While Allison planned the on mountain “scenes” and the haunted house, the Homewood team created the base are activities including the kid’s games, movie planning and so on.

This was a very complex event, in a challenging time of year. Majority of our winter staff is still being onboarded and the on-mountain team is prepping for winter. A lot of the team had to take pause on the projects they were working on to help make this happen. Staffing was the biggest challenge and we hope this year’s event will help us obtain additional volunteer staff for next year. Our team members that were out of town or missed the event are already interested in working it next year.



There was a mix of feedback regarding the Haunted House mainly because of the 9+ age restriction. Some kids thought it was too scary, while others didn't think it was scary enough. Parents of kids 9 and younger expressed disappointment that their kids were not allowed into the Haunted House, however, we saw a handful few kids turn-around because it was too scary. Overall the feedback was 50/50 so we believe the approach was correct for the age limit and the "scariness" was on point.

We received a lot of positive feedback about the haunted chairlift with a lot of comments about the uniqueness. Several people mentioned that it was amazing to be on the chair at night, to see the stars and the view. We had 7 haunted "scenes" on the chairlift ride (including the bottom and top) and think we can continue to add to it in years to come.

Weather is a concern for future years. While Friday and Saturday were beautiful with temperatures in the 60s, Sunday was extremely cold and windy. Sunday's weather kept a lot of people away and we cancelled the night-time chairlift portion of the event due to power safety shut offs in the region. We will be looking into renting a "warm up" tent so people have a place to hang out if the weather is less than ideal.

The event started a bit slow on Friday but by 4:30 we had dozens of kids playing the games and by the end of the night we saw 140 people ride the chairlift and go through the Haunted House. Saturday saw strong attendance from the beginning. The movie didn't see strong visitation so we will look towards having a band next year.

- Did you feel the sponsorship funds received were impactful?

Yes, the funding was extremely impactful, and we wouldn't have seen the results we did without it. It's hard to accurately determine how many people were visitors from outside the region, due to the lack of survey responses, but we would estimate that 40% were from out of town (or 2<sup>nd</sup> homeowners) and 60% were locals. During the event we were constantly asking customers where they heard about it, one couple mentioned that they were from Sacramento, came up for the event specifically, and heard about it because of the billboard ad.

### Funding Usage (Partnership Funding Recipients)

- Backup information showing how the granted funds were utilized must be provided
  - Example: vendor invoice, tear sheet, credit card statement, etc.

### Facebook

Ad Set Name	Delivery	Results	Reach	Cost per Result	Budget	Amount Spent	Schedule	CPC (All)	CTR (All)	Impressions	Link Clicks	Checks (All)
In Market - October - Halloweenads at Homevoo	Recently Completed	1 Purchase	11,552	\$300.00 Per Purchase	\$300.00 Lifetime	\$300.00	Oct 1, 2019 - Oct 26, 2019 26 days	\$0.45	1.60%	33,072	255	658
Out of Market - October - Halloweenads at Homevoo	Recently Completed	3 Purchases	22,318	\$133.33 Per Purchase	\$400.00 Lifetime	\$400.00	Oct 1, 2019 - Oct 26, 2019 26 days	\$0.48	2.01%	41,885	376	840
Out of Market - September - Halloweenads at Homevoo	Completed	4 Purchases	27,604	\$100.00 Per Purchase	\$400.00 Lifetime	\$400.00	Sep 15, 2019 - Sep 30, 2019 15 days	\$0.38	2.08%	51,078	455	1,000
In Market - September - Halloweenads at Homevoo	Completed	1 Purchase	12,515	— Per Purchase	\$300.00 Lifetime	\$300.00	Sep 15, 2019 - Sep 30, 2019 15 days	\$0.30	2.71%	35,958	349	1,001
<b>Results from 4 ad sets</b>		<b>8 Purchases</b>	<b>64,001 People</b>	<b>\$175.00 Per Purchase</b>	<b>\$1,400.00 Lifetime</b>	<b>\$1,400.00 Total Spent</b>		<b>\$0.39 Per Click</b>	<b>2.16% Per Impre...</b>	<b>163,005 Total</b>	<b>1,405 Total</b>	<b>3,507 Total</b>

### Billboard



<input type="checkbox"/> <input checked="" type="radio"/> Campaign	Budget	Status	Optimization score	Campaign type	Cost	Impr.	Interactions	Interaction rate	Avg. cost
<input type="checkbox"/> <input checked="" type="radio"/> Halloween at Homewood - In Market	\$6.61/day	Paused	-	Display	\$454.35	368,333	2,534 clicks	0.69%	\$0.18
<input type="checkbox"/> <input checked="" type="radio"/> Halloween at Homewood - Out of Market	\$9.13/day	Paused	-	Display	\$619.50	1,470,145	42,313 clicks	2.88%	\$0.01
<input type="checkbox"/> <input checked="" type="radio"/> Halloween - Search In Market	\$6.61/day <input checked="" type="checkbox"/>	Paused	-	Search	\$125.59	7,900	227 clicks	2.87%	\$0.55
<input type="checkbox"/> <input checked="" type="radio"/> Halloween - Search Out of Market	\$10.50/day <input checked="" type="checkbox"/>	Paused	-	Search	\$188.72	45,679	349 clicks	0.76%	\$0.54
<b>Total: Filtered campaigns</b> <sup>②</sup>			-		\$1,388.16	1,892,057	45,423 clicks	2.40%	\$0.03
<b>Total: Account</b> <sup>①</sup>	\$11.11/day		-		\$3,620.66	2,036,743	47,637 clicks	2.34%	\$0.08
<b>Total: Search campaigns</b> <sup>②</sup>			-		\$2,546.81	198,265	2,640 clicks	1.43%	\$0.90
<b>Total: Display campaigns</b> <sup>②</sup>			-		\$1,073.85	1,838,478	44,847 clicks	2.44%	\$0.02
<b>Total: Video campaigns</b> <sup>②</sup>			-		\$0.00	0	0	-	-

## SF Chronicle



ALL RESERVED PRODUCTS WILL EXPIRE IN 5 DAYS WITHOUT A SIGNED CONTRACT

Date: 9/19/2019

### CAMPAIGN INFORMATION

Account Name:	Homewood Resort
Account #:	
Sales Rep:	Harrison Prewett
Proposal Name:	Halloween
Proposal Version #:	
Campaign Start:	9/23/2019
Campaign End:	10/30/2019

### BILLING INFORMATION

	Advertiser	Agency
Contact Person:	Harrison Prewett	
Company Name:	Homewood Mountain Resort	
Address 1:		
Address 2:		
Email:	h1000@si-homewood.com	
Telephone:	530.584.6839	
Fax:		
Bill To (Choose One):	x	

### Digital

Section Name	Ad Name Comments	Targeted	Ad Unit Sizes	Start Date	End Date	Rate	Cost Type	Est. Impressions	Total Cost
SFGATE & SFChronicle.com	Audience Targeting: Outdoor Enthusiasts & Tahoe Travelers GEO: San Francisco DMA	Audience & GEO	970x90, 728x90, 300x600, 300x250, 320x50	9/23/2019	10/30/2019	\$ 10	CPM	70,000	\$700.00
<b>Totals:</b>								70,000	\$700

Compliant with IAB Standard Terms & Conditions Version 3.0  
Send creatives, click-through links and third party tags to:

[Download a Copy](#)  
[StrategicAMs@sfgate.com](mailto:StrategicAMs@sfgate.com)

### CREATIVE GUIDELINES

[SFGate Ad Specs](#)

Standard banner ads DUE 2 days before launch  
Rich media ads DUE 5 days before launch

### THIRD PARTY TAGS & REPORTING

We request all clients provide access to third party reporting to compare delivery and ensure accurate reporting.

Option 1: Send Weekly Reporting	Option 2: Provide Login Access
Deliver reports via email to: <a href="mailto:Traffic@sfgate.com">Traffic@sfgate.com</a> <a href="mailto:StrategicAMs@sfgate.com">StrategicAMs@sfgate.com</a>	Website: Username: Password:

### AUTHORIZED SIGNATURES

In order to bind the parties to this agreement, their duly authorized representatives have signed their names below on the dates indicated.

This agreement (including the IAB Standard Terms and Conditions Version 3.0 incorporated by reference) shall be binding on both parties when signed on behalf of each party and delivered to the other party (which delivery may be accomplished by facsimile transmission of the signature pages hereto).

Client/Agency

SFGate

## iHeart Radio



**Campaign Information**

Date Prepared: September 30th, 2019  
 Client/Advertiser: Homewood Mountain Resort  
 Campaign: San Francisco  
 Market: San Francisco

ASSET	CREATIVE SIZE	PLACEMENT	AUDIENCE	FLIGHT		IMPRESSIONS	CPM	INVESTMENT		NOTES
				Start	End			Net	Net	
Digital Audio (English)	Audio (:30)	iHeartRadio Desktop & Mobile App	A12+	10/8/19	10/27/19	37,506	\$16.00	\$600.00		Targeting San Francisco adults listening to mix-variety
Added Value Companion Banner	Display 300x250	Synchronized w/ Audio	As Sync'd w/ Audiences above	10/8/19	10/27/19			\$0.00		Estimated/Non-Guaranteed
<b>PROGRAM TOTAL:</b>						<b>37,506</b>	<b>\$13.91</b>	<b>\$600.00</b>		

**THE IHEARTRADIO NETWORK INCLUDES PLACEMENT ON NEWSTALK STATIONS WHO CARRY RUSH LIMBAUGH & SEAN HANNITY. A REVISION TO YOUR IMPRESSIONS WILL BE REQUIRED IF YOU CHOOSE TO OPT-OUT OF THESE STATIONS**

INVENTORY IS NOT GUARANTEED AND WILL NEED TO BE RE-VERIFIED 5 BUSINESS DAYS AFTER PREPARED DATE OF PLAN  
 ANY CREATIVE DELAY WILL IMPACT INVENTORY AND FLIGHT DATES ANY HAVE TO BE ADJUSTED

Audience Targeted  
 A 12+

IAB Industry:  
 Travel/Tourism

This plan is valid until 10/27/19. This plan was built using AdVirz projections as of 7/12/2019

# Event Budget for Halloweenweekend

## > Profit - Loss Summary

	Budgeted	2020 Actual	2019 Actual
Total income w/ Retail	\$59,644.00	\$0.00	\$38,126.00
Total expenses w/ Giveaways	\$41,717.00	\$0.00	\$30,533.70
<b>Total profit (or loss)</b>	<b>\$17,927.00</b>	<b>\$0.00</b>	<b>\$7,592.31</b>
Total income w/ out Retail	\$58,040.00	\$0.00	\$36,810.00
Total expenses w/out Giveaways	\$41,567.00	\$0.00	\$30,533.70
<b>Total profit (or loss) Excluding Retail</b>	<b>\$16,473.00</b>	<b>\$0.00</b>	<b>\$6,276.31</b>

### Total Profit (or loss) Including Retail

