

NLTRA Mission

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

Chair: Carlyne Fajkos, Tahome Marketing | **Vice Chair:** Becky Moore, Granite Peak Management
Brett Williams, Agate Bay Realty | **Brit Crezee**, Sotheby's International Realty | **Christine Horvath**, Squaw/Alpine
Kressa Olguin, Hyatt Regency | **Melissa Burin**, The Ritz-Carlton | **Ray Villaman**, Tahoe Restaurant Group | **Susan Whitman**, Northstar
Tyler Gaffaney, Tahoe Biltmore | **Vinton Hawkins**, MJD Capital Partners/The Boatworks at Lake Tahoe | **Wendy Hummer**, EXL Media
Advisory Board Member: **Erin Casey**, Placer County

Join Zoom Meeting

<https://us02web.zoom.us/j/82703643897?pwd=N1Q0YitGenRCUVhpTXcvdXhVWTFIZz09>

Meeting ID: 827 0364 3897

Passcode: 683070

+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. **Agenda Amendments and Approval**
- 2:05pm 4. **Approval of Tourism Development Meeting Minutes from May 25, 2021** **Page 1**
- 2:10pm 5. [MCC Planner Update](#)– Sarah Winters
- 2:20pm 6. Event ROI Discussion – Katie/Amber **Page 4**
Informational Resources:
 - 2-Year Tourism Development Plan (Pages 52 - 54): <https://www.nltra.org/wp-content/uploads/2019/06/Two-Year-Tourism-Development-Strategic-Plan-2018.pdf>
- 2:50pm 7. TBID and Re-Organization Structure Update - Jeff
- 3:00pm 8. TART Connect Roll Out Update - Amber
9. 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
- Reno Tahoe Airport Reports

10. Standing Reports (located on nltra.org; [here](#))

- Destimetrics Report
- Conference Activity Report
- Lodging Referral Report

3:10pm 11. Committee Member Comments

3:15pm 12. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

Tourism Development Meeting Draft - Meeting Minutes – Tuesday May 25, 2021

The Tourism Development Meeting was held via Zoom video conferencing.

Committee Members that joined via teleconference: Becky Moore, Brit Creeze, Christine Horvath, Carlyne Fajkos, Susan Whitman, Ray Villaman, Tyler Gaffaney, Wendy Hummer

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

Others in attendance: Neil Morse, Lisa Nigon, Caroline Ross

1. Meeting called to order at 2:05pm
2. Public Comment: None
3. **Agenda Amendments and Approval**
Motion to approve the agenda as presented MOORE/HORVATH/UNANIMOUS
4. **Approval of meeting minutes from April 27, 2021**
Motion to approve the meeting minutes from Apr 27,2021 MOORE/HAWKINS/UNANIMOUS
5. The Village at Squaw Valley Oktoberfest Presentation – Caroline Ross
Ross gave a brief update on the recent state and county guidance regarding events and mega events, starting June 15th. Oktoberfest draws more than 6K a day with raising more than \$100K to the High Sierra Lacrosse Foundation. They were forced to cancel the event last year due to Covid, but they intend to bring this great event back on September 18th. With the current guidance and uncertainty surrounding restrictions, they have two strategies to build on previous event model. Strategy 1: Create a 2-day festival or Strategy 2: Create a Higher End, High Demand Event with limited capacity. This is a long-standing event with lots of entertainment. Ross is requesting a \$10K sponsorship. This is an event that has grown significantly since it's inception and it does bring a lot of "heads in beds".

Comments:
 - Burke questioned if the funding would help them making it a 2-day event as it does draw more overnight visitation. Ross stated funding would help them consider a 2-day event.
 - Villaman stated as a business owner in the village he has seen this event grow and it is a huge contribution to our community.
6. The Village at Squaw Valley Made in Tahoe Festival Presentation – Caroline Ross
The Squaw Valley Neighborhoods Company is behind all the events that takes place in the village and asking for funding is not something that they usually have to, but they were encouraged to apply. Made in Tahoe has been celebrating all things local for over 8 years with hundreds of vendors, artisan crafts, non-profits, food, drinks and entertainment. Made in Tahoe brings visitors and members of the Tahoe Truckee area together and this event is scheduled for the October 9 and 10th weekend. There is still another event scheduled for Spring of 2022 and she is looking at making this a bi-annual event. With Monday being a bank holiday (Columbus Day) there is an opportunity to possibly get 3 nights of lodging for this event. Ross is requesting a \$10K sponsorship for this event. NLTRA would have a presence at the event and dates are shoulder season and when we are trying to draw visitors to the area. The funding would be utilized towards marketing and promotion of the event.

Comments:

- Villaman questioned if Ross has looked at earlier dates in September as weather can be unpredictable in October. Ross stated this is a good time for vendors and she does not want to compete with other events in the area.
- Fajkos commented that she likes the idea of this going to a bi-annual event. Ross stated this event is a big revenue event for the vendors.
- Bowling complimented Ross on the event and supporting local businesses.

7. Adventure Van Expo Presentation – Neil Morse

The Adventure Van Exp is a free consumer show with the main attraction is to view built up custom adventure rigs and all the latest tech gear, builds, racks, and accessories. This event started 4 years ago and last year it went to South Lake Tahoe. This is a traveling event series, with four states and seven-stop run from California to Tennessee, Oregon, Utah, and Colorado. Morse is still hoping to run all seven events in a safe and fun outdoor environment this year. The dates for the event at Homewood are September 18 and 19th. Morse shared last year was record attendance breaking 5K over the weekend and he expects the same numbers this year. He is on track to have 50 vendors which is his goal for every show. The event is usually hosted by the local Mercedes-Benz dealer at each location. At the event, he plans on hosting over-landing classes, solar-technology courses, mountain bike rider, beer gardens and more. More and more recognized vendors and coming on-board and this is now a recognized national event. He also pulls in local vendors too, for this event. This year he has hired a band for Saturday night.

Comments:

- Fajkos asked if it is set up as a vendor village. Morse stated it is.
- Fajkos questioned if he sees this moving to a ticketed/fee event? Morse stated he prefers getting bigger sponsors and keeping it a free event.

8. Halloweekend at Homewood – Lisa Nigon

Biggers stated this event already got \$5K in Partnership funding but it was recommending they come present for additional funding to the Tourism Development Committee. She gave a quick recap of the 2019 event. This is a 3-day event with a Haunted House and Haunted chairlift ride. There is also trick or treat in the village along with face painting, balloon artist, pumpkin decorating, and costume contest. There was also a themed VIP Halloween dinner at the West Shore Café. She shared that entry was free for kids. Nigon stated they looking to extend the event this year to October 21 – 24th. Nigon shared the pricing structure for the Haunted House and Chairlifts. They are extending tickets to the local students again this year. They will utilize the \$10K funding request to hire an event director (cost \$4K) and shared other cost such as decoration and actors/labor.

Comments:

- Villaman asked if there is a backup plan in case of snow? Nigon stated the backup plan would be to just to the Haunted House and the activities at the base and not do the Haunted Chairlift.
- Hummer questioned if she was still planning on doing a young adult party on Thursday to draw midweek room nights and stated the anticipated 80 room nights seems low. Nigon stated they are looking at doing a themed night and will determine soon if they can do that.
- Villaman shared that he could put Nigon in touch with the Truckee Dance Factory who has performed the "Thriller" song before.
- Villaman questioned how much Homewood is investing in this. Nigon shared numbers from last year.

9. Action Items:

Burke and Biggers went over event budget and answered some questions regarding funding. Staff is recommending funding these events. There were some discussions on funding the larger events with higher attendance. Burke reminded the committee members that Halloweekends at Homewood is a new event, and this funding will help her long-term grow the event to a successful event.

A) Review & Approval of Squaw Valley Oktoberfest Sponsorship & Made in Tahoe Festival

Discussion:

- Moore proposed funding this event at 10K if it is a 2-day event and if it stays one day to fund it at \$7K.
- Villaman requested that the committee consider the size of the event and fund the larger events with more dollars to enhance and help the event thrive even more. Moore responded that we are trying to grow the smaller events into bigger events and these larger events have had very successful years and to fund it at the requested amounts.

Motion to support the Oktoberfest with \$10K if it is a 2-day event, or fund at \$7K if it is a 1-day event and Made in Tahoe Festival with \$10K MOORE/GAFFANEY/Carried with Horvath abstaining.

B) Review and Approval of Adventure Van Expo Sponsorship

Discussion:

- Hummer asked about attendance at last event and average night stay. Biggers shared the numbers last time it was at Homewood was 1,875 with an average night stay at 2 nights.
- Burke stated we need to request that we receive some branding awareness in his communications.
- Biggers stated we could request to have presence at the event to help push the sustainability pledge.
- Villaman asked if we would consider sponsoring a multi-year agreement. Biggers shared now moving into a TBID that is possible. He also questioned why it was moved to South Lake Tahoe and Burke shared it had to do with space.
- Horvath agreed with Biggers in branding and asked that he promotes local lodging.
- Hawkins stated he might outgrow the site at Homewood. Burke stated that we have close relationships with him and can find out from Homewood capacity numbers.
- Villaman recommended funding him at the same amount as the other events, \$10K. The additional funding going towards music.

Motion to support the Adventure Van Expo Sponsorship with \$7K with the option of an additional amount up to \$3K to be spent to enhance music with staff direction. VILLAMAN/HAWKINS/UNANIMOUS

Staff action (Katie): Look into multiple-year agreement and work with Homewood to see if this is a possibility.

C) Review & Approval of Halloweekends at Homewood Sponsorship

Discussion:

- Hummer recommended funding it an additional 4K to make it 10K total with the funding she received from Partnership funding.
- Horvath reminded the committee members the philosophy on the event and this being the seed money to help grow the event with potential. This is a great event; it is creative, and it is also a need period. She recommended funding at the full ask.
- Gaffaney recommended supporting this is in full as it is critical to help grow and event.
- Villaman suggested getting a local non-profit involved.

Motion to support the Halloweekends at Homewood with \$10K Sponsorship with recommending they get a local non-profit. HORVATH/MOORE/UNANIMOUS

10. Overview of Traveler Responsibility Pledge Stakeholder Toolkit – Amber Burke
Burke gave a brief update that the organization is in the process of creating a toolkit, that will go out later this week.
11. Departmental Reports – these reports can be viewed on our [website](#).
12. Standing Reports- these reports can be viewed on our [website](#).
13. Committee Member Comments
14. Adjournment – The meeting adjourned at 4:06pm.

Minutes submitted by,
Anna Atwood
NLTRA

North Lake Tahoe Resort Association - Sponsored Events
ROI Calculator

16.17 FY

17.18 FY

18.19 FY

19.20 FY

Event	Date	Total Participants	Avg. Per Party	Total Attendance	Out of Town Visitors	Lodged in Houses/Hotels/Etc.	Placer County	Visitors Contributing to TOT	Average Night Stay	Room Nights Generated	Avg. Spend/Person/Day	Avg. EI - Participants	Sponsorship/Grant Funding	Economic Impact ROI on Funding	Media Coverage/Reach
2016															
Experience Our State Parks Events	Jan - March	205			40%	50%	50%	21	1.5		\$230	\$7,073	\$3,000	2	R
Tough Mudder	6/9 - 6/10	11,630	4.5		78%	82%	36%	2,678	2.8		\$230	\$1,724,553	\$50,000	34	N
NLT Summit Lacrosse	6/17 - 6/19	2,400	2.0		100%	70%	50%	840	2.5		\$230	\$483,000	\$5,000	97	N
Lake Tahoe Music Festival	9/16	943			3%	50%	50%	14	2		\$230	\$6,507	\$3,000	2	R
Copa de las Sierras	9/1 - 9/3	6,360			92%	70%	70%	4,096	3	300	\$230	\$2,826,130	\$3,000	942	R
Tahoe Vista Paddlefest	September	1,200	2.0		17%	70%	70%	143	2		\$230	\$65,688	\$4,000	16	R
Lake Tahoe Autumn Food & Wine Festival	9/9 - 9/11	2,500	3.6		67%	47%	70%	792	3.1		\$230	\$564,773	\$30,000	19	R
Tahoe City Oktoberfest	10/1	2,000			76%	54%		812	2		\$230	\$373,494	\$1,500	249	R
Spartan World Champs	10/1 - 10/2	11,104	3.4		83%	73%	50%	3,359	2.3		\$230	\$1,776,930	\$210,000	8	I
Lake Tahoe Dance Collective		1,139			58%	50%	50%	165	1.5		\$230	\$56,978	\$5,000	11	
Lake Tahoe Women's Wellness Weekend	November	75						39	1	39	\$230	\$8,970	\$4,000	2	R
2017															
Audi FIS Ski World Cup Women's Race	3/9 - 3/11	18,000	3.2		57%	62%	78%	4,962	3.1		\$230	\$3,537,718	\$30,000	118	I
WinterWonderGrass Tahoe	3/31 - 4/2	4,608	4.6		82%	54%	75%	1,530	3.1	990	\$230	\$1,091,116	\$15,000	73	N
Squaw Valley Half & 8 Miller (BBA)	6/11	400			48%	31%	50%	62	1.7		\$230	\$24,242	\$10,500	2	R
No Barriers	June	825	1.0		80%	80%	80%	422	3	997	\$230	\$291,456	\$8,000	36	I
North Lake Tahoe Summit Classic	6/14 - 6/16	4,747	3.0		100%	70%	50%	1,661	2.5		\$230	\$955,334	\$6,050	158	N
Broken Arrow Skyrace	6/16 - 6/17	772	2.5		85%	50%	50%	164	2.5		\$230	\$94,329	\$20,000	5	I
Tahoe City Wine Walk	6/17	780	2.0		37%	67%	41%	80	1		\$230	\$18,323	\$2,000	9	R
Burton Creek Trail Running Festival	6/18	201	2.0		71%	50%	50%	36	1.5		\$230	\$12,309	\$6,500	2	R - West Coast
XTERRA Tahoe City Triathlon	6/24	240	2.0		85%	50%	50%	51	1.5		\$230	\$17,595	\$8,500	2	R - West Coast
Tahoe Trail 100	7/13							0			\$230	\$0	\$5,000	0	
Wanderlust Squaw Valley	7/20 - 7/24	11,421			70%	66%	50%	2,638	2.5		\$230	\$1,516,994	\$30,000	51	N
Squaw Mountain Run	7/29	400			57%	33%	50%	37	2.6		\$230	\$22,302	\$2,500	9	R
Lake Tahoe Music Festival	8/15 - 8/20	1,200						0			\$230	\$0	\$5,000	0	
Tahoe City Oktoberfest	9/30	2,800	2.0		34%	52%	48%	238	1.5		\$230	\$82,136	\$2,000	41	R
Lake Tahoe Autumn Food & Wine Festival	9/8 - 9/10	2,200	3.6	2,200	67%	47%	70%	489	3.1		\$230	\$348,496	\$30,000	12	R
Tahoe Vista Paddlefest	9/9 - 9/10	725			68%	50%	70%	173	2		\$230	\$79,373	\$10,000	8	I
Spartan World Champs - Participants	9/30 - 10/1	10,656	3.4	36,444	81%	73%	71%	4,505	2.2		\$230	\$2,279,711	\$250,000	9	I
Spartan World Champs - Participants/Staff	9/30 - 10/1											\$2,740,227	\$250,000	11	I
The Great Trail Race	10/8	280			61%	50%	50%	43	1.5		\$230	\$14,732	\$12,500	1	R
Copa de las Sierras								0			\$230	\$0	\$5,000	0	
Lake Tahoe Dance Collective											\$230	\$0	\$5,000	0	
Event	Date	Total Ticketed	Avg. Per Party		Out of Town Visitors	Lodged in Houses/Hotels/Etc.	Placer County	Visitors Contributing to TOT	Average Night Stay	Room Nights Generated	Avg. Spend/Person/Day	Economic Impact - Part.	Sponsorship/Grant Funding	Economic Impact ROI on Funding	Media Coverage/Reach
2018															
NASTAR National Championships	3/21 - 3/25	900	2.8	2,520	96%	91%	84%	660	4.9		\$230	\$744,318	\$5,000	149	N
WinterWonderGrass Tahoe	4/6 - 4/8	4,900		2,152	83%	56%	75%	1,708	3.1		\$230	\$1,217,904	\$15,000	81	N
Tahoe Cup Paddle Series	5/26, 7/21, 8/25, 9/15	178	1.5	267	30%	32%	36%	6	2.5		\$230	\$3,537	\$4,000	1	R
Hot August Nights Show-N-Shine	6/9	500	1.5	750	40%	50%	50%	50	1.5		\$230	\$17,250	\$10,000	2	R
Tough Mudder	6/9 - 6/10	6,993	4.6	32,168	87%	74%	33%	1,486	2.6	125	\$230	\$888,443	\$40,000	22	N
Broken Arrow Skyrace	6/15 - 6/17	1,106	1.5	1,659	85%	50%	50%	235	2.4		\$230	\$129,734	\$15,000	9	I
Lake Tahoe Summit Classic Lacrosse	6/15 - 6/17	4,858		4,858	87%	70%	50%	1,479	2.5		\$230	\$850,575	\$5,670	150	N
Tahoe City Food & Wine Classic - Ticketed	6/16	970	3.9		27%	41%	71%	76	2.8		\$230	\$49,098	\$5,000	10	R
Tahoe City Food & Wine Classic - Attendees	6/16	1,200		1,200	27%	41%	71%	94	2.8		\$230	\$60,740	\$5,000	12	R
Kids Adventure Games - Participants	6/22 - 6/24	650	3.7	2,405	30%	70%	50%	68	2	358	\$230	\$31,395	\$5,000	6	R
Wanderlust Squaw Valley	7/19 - 7/22	9,131	2.8	25,567	70%	59%	50%	1,879	3.4		\$230	\$1,469,503	\$30,000	49	N
Big Bluegrass	7/27	279	1.0	279	64%	50%	50%	45	1.5		\$230	\$15,401	\$1,000	15	R
Lake Tahoe Music Festival	8/22 - 8/26	1,030	1.0	1,030	54%	50%	50%	61	2		\$230	\$28,144	\$5,750	5	R
Lake Tahoe Autumn Food & Wine Festival	9/7 - 9/9	1,523		2,500	68%	60%	75%	469	3.4		\$230	\$366,637	\$30,000	12	R
Northstar Free-Ride Festival	9/13 - 9/17	670	1.0	670	37%	50%	50%	62	2	290	\$230	\$28,509	\$15,000	2	N
Tahoe Adventure Van Expo	9/15	700	1.0	700	30%	40%	50%	42	1		\$230	\$9,660	\$2,000	5	R
Tahoe City Oktoberfest	9/29	3,000	3.4	10,200	31%	33%	58%	178	2.9		\$230	\$118,727	\$2,000	59	R
Big Blue Adventure Race Series	Summer 2018	2,500		0	60%	50%	50%	375	1.5		\$230	\$129,375	\$35,000	4	R
Spartan World Champs - Participants	9/29 - 9/30	10,265	3.3		76%	75%	71%	4,154	2.3		\$230	\$2,197,596	\$250,000	9	I
Spartan World Champs - Part/Spectator	9/29 - 9/30	13,265	3.3		76%	75%	71%	5,386	2.3		\$230	\$2,849,454	\$250,000	11	I
Spartan World Champs - including vol	9/29 - 9/30	13,995													I
2019															
Alpenglow Mountain Festival	2/16 - 2/24	2,300	1.9		23%	18%	42%	40	2.7		\$230	\$24,835	\$5,000	5	R
Snowfest!	2/28 - 3/10	6,500			24%	24%	86%	322	4.5		\$230	\$333,253	\$5,000	67	R

WinterWonderGrass Tahoe	3/29 - 3/31	4,500	4.0		78%	52%	64%	1,168	2.96		\$230	\$795,262	\$15,000	53	N
NASTAR National Championships	4/4 - 4/7	462	2.3		88%	90%	84%	307	4.9		\$230	\$346,394	\$10,000	35	
Tahoe Paddle Racing Series	6/29,7/13,8/24,9/14-9	469	1.5	241	77%	30%	54%	59	2.5	74	\$230	\$33,639	\$5,000	7	R
Restorative Arts & Yoga (RAY)	5/31 - 6/2	71			27%	62%	100%	12	2	113	\$230	\$5,467	\$5,000	1	R
No Barriers	6/13 - 6/16	700			80%	60%	80%	269	3	1,026	\$230	\$185,472	\$8,000	23	N
Broken Arrow Skyrace	6/21 - 6/23	1,605	2.7		86%	49%	52%	352	2.8		\$230	\$226,495	\$27,500	8	I
Lake Tahoe Lacrosse Tournament	6/21 - 6/23	6,000			92%	79%	43%	1,853	2.8		\$230	\$1,193,050	\$30,000	40	
Kids Adventure Games	6/28 - 6/30	564						0		22	\$230	\$0	\$12,500		
Wanderlust Squaw Valley	7/18-7/21	7,371	2.6		70%	59%	72%	2,192	3.4		\$230	\$1,714,019	\$30,000	57	
Tahoe Nalu	8/10-8/11	338	2.5	235	88%	78%	96%	223	1.5		\$230	\$76,839	\$2,500	31	
Skate the Lake	8/16-8/17	275	3.2	2,000	73%	21%	78%	33	1.95		\$230	\$14,748	\$5,000	3	
Lake Tahoe Dance Festival	7/24 - 7/26	1,198			55%	48%	93%	291	4.15		\$230	\$278,111	\$20,000	14	N & R - Niche dance focus
Adventure Van Expo	9/7-9/8	800									\$230		\$3,500		
Lake Tahoe Music Festival	8/18 - 8/25	715	2.5		51%	25%	80%	73	1.68	136	\$230	\$28,180	\$6,000	5	R
Tahoe 200 Running Festival	9/13 - 9/15	805	2.5	805	62%	36%	75%	134	2.64		\$230	\$81,370	\$6,000	14	R
Autumn Food & Wine Festival	9/20 - 9/22	1,400	3.9	1,400	76%	73%	85%	660	3		\$230	\$455,546	\$30,000	15	R
Spartan World Champs - Participants	9/28 - 9/29	8,397	3.1		69%	76%	78%	3,435	2.4		\$230	\$1,895,922	\$250,000	8	I
Spartan World Champs - Part/Spectator	9/28 - 9/29	12,111	3.1		69%	76%	78%	4,954	2.4		\$230	\$2,734,490	\$250,000	11	I
Hallowweekends at Homewood	10/25-10/27	595	3.1	1,131	50%	50%	75%	112	3		\$230	\$76,978	\$6,000	13	

57,176

Estimates

Formulas

Visitors Contributing to TOT = (((Total Attendance * OOT Visitors) * Lodged in Hotels) * Placer County)
Average Economic Impact = (Visitors Contributing to TOT * Average Night Stay) * Avg. Spend
ROI = Avg Economic Impact/Sponsorship Funds

	Participants	Attendance	EI - Part	EI - Attendance	Spending
FY: 16.17	61,208		\$10,106,733		\$421,550
FY: 17.18	50,801	125,068	\$8,800,542		\$470,420

Media Coverage Key

- (I) International
- (N) National
- (R) Regional
- (L) Local

* Note - dic