

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**, Palisades Tahoe

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: **Stephanie Holloway**

Join Zoom Meeting

<https://us02web.zoom.us/j/89943826006?pwd=d3duMnowNHdZSTgybTh6NHVRZG44dz09>

Meeting ID: 899 4382 6006

Passcode: 684785

+1 669 900 9128 US (San Jose)

AGENDA

- 2:00 p.m.** 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.
- 2:05 p.m.** 3. **Agenda Amendments and Approval**
- 2:05 p.m.** 4. **Approval of Tourism Development Meeting Minutes from Aug 24, 2021** **Page 1**
- 2:10 p.m.** 5. Spartan 2021 Recap and Spartan 2022 Presentation – Cherie Bortnick **Page 5**
- 2:30 p.m.** 6. **Action Items:**
- a. **USA Cycling Contract Presentation Review and Approval - Katie Biggers / Northstar** **Page 7**
- 2:50 p.m.** 7. PR & Communications Update - Augustine Agency /JVP Communications /InBloom Marketing **Page 27**
- 3:10 p.m.** 8. 20.21 MCC Annual Report Review - Augustine Agency **Page 28**
- 3:30 p.m.** 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

- Marketing - Augustine Agency
- Reno Tahoe Airport Reports

10. Standing Reports (located on nltra.org; [here](#))
 - Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report

3:40 p.m. 11. Committee Member Comments

4:00 p.m. 12. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



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Tourism Development Meeting *Draft - Meeting Minutes – Tuesday August 24, 2021*

The Tourism Development Meeting was held via Zoom video conferencing.

Committee Members that joined via teleconference: Carlyne Fajkos, Vinton Hawkins, Brit Crezee, Becky Moore, Wendy Hummer, Melissa Burin, Kressa Olguin,

Staff in attendance: Amber Burke, Sarah Winters,

Others in attendance: Andy Chapman, Claire Marcus, Lindsay Moore, Cathy Nanadiego, Walt McRoberts, Rob DeMartini, Todd Kelly, Chuck Hodge, Matt Heightman, Walt McRoberts, Erin Strepny, Scott Rokis, Brendan Madigan

1. Meeting called to order at 2:05pm
2. Public Comment: None
3. **Agenda Amendments and Approval**
Motion to approve the agenda MOORE/HUMMER/UNANIMOUS
4. **Approval of meeting minutes from June 29, 2021**
Motion to approve the meeting minutes from June 29,2021 MOORE/HAWKINS/UNANIMOUS
5. USA Cycling Gravel World Championships Informational Presentation
Northstar has approached the NLTRA for sponsorship funding in partnership with them. Although the sponsorship ask has not been confirmed yet, the amount is estimated between \$150-\$200K. This meeting will be an informational meeting and a formal sponsorship contract will be brought forward next month.

Todd Kelly introduced the team from Northstar and the USA Cycling Team. Rob DeMartini with USA Cycling gave a quick background on their company and shared a presentation. Gravel racing is one of the fastest growing cycling events. This is governed by USA Cycling and UCI. UCI have come to them to host the first-ever Gravel World Championships. Gravel racing is drawing not only mountain bikers but also road cycling as it is a bit more sustainable and safer than road racing and mountain biking. This is also becoming extremely popular overseas. The event would be scheduled for October 8, 2022.

A new UCI World Championship is a once-in-a-lifetime event. This event will be their world stage of cycling when it takes place. That success requires:

- Iconic, world-class destination with global awareness and appeal.
- World-class terrain and course design.
- Alignment with local community for permitting, enclosures, and security.
- Facilities access for expo, entertainment, media, and managing the business of a World Championship.

Todd Kelly shared opportunities and considerations for North Lake Tahoe and Northstar for hosting this event:

- Increased awareness of North Lake Tahoe and Northstar as a global travel destination.
- This is an event that is qualified for: 18 global qualifying locations.
- Bolster Northstar's visibility with an international audience.
- Drive off-peak visitation with October 8, 2022, World Championship date.
- Showcase world-class partnership with USA Cycling as the host of the first-ever UCI Gravel World Championships.

Rob DeMartini is hoping this will be an international multi-day, family-friendly festival during the shoulder season. Their vision is a 3-year, 3–4-day international festival for pros, amateurs, their families, and friends when our tourism economy needs a boost. Year 1, they are estimated 2,000 racers and 3,500 attendees, Year 2, 3,000 racers and 4,500 attendees and Year 3, 4,000 racers and 6,000 attendees. DeMartini also shared economic impact numbers and average length of stay for previous UCI World Championships events. The estimated value for Northstar is 9 million in economic impact and the average length of stay being 5 nights. These numbers are estimated as there has not been a gravel world championship event before.

Hodge with USA Cycling shared a course map and 31% is on paved and 69% is on dirt roads. Kelly stated the racecourse is by far finalized at this point also shared where is good places to view for spectators.

Strepy with Northstar shared some of the “marketing thought starters”. This includes inclusion on USA Cycling and partners social posts, paid digital on Google Stack and FB & IG display banners, mention on pre-arrival marketing materials with lodging, activity info, and where to stay; suggestions for exploring the area following the event, logos on merchandise, banners and other marketing materials, community and regional highlight via GCN, local RP and marketing partnership with the Northstar Communications Team and PR Agency support via USA Cycling.

Kelly stated some of the key takeaways include off-peak visitation, top-tiered event driving increased awareness to North Lake Tahoe among domestic and international guests, an estimated gross value add of \$9MM in year 1 and first right of refusal for year 2 and 3.

Comments:

- Hummer commented on the economic impact numbers and that they look a bit high, \$2,600 per person. She asked that we compare the Amgen Tour of California numbers or other cycling events.
- Bavetta questioned how many days they are racing? DeMartini stated it's a one-day race but they are discussing with Northstar that the riders get to a course preview.
- Fajkos asked if there will be other activities scheduled, like music to keep people there? Kelly stated there will be a ton of activation around that Saturday.
- Hummer questioned hard cost and if Northstar would be contributing. Burke clarified the deliverables being asked from Northstar that are hard cost, such as lodging, banquet space etc and that our sponsorship would help offset some of these costs.

Action to Katie/Amber: Contact Tony in South Lake Tahoe for average spend numbers for Amgen Tour of California and look at numbers for the Enduro Race.

6. Action Items:

- a. Broken Arrow Skyrace Livestream Sponsorship – Brendan Madigan
Burke shared a quick budget overview for 2021-2022 events and events that we are anticipating asking for sponsorships. She will get more information on budget and share with the committee members next month.

Madigan and Rokis with Broken Arrow Skyrace is requesting an additional sponsorship for the Broken Arrow Skyrace Livestream. Broken Arrow Skyrace has partnered with Strava to live broadcast the 2021 Broken Arrow Skyrace. The 4-hour live broadcast of the 26k distance will take place on Sunday October 3, 2021, on the Broken Arrow Skyrace YouTube channel. There will also be a 2-hour bonus coverage of the Vertical Kilometer held on October 1, 2021. There are two sponsorship opportunities: Granite Chief \$15K and Big Blue \$5K. An overview of the two sponsorships were shared with the committee members.

Comments:

- Hummer questioned if they have estimated impressions from YouTube? Madigan stated the Golden Trail Series at 34K subscribers on YouTube and they will promote this on their channel along with Salomon along with other sponsors.
- Burke asked if there is a contingency plan? Madigan stated they are working on getting more sponsors.
- Hummer stated it's hard to put a value on this and airtime. Rokis shared some of the personal stories they are highlighting, but this is not part of the sponsorships. Madigan stated after year 1 there will be more baseline numbers to compare to.
- Moore questioned if Broken Arrow Skyrace will have access to use the video to promote it in other ways? Madigan stated they will have access.

**Motion to approve the Broken Arrow Sky Race Big Blue Sponsorship level of \$5K
HUMMER/HAWKINS/UNANIMOUS**

- b. Consumer Media Fall Plan – Amber Burke/Augustine Agency
Augustine and Walt McRoberts presented the 2021-22 Fall Consumer Media Strategy plan and Annual MCC Plan. Moore shared her presentation and stated everything is very flexible and timing was pushed back until after Labor Day.

Key Strategies

Tier 1: Increase length of stay, increase mid-week visitation, increase visitation during Spring and Fall and increase in-market spending and support local businesses.

Tier 2: Support Traveler Responsibility Pledge and sustainability efforts, engage with locals and visitors, promoting positive sentiment and community support, attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy and increase awareness of seasonal activities.

McRoberts shared the paid media tactics for our consumer campaigns

- Continued flexibility in response to ever-changing Covid conditions with prioritizing easily adjustable media channels.
- Focus on fall and spring season with some support in winter and summer.
- Use visitation data to guide decisions (Fusion7, Arrivalist, etc)
- Promote sustainability message on an ongoing basis

Burke reviewed the current lodging pacing data for the fall and stated if you are currently not receiving the weekly lodging barometer that goes out, please let her know and she can add you to the distribution list. Every month there is data added from Destimetrics and AirDNA that gives a lot of great insight. Upcoming lodging numbers indicate there is still a need for visitation for the fall time. Fall primary target markets include Los Angeles, San Diego, Portland and Seattle. Secondary markets for future consideration include Phoenix, Denver and Las Vegas. When looking at visitation data they look at past visitors and look-a-likes, summer/winter visitors to push fall/spring, share data/audience profiles across programmatic display, social and OTT. The High Value Visitors has a length of stay of 4+ nights and includes some mid-week with a higher spending percentage with the origin city being a fly market. McRoberts shared the digital and social being utilized: Programmatic display prospecting and retargeting, programmatic native, search marketing, FP/IG prospecting and retargeting, Instagram stories, twitter, tik tok, YouTube prospecting and retargeting. OTA's such as TripAdvisor and Expedia along with Weekend Sherpa is still part of the plan. There is still a sustainability message with the pledge and TART in the San Francisco/Sacramento TV and with Facebook/Instagram to locals and visitors. A media flow chart was shared with the committee members.

Comments:

- Hummer questioned if the San Francisco TV schedule was a spot schedule or regular broadcast? McRoberts shared how the funds are utilizing by sending someone up to film the Sustainability message and they will cut 15-20 spots that will be used in news programming.

MCC Key Strategies

- Balance media platform opportunities
- Maintain messaging throughout majority of year
- Include successful lead-generation
- Incorporate video
- Continue with CVENT

Tactics:

- Utilize lead generation program through Meetings Today
- Maintain presence through social/programmatic using prospecting and retargeting
- Incorporate audience matching through social retargeting to Meetings Today audiences
- Utilize video in retargeting and LinkedIn efforts
- Continue with CVENT, now in 3-year contract

A media flowchart for Meetings and Conventions were shared with the committee members.

Comments:

- Olguin stated she liked the tactics and utilizing looking at price, flight and frequency.

Motion to approve the 2021-22 Fall Consumer Media Plan MOORE/OLGUIN/UNANIMOUS

7. Annual Report Presentation – Sarah and Amber
Burke stated we are short of time and can share the presentation for everyone or add it to the agenda for October.

Burke also updated that Liz Bowling has left the organization.

Hawkins recommended that NLTRA is part of the decision when it comes to renewing the contract.

Action to staff: Follow up with Northstar for what the sponsorship look like. What percentage are we covering and what do we get for it?
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
Burke stated there is a final beach clean up on Sept 8 on the West Shore.
11. Adjournment – The meeting adjourned at 4:10pm.

Minutes submitted by,
Anna Atwood
NLTRA



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MEMORANDUM

Date: August 28, 2021

TO: Tourism Development Committee

FROM: Katie Biggers, Sr. Event Specialist

RE: 2021 Spartan North American Championships Recap and 2022 Spartan North American Championship Sponsorship Discussion

Action Requested:

Discussion of a potential sponsorship for the 2022 Spartan North American Championships taking place at Palisades Tahoe September 17 & 18 or 24 & 25, 2021. The NLTRA would sponsor the event with \$100,000+ to be the official host.

Background:

For three years, the NLTRA supported the Spartan World Championships with a \$250,000 annual sponsorship, ensuring the event would take place in North Lake Tahoe. In July 2019, Spartan notified NLTRA that an international location was bidding on the 2020 World Championships and that they were prepared to outbid North Lake Tahoe significantly.

As an alternative, staff provided both the Tourism Development Committee and the Board of Directors information on hosting the North American Championships and comparative information regarding marketing and public relations benefits. After evaluation and discussion, staff was directed to pursue the 2020 North American Championships at a sponsorship level of \$175,000. Due to complications with COVID-19, the 2020 race was cancelled in July, 2020.

Quickly after, we started negotiations on a 2021 contract with the same deliverables to sponsorship the North American Championships.

The 2021 contract granted the NLTRA the first right of refusal for the North American Championships through 2022 with similar terms.

Spartan is coming to the Tourism Development meeting to share a recap from the 2021 event, taking place September 25-26 and begin discussions on hosting an event in 2022.

Fiscal Impact:

2022 North American Championship Sponsorship

- \$100,000-175,000 - Cash Sponsorship

These funds will come out of the approved the 21.22 fiscal year budget.



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MEMORANDUM

Date: September 28, 2021
TO: Tourism Development Committee
FROM: Katie Biggers, Sr. Event Specialist
RE: UCI Gravel World Championship - Northstar Contract

Action Requested:

Review and possible approval of an agreement with Northstar California Resort to sponsor the 2022 UCI Gravel World Championships taking place at Northstar California, October 5-8, 2022 with a \$175,000 sponsorship.

Background:

USA Cycling, the governing body for cycling in the US, has secured the rights to host the first ever Gravel World Championships and controls the event for 2022-2024.

As presented to Tourism Development last month, Northstar California Resort was approached by USA Cycling to partner as the host venue for the event. The event has the potential to increase awareness of North Lake Tahoe as a world class destination and to expand Northstar's visibility with a large international audience. The event aligns with Northstar's strategy to utilize their bike park to attract off-peak visitation to both the resort and the village.

There has never been a National or World Championship, sanctioned by the UCI and awarding a "Rainbow Jersey" The Lake Tahoe region can be home to the first ever gravel world championship.

They have developed a course that requires very limited road closures, uses existing fire roads and bike paths, and can allow for a sustainable event that can help establish Lake Tahoe and Northstar California as a major gravel racing region.

This race will also give North Lake Tahoe "UCI Bike City" designation which has lasting effects for destination travel. North Lake Tahoe would join cities from around the world, such as

Copenhagen and Paris, that have received the designation due to “their commitment of developing cycling at all levels, from elite competition to the use of bikes for leisure and as a means of transportation.”

Northstar California and USA Cycling expect 1500-2000 participants and 2.5 guests in total per participant. With a 5 Night Average stay. Similar events have had an economic impact of \$6-10M for hosting communities.

Entry Fees are expected to be \$250 (Consistent with the events referenced above) and this income will be used to offset the costs of the World Championship.

Deliverables are available in the draft contract, attached.

Media information attached in the deck provided by Northstar California Resort.

Fiscal Impact:

\$175,000



~~Take the stage.~~
~~Make the stage.~~

Be the stage.

Providing the first-ever UCI Gravel World Championships
a worthy home.



1893

First Track World
Championships |
Chicago

1921

First Road World
Championships |
Copenhagen

1950

First CX World
Championships |
Paris

1990

First MTB World
Championships |
Durango

2017

First Urban Cycling
World Championships |
Chengdu

2022

First Gravel Cycling World
Championships |
Northstar - Tahoe

Requirements for success

A new **UCI World Championship** is a once-in-a-lifetime event. This event will be the world stage of cycling when it takes place: success is the only acceptable outcome. That success requires:

Iconic, world-class destination with global awareness and appeal

World-class terrain and course design

Alignment with local community for permitting, enclosures, and security

Facilities access for expo, entertainment, media, and managing the business of a World Championship



Opportunities and Considerations

- Increase awareness of North Lake Tahoe as a global travel destination
- Bolster Northstar's visibility with an international audience
- Drive off-peak visitation
- Showcase world-class partnership with USA Cycling as the host of the first-ever UCI Gravel World Championship



UCI World Championships economic impact results

Innsbruck, Austria 

UCI Road World Championships
22-29 September

Attendance reached over half a million throughout the Championships, driving a €39.8mn boost to the Tirol economy

Attendance 560,000
International visitors 100,000
GVA Impact €39.8mn
Employment impact 720
Average visitor stay 4.1 nights
Daily spend per visitor €110

Lenzerheide, Switzerland 

UCI Mountain Bike World Championships
5-9 September

The five day festival of cycling brought 30,000 visitors into Lenzerheide generating €11.5mn for the regional economy

Attendance 65,000
International visitors 3,000
GVA Impact €11.5mn
Employment impact 190
Average visitor stay 2.1 nights
Daily spend per visitor €110

Varese, Italy 

UCI Gran Fondo World Championships
30 August-2 September

Over 3,100 amateur cyclists contributed to a hugely popular event that provided significant benefits to the local tourism industry

Attendance 1,770
International visitors 1,670
GVA Impact €4.4mn
Employment impact 70
Average visitor stay 5.1 nights
Daily spend per visitor €165

Economic impact (gross value add/GVA) assumes an average daily spend **>2X higher than Varese, IT** due to significantly higher accommodation and food & drink costs. Average spend per person per night in Varese: accommodation, 76 Euro (\$90); food & drink, 44 Euro (\$52).

LOCATION DATE	EVENT TYPE	SPECTATORS ATTENDANCE	GVA IMPACT	LOCAL EMPLOYMENT IMPACT	AVERAGE VISITOR STAY
Innsbruck, Austria 2018	Road World Championships	200,000 560,000	39.8M Euro = \$47.5M	720	4.1 Nights
Lenzerheide, Switzerland 2018	MTB World Championships	30,000 65,000	11.5M Euro = \$13.7M	190	2.1 Nights
Varese, Italy 2018	Gran Fondo World Championships	3,100 (riders) 1,770	4.4M Euro = \$5.2M	70	5.1 Nights
Bergen, Norway 2017	Road World Championships	175,000 765,000	25M Euro = \$30M	350	3.3 Nights
Northstar, California USA	Gravel World Championships	3,000 (riders) 1,500	9M USD (est.)	75 - 100 (est.)	5 Nights (est.)

An international multi-day, family-friendly festival in the off-season

Our vision: a 3-year, 3- to 4-day international festival for pros, amateurs, their families and friends when resorts need it most: the shoulder-season between summer and winter.

Year 1

Ca. 2,000 racers | 3,000 attendees

Year 2

Ca. 3,000 racers | 4,500 attendees

Year 3

Ca. 4,000 racers | 6,000 attendees

Sponsorship



SPECIALIZED



Upside Benefits for NLTRA

NLTRA stands to benefit from the global awareness of this event, bringing significant year-round economic impact to the region. Towns qualifying as a [UCI Bike City](#) have seen significant economic impact from the designation.

\$137M annual impact from cycling to Northwest Arkansas (Fayetteville/Bentonville)

Boost regional reputation on global level

Showcase initiatives for developing cycling & sustainability

International media coverage to draw awareness and create year-round demand



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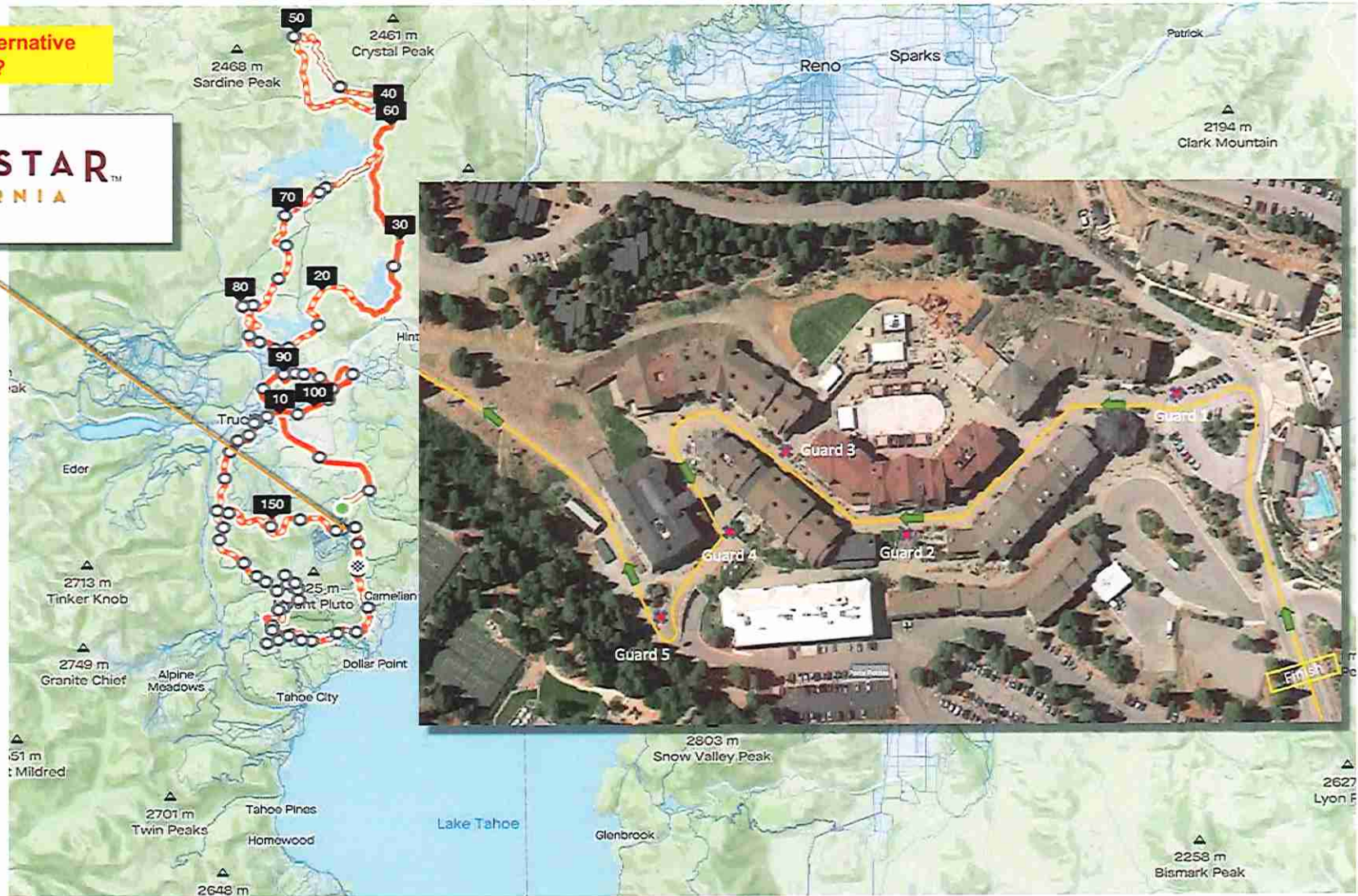
TK – Can you add any alternative course maps to the deck?



182 Km | 114 Miles

Elevation Gain
2,953 M | 9,888 Feet









31% Paved | 69% Dirt



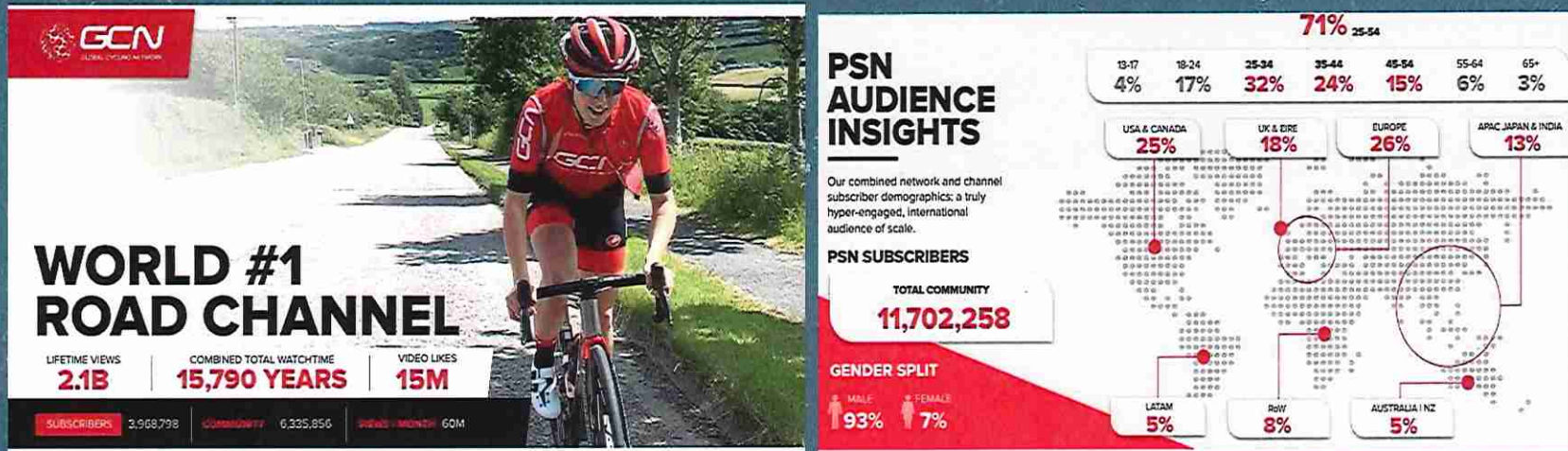
**Course Map is Subject to Change*

Media Value

Huge Hyper-engaged Global Marketing Reach & Support

					
	99,000	963,000	923,000	1,400,000	8.9 Million Community Reach
	154,000	1,100,000	664,000	709,000	
	65,000	142,000	310,000	14,400	
	17,300	2,740,000	453,000	121,000	

GCN* as Global Media Distribution Partner



*part of PlaySports Newtwork (PSN), which is wholly owned by the Discovery Channel

GCN* as Global Media Distribution Partner: Example

Can Simon Survive A True US Gravel Race?



Can Simon Survive A True US Gravel Race? | Racing the Steamboat Epic

992,682 views • Aug 25, 2019

15K 233 SHARE SAVE ...



Global Cycling Network
2.75M subscribers

SUBSCRIBE

Can Si survive a proper gravel race? The Steamboat gravel race in Colorado is a true American gravel race, with a mixture of professional and amateur riders tackling the challenging high altitude route together.

Total Views - 1,270,430

YT - 1,116,861

Facebook - 115,690

Instagram - 37,879

Engagements - 28,254

Total like/comments/shares - all platforms

YT Content

Average view duration – 10 mins

Watchtime - More than 21 years

Engagements - 22,792

*Events of this kind occur 90% of the time in Europe and nothing of this scale has happened in the USA since 2015

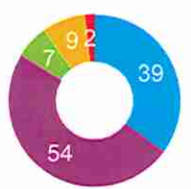
UCI 2020 CYCLO-CROSS WORLD CHAMPIONSHIPS GLOBAL TV DISTRIBUTION (DEDICATED AND SECONDARY COVERAGE)

- » The 2020 UCI Cyclo-Cross World Championships were broadcast in 44 territories, equating to 111 countries globally. This is a greater distribution compared to Bogense 2019 thanks to Pan-African rights holder SuperSport (53 countries) as well as Eurosport (7 more countries).
- » Number of broadcasters also increased from 26 to 29. While the number of rights holders for dedicated coverage remained stable (16), news and magazine coverage was distributed to a larger amount of takers.
- » Besides the broader TV coverage, the distribution via digital platforms is also increasing. 8 different platforms live-streamed the event online (last year: 4), e.g. UCI YouTube Channel (global with geo-block), NBC Sports (USA), Fubo TV & Flo Bikes (Canada) and Kayo Sports (Australia).
- » In total, 0.68M hours viewed were generated online which is an 84%-increase compared to 2019.

TOP-5 CHANNELS (DEDICATED COVERAGE) BY

BROADCAST TIME	CUM. AUDIENCE	HOURS VIEWED
1 Eurosport2 (ITA)	Rai Sport (ITA)	Een (BEL)
2 Eurosport2 (CIS)	CT Sport (CZE)	NPO 1 (NED)
3 Eurosport2 (POL)	Een (BEL)	CT Sport (CZE)
4 Eurosport (ITA)	NPO 1 (NED)	Rai Sport (ITA)
5 TV2 Sport (DNK)	Canvas (BEL)	L'Equipe (FRA)

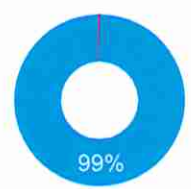
COUNTRIES WITH COVERAGE BY REGION (#)



TOTAL: 111

- Europe
- Africa & Middle East
- Central & South America
- Asia Pacific
- North America

CUM. AUDIENCE BY REGION (%)

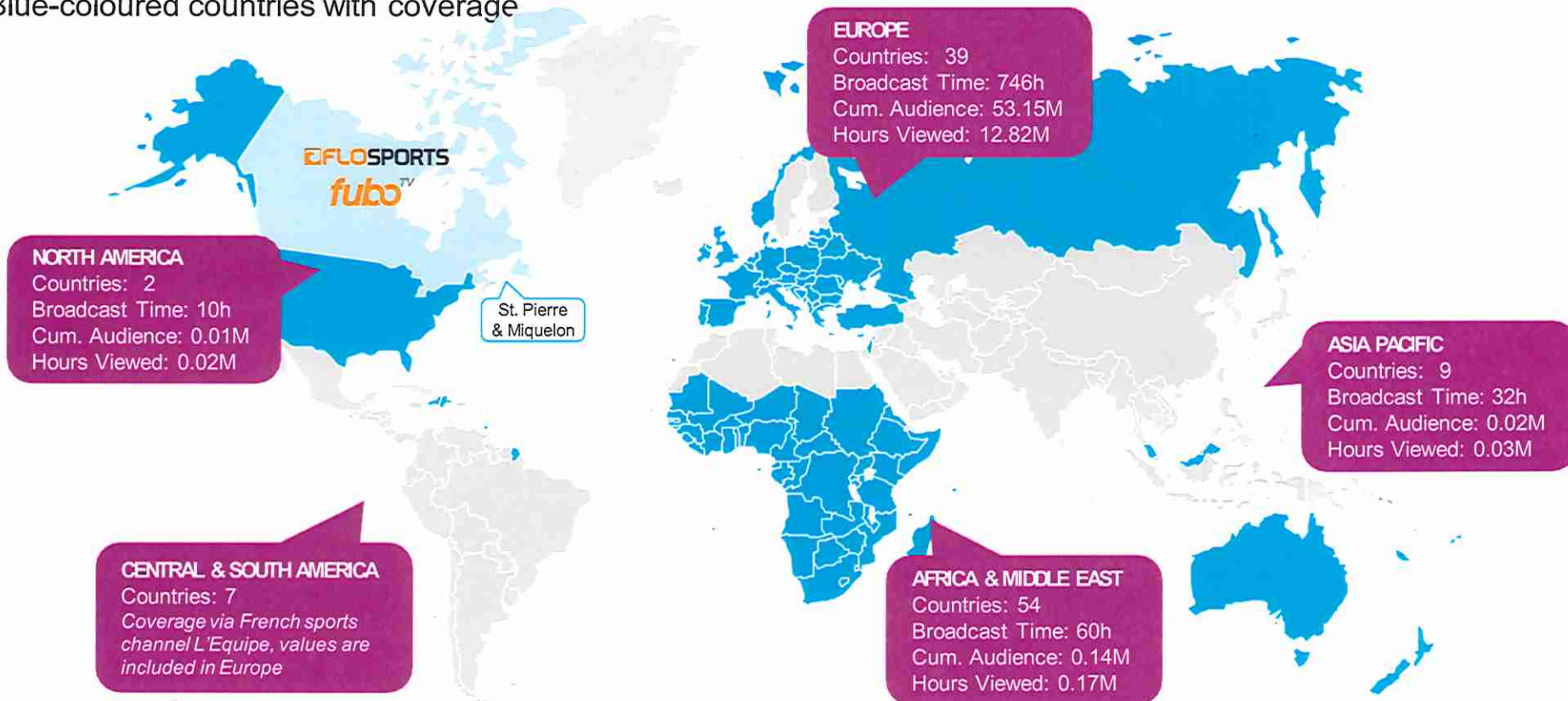


TOTAL [M]: 53.33



UCI 2020 CYCLO-CROSS WORLD CHAMPIONSHIPS GLOBAL TV DISTRIBUTION (DEDICATED AND SECONDARY COVERAGE)

Blue-coloured countries with coverage



Canada: Coverage via OTT platforms FloBikes and Fubo.tv

Thank you!



NORTHSTARTM
CALIFORNIA



EVENT SPONSORSHIP AGREEMENT

UCI Gravel Bike World Championships at Northstar California

This EVENT SPONSORSHIP AGREEMENT (this “Agreement”) is made and entered into between TRIMONT LAND COMPANY dba NORTHSTAR CALIFORNIA (“Producer”), and the NORTH LAKE TAHOE RESORT ASSOCIATION, LLC, a California nonprofit corporation (“Sponsor”).

1. Event. Trimont Land Company is the venue and partial operator of the “2022 Gravel Bike World Championships” which will take place on October 8, 2022 at Northstar California, Placer County, California (the “Event”). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.

2. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:

- a) Sponsor’s name and logo shall be included on digital, print and grassroots media pertaining to the event where applicable.
- b) Sponsor’s logo/web address/social handles/hashtags shall be included in all Event collateral, posters, websites, social media, on-site signage, etc. where applicable. Sponsors is to be mentioned as a sponsor of the event wherever possible.
- c) Sponsor’s name and logo shall be included on the Event website home page and sponsor page, listed as a partner, with a link to GoTahoeNorth.com.
- d) Producer will include regional information on event website and in participant communications, promoting additional activities in the region to encourage longer regional stays.
- e) Sponsor information will be included in a minimum of two (2) Event E-blasts/newsletters. Content will be created collaboratively and approved by both parties.
- f) Producer will highlight the North Lake Tahoe destination in a minimum of two (2) destination specific posts on event social media channels. Content will be created collaboratively and approved by both parties.
- g) Sponsor shall be included in daily PA announcements during the Event.
- h) Producer will list event on GoTahoeNorth.com event calendar no later than 90 days prior to event.
- i) Producer will make reasonable efforts to partner with lodging properties within Placer County in regard to the event and track overnight lodging as a result of the event.
- j) Producer will provide Sponsor with images and video for use in promoting both the event and the region.
- k) Sponsor is granted ability to use the official Event trademarks and logos in promotions, marketing material, website and the like.
- l) Sponsor shall receive ten (10) complementary VIP area tickets/entries.
- m) Sponsor shall receive twenty (20) complementary tickets/entries which can be used for giveaways and/or staff.

- n) Sponsor shall receive 10X10 booth space in prime location during expo that Sponsor will staff at the Event base area.
- o) Producer will provide a post-event recap report within 45 days of the event.
- p) Producer will conduct a post-event survey including the NLTRA specific questions and include results in the post-event report.
- q) Inclusion of North Lake Tahoe Destination video on Northstar event page of the 2022 Gravel World Championships.
- r) Inclusion of destination content in pre-arrival athlete emails, event briefs, Official Race Book, and emails to teams and riders.
- s) During the event, Producer will shoot 5 videos which will show a variety of the region.
- t) Inclusion of the North Lake Tahoe logo on event swag (staff/volunteer shirts, athlete shirts/hats, awards, etc.)
- u) North Lake Tahoe branded race tape at start and finish line.
- v) North Lake Tahoe branding on podium.
- w) Option to partner on a media reception the day before the race.
- x) USA Cycling/UCI
 - a. Article on front page of USA Cycling website highlighting North Lake Tahoe.
 - b. Inclusion on USA Cycling and partner channel social posts.
 - c. Paid digital on Google Stack and FB & IG display banners.
 - d. Mention on pre-arrival marketing materials with lodging, activity info, and where to stay; suggestions for exploring the area following the event.
 - e. Logos on merchandise, banners, and other marketing materials.
 - f. Community and region highlight via GCN – Global Cycling Network.
 - g. PR Agency (TRUE Communications) support via USA Cycling

3. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$175,000. cash sponsorship to the Event.
- b) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.
- c) Producer will provide Sponsor an acceptable Certificate of Insurance naming Sponsor as an additional insured (\$1,000,000 per occurrence, \$2,000,000 general aggregate).

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

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

6. Attorney Fees. In any proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the non-prevailing party shall pay the reasonable expenses of the prevailing party, including reasonable attorney fees and costs, expert witness fees, fees of consultants and court costs incurred in connection therewith.

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

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

NORTH LAKE TAHOE RESORT ASSOCIATION, LLC

By: _____

Name: _____

Title: _____

Date: _____

TRIMONT LAND COMPANY

By: _____

Name: _____

Title: _____

Date: _____



MEMORANDUM

Date: September 24, 2021
TO: NLTRA Tourism Development Committee
FROM: Amber Burke, Dir. of Marketing
RE: Public Relations & Communications Update

Action Requested:

No action is being requested.

Background:

With the departure of Liz Bowling as the Director of PR & Communications, the organization has allocated public relations and communications duties between three agency contractors, all working under the supervision of current NLT staff.

Consumer public relations (domestic & international) has been added to the already existing contract with The Augustine Agency. The scope includes strategic public relations tactics, media FAM tours, pitching, fielding media requests, seasonal releases, and media missions. This scope aligns with domestic media relation efforts typically overseen by the NLTMC.

Local Communications through the NLTRA owned digital platforms (newsletter, NLTRA.org and NLTRA social channels) are being overseen by JVP Communications in conjunction with InBloom Marketing. JVP Communications handles all communications on behalf of the NLTRA and Jessica will act as an NLTRA representative in a variety of regional meetings. Tiffany with InBloom Marketing will oversee digital content updates including social postings, blogs, website updates and Member to Member Communications.

All agencies began their work at the end of August and have been contract through the end of the current 21.22 fiscal year. The NLTRA Board of Directors approved all contacts and scopes of work.

MCC: EXECUTIVE SUMMARY

- Overall, campaigns performed well with good engagement rates, conversions and impression delivery to targeted audiences.
- Display had higher levels of TOS conversions suggesting high interest in messaging. Paid search had the second highest conversion rate with the highest CTR.
- Although the campaign drove over 450+ TOS conversions, we did not see any RFP conversions. This continues to show the industry uses other paths for RFP's. (CVENT, HelmsBriscoe, etc.)

All Campaigns Overview

Start Date: 7/1/2020
End Date: 6/20/2021

34,802,036
IMPRESSIONS

\$1.16
COST PER CLICK

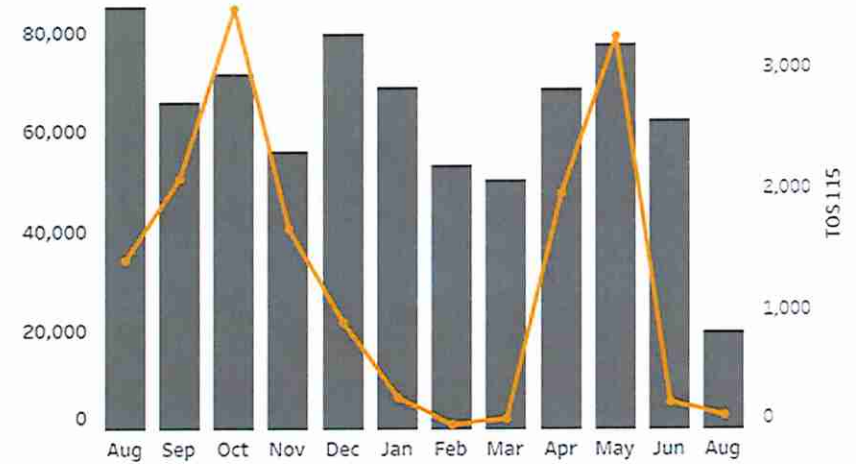
204,959
CLICKS

- The MCC campaign delivered well through the ups and downs of campaign starts and stops through the COVID environment.
- Despite Book Now conversions not being a primary KPI, planners who visited the site also clicked to book lodging.

16,350
TOS
CONVERSIONS

\$14.51
COST PER TOS
CONVERSION

Sessions | TOS 115 Conversions



Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115	Book Now Conversions
Consumer	30,162,159	184,498	0.61%	\$1.18	\$217,524.46	15,891	\$13.69	624
MCC	4,639,877	20,461	0.44%	\$0.96	\$19,707.47	459	\$42.94	20
Total	34,802,036	204,959	0.59%	\$1.16	\$237,231.93	16,350	\$14.51	644

Overview by Campaign

Start Date
7/1/2020

End Date
6/20/2021

4,639,877
IMPRESSIONS

20,461
CLICKS

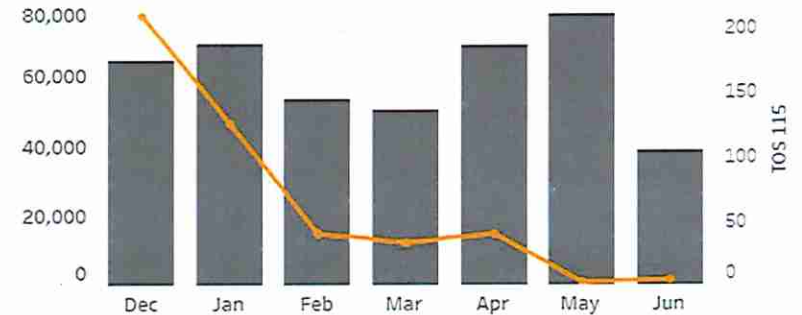
\$0.96
COST PER CLICK

459
TOS CONVERSIONS

\$42.94
COST PER TOS
CONVERSION

- A lower sessions rate in May and June likely led to a drop in TOS conversions in June as the campaign came to a close.
- MCC overall cost per TOS remains average.
- Email earned fewer impressions but significantly higher CTR throughout campaign.
- Paid search and display ads drove the highest TOS conversions.
- Social ad spend jumped to a consistently higher CPM as soon as the spring season and Delta variant hit, requiring close adjustment and monitoring to lower again.

Sessions | TOS 115 Conversions



Campaign	Impressions	Clicks	CTR	CPC	Cost	Submit RFP Conversion	Book Now Conversions	TOS 115	Cost Per TOS 115
MCC	4,639,877	20,461	0.44%	\$0.96	\$19,707.47	0	20	459	\$42.94
Total	4,639,877	20,461	0.44%	\$0.96	\$19,707.47	0	20	459	\$42.94

Overview by Medium

Start Date
7/1/2020

End Date
6/20/2021

4,639,877
IMPRESSIONS

20,461
CLICKS

\$0.96
COST PER CLICK

459
TOS 115
CONVERSIONS

\$42.94
COST PER TOS
CONVERSION

Cost per Conversion by Platform

Platform	TOS 115	TOS Conversion Rate	Cost per Conversion
Email	0	0.0%	\$0.00
Google Ads	114	8.3%	\$21.37
LinkedIn	0	0.0%	\$0.00
MeetingsToday	0	0.0%	\$0.00
Programmatic Display	345	3.3%	\$14.41
Grand Total	459	2.2%	\$42.94

Cost per Conversion Trending



	Impressions	Clicks	CTR	CPC	Cost	Submit RFP	TOS 115	Cost per Conversion
Display	4,156,410	7,361	0.18%	\$0.33	\$2,421.55	0	345	\$7.02
Email	84,562	9,725	11.50%	\$1.00	\$9,706.48	0	0	\$0.00
Paid Search	37,594	1,379	3.67%	\$1.77	\$2,435.90	0	114	\$21.37
Paid Social	338,648	1,857	0.55%	\$2.77	\$5,143.54	0	0	\$0.00
Video	22,663	139	0.61%	\$0.00	\$0.00	0	0	\$0.00
Grand Total	4,639,877	20,461	0.44%	\$0.96	\$19,707.47	0	459	\$42.94

Social Ad Performance

Start Date
7/1/2020

End Date
6/20/2021

338,648
IMPRESSIONS

1,857
CLICKS

0
TOS
CONVERSIONS

0
BOOK NOW
CONVERSIONS

\$0.00
COST PER TOS
CONVERSION

Social Trending Performance



Cost per Conversion Trending

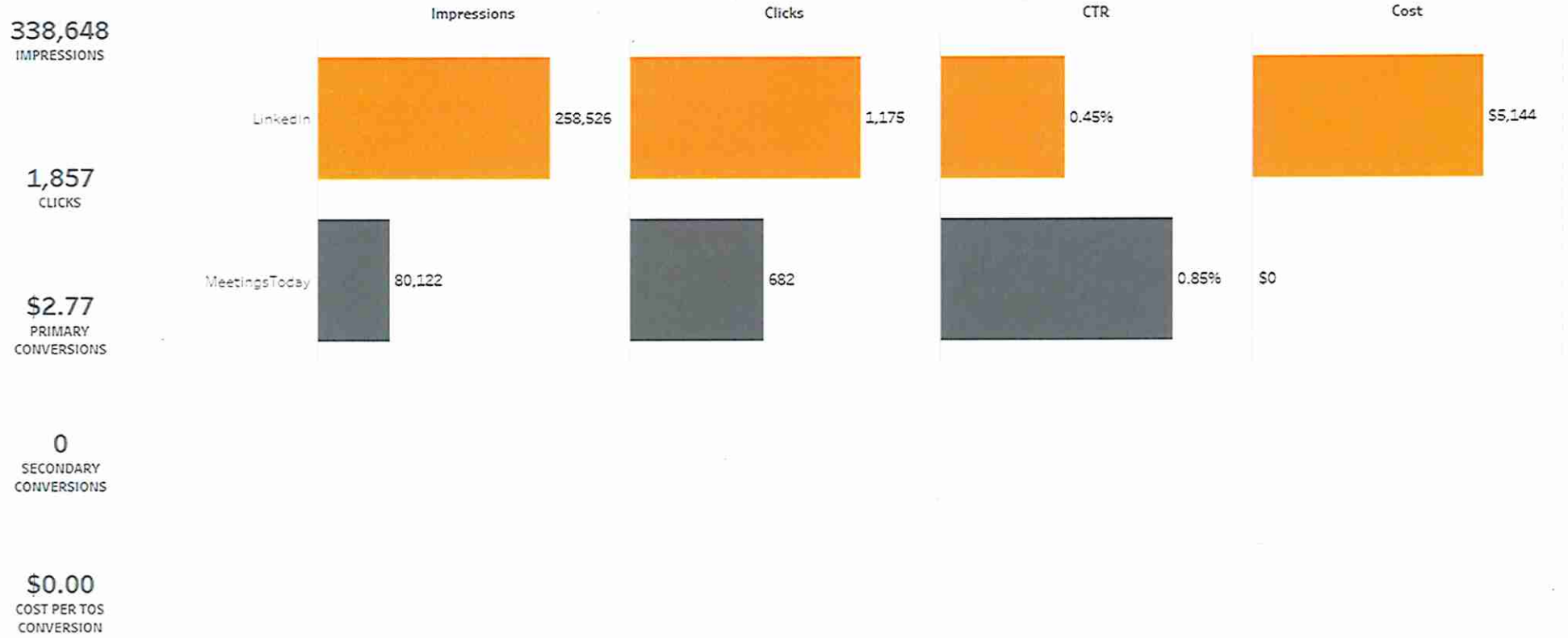


Targeting	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost per TOS Conversion
Prospecting	338,648	1,857	0.55%	\$2.77	\$5,143.54	0	\$0.00
Grand Total	338,648	1,857	0.55%	\$2.77	\$5,143.54	0	\$0.00

Paid Social Creative Performance

Start Date
7/1/2020

End Date
6/20/2021



Paid Search Performance

Start Date
7/1/2020

End Date
6/20/2021

37,594
IMPRESSIONS

MCC

Prospecting

Impressions

37,594

Clicks

1,379

CTR

3.67%

Cost

\$2,435.90

CPC

\$0.57

Conversions

114

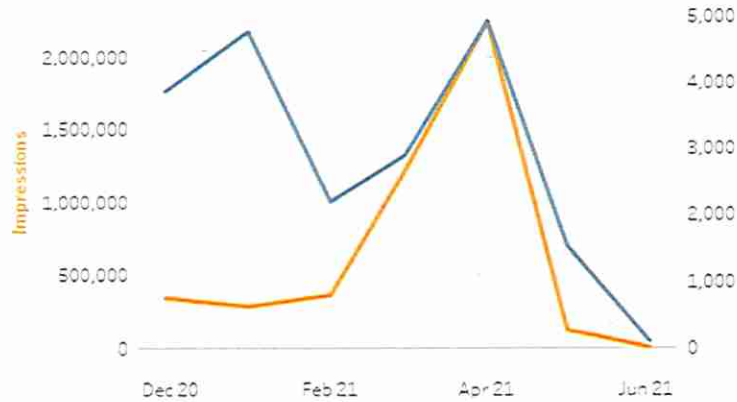
1,379
CLICKS

457
TOS 115
CONVERSIONS

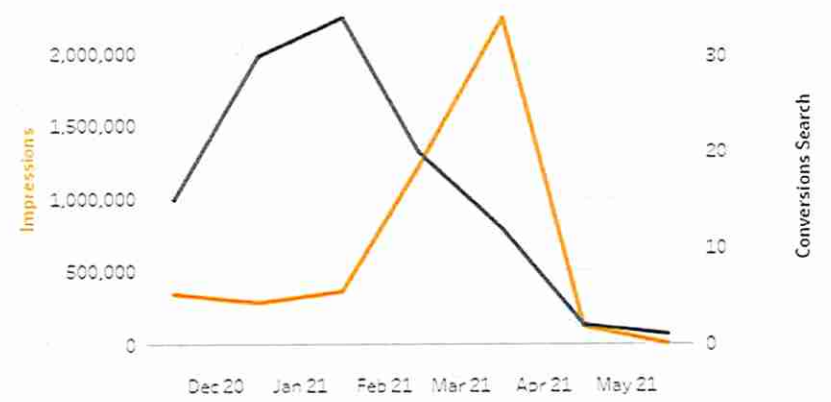
\$42.31
COST PER TOS 115

\$0.57
COST PER CLICK

Impressions | Clicks

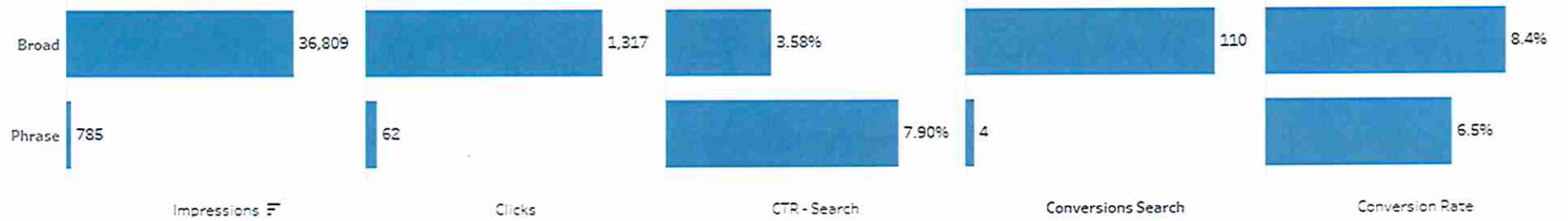


Impressions | Conversions



Paid Search Performance

Keyword Match Type Performance



Campaign Performance

	Impressions	Cost	Clicks	CPC	CTR	Conversions
MCC	37,594	\$2,435.90	1,379	\$0.57	3.67%	114

Paid Search Performance

Start Date 7/1/2020 End Date 6/30/2021

Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate	Cost Per Conversion
north lake tahoe things to do	29,636	1,082	\$0.58	3.65%	\$1,870.14	73	6.7%	\$25.62
lake tahoe venues	3,334	116	\$0.60	3.48%	\$194.74	18	15.5%	\$10.62
lake tahoe wedding venues	2,153	56	\$0.48	2.60%	\$115.77	12	21.4%	\$9.65
things to do in north shore lake tahoe	1,455	47	\$0.64	3.23%	\$73.45	1	2.1%	\$73.45
north lake Tahoe activities	765	62	\$0.52	7.90%	\$118.11	4	6.5%	\$29.53
+lake +Tahoe +venue	190	14	\$0.23	7.37%	\$60.32	5	35.7%	\$12.06
+Tahoe +conference +center	18	2	\$0.59	11.11%	\$3.37	1	50.0%	\$3.37
+lake +Tahoe +conference +center	12	0	\$0.00	0.00%	\$0.00	0	0.0%	\$0.00
+Tahoe +convention +center	7	0	\$0.00	0.00%	\$0.00	0	0.0%	\$0.00
+lake +Tahoe +convention +center	2	0	\$0.00	0.00%	\$0.00	0	0.0%	\$0.00
Grand Total	37,594	1,379	\$0.57	3.67%	\$2,435.90	114	8.3%	\$21.37

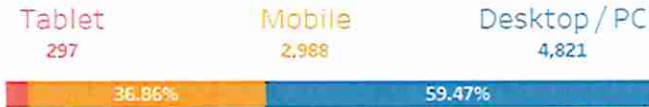
Website Performance

Start Date
7/1/2020

End Date
6/20/2021

- Nearly 60% of the audience came from desktop, which is a major differentiator from the consumer audience who is highly mobile-first.

8,106
SESSIONS



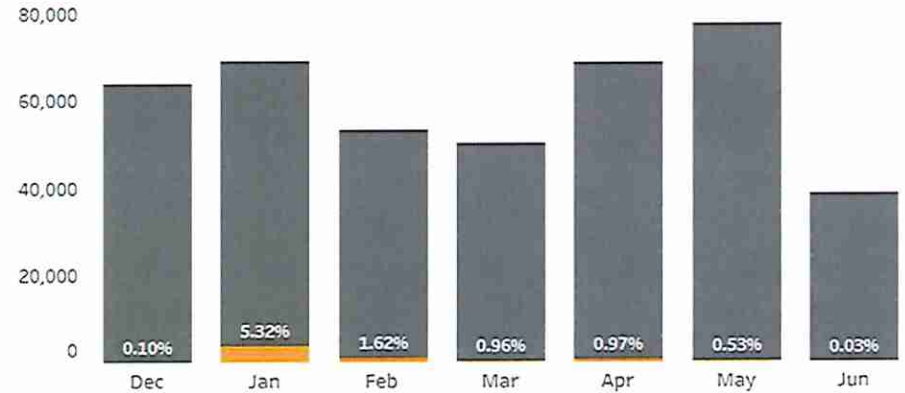
Top Regions	Sessions
California	207,711
Texas	45,630
Nevada	30,945
Florida	7,427
New York	7,270



00:01:09
SESSION DURATION

1.9
PAGES PER SESSION

Website Sessions From Paid MCC Ads



94%
NEW USER SESSION RATE

68%
BOUNCE RATE

Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	5,594	11,435	00:01:27	2.0	60%
Email	1	9	00:04:26	9.0	0%
Search	595	1,337	00:01:33	2.2	69%
Social	1,916	2,293	00:00:10	1.2	90%
Total	8,106	15,074	00:01:09	1.9	68%

FY 20/21 MCC Campaign – Display Creative

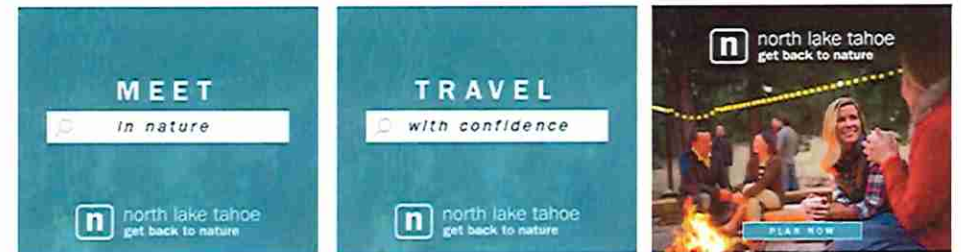
GROUP ACTIVITY FOCUS

300x250



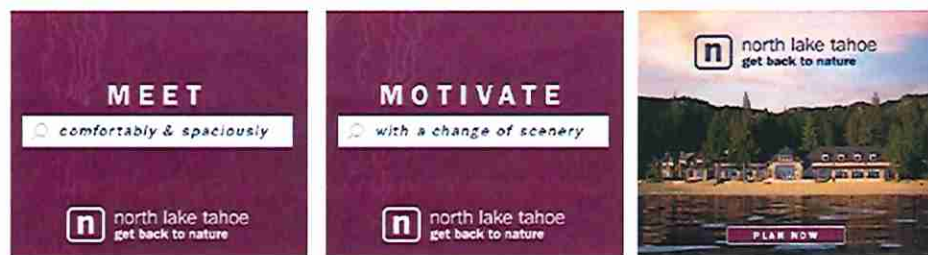
TRAVEL ACCESSIBILITY

300x250



HOTEL / VENUE FOCUSED

300x250



KNOW BEFORE YOU GO


300x250



FY 20/21 MCC Campaign – Social Creative

North Lake Tahoe
Sponsored

Elevate your next meeting. From mountainside to lakeside, North Lake Tahoe provides the ideal backdrop for meetings and events.




GOTAHONDORTH.COM
The Sky's the Limit
Start planning your meeting now.

Learn More

Like Comment Share

North Lake Tahoe
Sponsored

Plan your next meeting or event in North Lake Tahoe and experience for yourself why it's the perfect location.




GOTAHONDORTH.COM
Motivate and Exhilarate
Start planning your meeting now.

Learn More

Like Comment Share

North Lake Tahoe
Sponsored

Let the picturesque backdrop of North Lake Tahoe inspire ideas inside the meeting room and out.




GOTAHONDORTH.COM
All Work. All Play.
Start planning your meeting now.

Learn More

Like Comment Share

North Lake Tahoe
Sponsored

With a ton of experiences to motivate and exhilarate all your attendees, North Lake Tahoe is the perfect meeting destination.




GOTAHONDORTH.COM
Meet. Greet. Play. Repeat.
Start planning your meeting now.

Learn More

Like Comment Share

North Lake Tahoe
Sponsored

Take advantage of a range of group activities when you book your next meeting or event in North Lake Tahoe.



GOTAHONDORTH.COM
Mix Business and Pleasure
Start planning your meeting now.

Learn More

Like Comment Share