

NLTRA Mission

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

Committee Members: **Chair:** **Caroline Ross**, Squaw Valley Business Association
Stephen Lamb, PlumpJack Inn | **Katherine Hill**, Tahoe City Downtown Association
Sarah Otero, Wanda's Flower Shop | **Alyssa Reilly**, North Tahoe Business Association | **Lindsay Thayer**, LT Marketing
Greg Long, Incline Community Business Association | **Paul Raymore**, Incline Community Business Association
Amy Kyleberg | Northstar | **Patrick Lacey**, Homewood Mountain Resort
Katie Biggers, North Lake Tahoe Resort Association
North Lake Tahoe Resort Association Board Member: **Jim Phelan**
Placer County Representative | **Nicholas Martin**

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

AGENDA

Join Zoom Meeting

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

Meeting ID: 899 4382 6006

Passcode: 684785

One tap mobile

Dial by your location

+1 669 900 9128 US (San Jose)

- 1:00 p.m.** **1. Call to Order – Establish Quorum**
- 2. Public Forum-**Any person wishing to address the In-Market Tourism Development Committee on items of interest to the committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the committee on items addressed under Public Forum.
- 1:05 p.m.** **3. Agenda Amendments and Approval**
- 1:05 p.m.** **4. Approval of In-Market Tourism Development meeting minutes from May 25, 2021** **Page 1**

Action Items:

- 1:10 p.m.** **5. Annual Media Plan Recommendations - Amber Burke/Augustine Agency** **Page 4**
- 1:40 p.m.** **6. 21.22 Events Partnership Funding Cycle Update - Katie Biggers** **Page 31**
- 1:50 p.m.** **7. Yiftee NLT Gift Card Program Update - Katie Biggers**
- 2:00 p.m.** **8. Committee Member Reports/Updates from Community Partners (1-2 mins each)**
- 9. Adjournment**

This meeting is wheelchair accessible

Posted online at www.nltra.org



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Chamber | CVB | Resort Association

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

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

Committee member that joined via teleconference: Caroline Ross, Kylee Bigelow, Alyssa Reilly, Steve Lamb, Greg Long, Patrick Lacey, Paul Raymore, Lindsay Thayer

NLTRA Board of Directors member: Brett Williams, Christine Horvath, Jim Phelan

Tourism Development Committee: Becky Moore, Carlynn Fajkos, Susan Whitman, Tyler Gaffaney, Ray Villaman, Vinton Hawkins, Brit Creeze

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

Other in attendance: Cathy Nanadiego, Lisa Nigon, Nick Martin

1. Meeting called to order at 1:04pm
2. Public Comment: None
3. **Agenda Amendments and Approval**
Motion to approve the agenda M/S/C LONG/GAFFANEY/UNANIMOUS
4. **Motion to approve the In-Market Meeting minutes from March 30, 2021.**
Motion to approve the meeting minutes from Mar 30, 2021 M/S/C MOORE/REILLY/Carried with Williams abstaining
5. Squaw Valley Business Association Ask for the 20.21 Business Association Marketing Grant – Caroline Ross
Ross gave a brief overview of the Squaw Valley Business Association. Ross is requesting the \$10,000 marketing grant and shared that funding will help with revamp of the design and content of the Olympic Valley Area Shopping, Dining & Lodging Guide to incorporate the upcoming Resort name change. This is distributed by Certified Public Folder and is an important piece for the front desk staff. She is looking for a fresh look for the 2020/21 season and some of these funds will be utilized hiring a designer. Ross stated she will be coming back to this committee for Phase 2 of the project probably in September this year. She stated the distribution for the winter edition will be much bigger for the winter edition of the guide.

ROI for 2019/20 Grant Program: Due to Covid-19, the loss of businesses, continued business restrictions and the cancellation of all events and weddings in 2020, the organization decided to table the spending of these funds. However, SVBA is slated to utilize these funds now with a quick copy edit, reprint and distribution of the Olympic Valley Shopping, Dining & Lodging Guide for Summer 2021. She shared the current cost breakdown, and this will be distributed in Gold Country, South and North Lake Tahoe, end of June through October 2021.

Long gave compliments to this piece of collateral and they often use it to give out to their visitors at the Incline Visitors Center.

**Motion to approve the \$10,000 Grant for the Squaw Valley Business Association M/S/C
GAFFANEY/REILLY/Carried with Horvath, Ross, Lamb and Moore abstaining**

6. West Shore Association Ask for the 20.21 Business Association Marketing Grant – Lisa Nigon

Nigon stated Ideal Wild has been managing the West Shore Association social media account for over 5 years and they continue to see a strong following through their management efforts. All grant money was allocated towards digital marketing and Ideal Wild over the past year.

Nigon reviewed the ROI for the 2019/20 Grant Program. Most of the funds were utilized for social media, but some was allocated to website and eblast campaigns. She shared the results for: Visitor Email Marketing, Member Email Update, Website Updates, Covid messaging and Social Media Shares. She also shared social media and website metrics. Facebook showing an increase of 5.2 YOY, Instagram 2.9 and Twitter 1%.

Nigon stated for the 2021/2022 Grant Request Ask of \$10,000 they would like to work with Ideal Wild. With the TBID taking effect this summer there is increased interest in business participation in the West Shore Association. West Shore Association is reworking their mission statement and will begin educating West Shore businesses through member emails and update website content. In addition to growing their social channels Ideal Wild will send out a series of eblasts to the members and visitors and manage website over the next year and continue outreach and education. Nigon gave an overview of Ideal Wild proposed spend for 2021/2022 ask.

Motion to approve the \$10,000 Grant Request Ask for the West Shore Association M/S/C LACEY/HORVATH/UNANIMOUS

7. Review & Approval of the North Tahoe Eats Campaign Contract with The Abbi Agency – Amber

Burke shared the Scope of Work with the Abbi Agency for the North Tahoe Eats Campaign. She stated \$5,300 was for this and gave a brief overview of strategy and tactics. Some of the tactics include:

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

Motion to approve the North Tahoe Eats Campaign Scope of Work M/S/C ROSS/LAMB/UNANIMOUS

8. Review & Approval of Sustainability Summer Campaign Contract with The Abbi Agency – Amber

Burke shared the Scope of Work for the In-Market Sustainability Initiative. North Lake Tahoe launched a Traveler Responsibility Pledge that encourages locals and visitors to take part in maintaining the destination's beauty for generations to come. This will target locals, In-Market visitors and days trippers from Reno and Carson City. Burke shared strategies/tactics for this campaign:

- Update existing sustainability focused ads to fit within new specifications.
- Utilize a variety of local traditional media outlets including print and radio.

Burke shared the creative that Augustine is working on will come out of the Marketing Cooperative budget. Total cost for this project is \$38,714.

Fajkos questioned if you get the reach numbers on radio buys and Burke stated you do. This will run Memorial Day through Labor Day weekend. Williams recommended considering another term for this "Responsible Citizen Pledge". Burke assured Williams that the team is being very strategic about this, and it is targeted towards locals and visitors and day visitors. Raymore reiterated the importance of keeping the word traveler in the "name". Bowling shared more insight on the different layers regarding the Traveler Responsibility Pledge.

Motion to approve the Traveler Responsibility Pledge Scope of Work M/S/C MOORE/LONG/UNANIMOUS

Action to Amber: Follow up on soft launch numbers.

9. Review & Approval of the Yiftee Summer Campaign Contract with The Abbi Agency

Burke shared the news with the committee member that the RFP process was just wrapped up and since this is more of a digital process the Augustine will handle the In-Market Gift Card Program. The tactics we are utilizing for this program is digital and social media ads. The budget is \$6950. Biggers is working on getting this program up and running. The budget could possibly shift a little bit on this project.

Motion to approve the In-Market Gift Card Project Scope of Work M/S/C ROSS/GAFFANEY/UNANIMOUS

10. Committee Member Reports/Update

Biggers requested that the spreadsheet she shared with the Business Association regarding the Gift Card Program interest be filled out as soon as possible. Bowling asked if West Shore has any events happening for the Opening Day at the Lake. Nigon will look into this and share. Bigelow with TCDA shared that the Solstice Festival takes place June 12-20 with over 20 micro events. ([link to events](#)). Squaw Valley is bringing Tuesday Bluesday back and other midweek and weekend events that will be shared soon. Biggers requested all events to be added to her spreadsheet that was discussed at an earlier BACC meeting. [Add events here](#). NTBA is bringing Music at the Beach back starting July 9. Winters updated the committee that Greg Howey has left his position with NLTRA.

11. Adjournment

The meeting adjourned at 2:05pm.



MEMORANDUM

Date: September 24, 2021

TO: NLTRA In-Market Tourism Development Committee

FROM: Amber Burke, Dir. of Marketing

RE: FY 21.22 Proposed Annual Plan Outline

Action Requested:

Approval to move forward on the 21.22 fiscal year annual plan for the In-Market Tourism Development budget.

Background:

In an effort to be more efficient with the in-market tourism development annual budget and to get ahead of workflow, staff and The Augustine Agency have devised an outline annual plan for the 21.22 fiscal year. The hope is to establish campaign strategies and messaging for the year to build consistency and a cohesive brand between both in-market and out-of-market efforts.

New creative concepts are currently in development with the North Lake Tahoe Marketing Cooperative, and the expectation is that these campaigns can be incorporated into the in-market messaging to help bring the campaigns to life. These campaigns have not been completed and will be brought back to the In-Market Tourism Development Committee at a later meeting for approval to include.

Fiscal Impact:

- Annual Budget: \$80,000

Attachments:

- NLTRA In-Market Plan

NLTRA 2021

IN-MARKET PLAN



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An aerial photograph of a vibrant turquoise lake. The water is crystal clear, revealing dark rocks and patches of green algae or seaweed. Lush green trees, likely evergreens, are scattered along the shoreline, their branches extending over the water. The overall scene is bright and scenic, with a mix of deep blues, greens, and earthy tones.

AGENDA

OBJECTIVES

CO-OP SUPPORT

MEDIA PLAN

CREATIVE RECOMMENDATIONS

BUDGET



OBJECTIVES

- Develop campaign strategies and messaging for the year, building in consistency to align brand with out-of-market campaigns/messaging.
- Identify key media strategy for optimum in-market exposure and support.
- Drive mountainside activities during the summer and lakeside during the winter to disperse travel throughout the region.
- Encourage locals to lead by example – be the sustainable resident and support your community like you want visitors to.

CO-OP SUPPORT



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CO-OP SUPPORT

- Paid media line item specific to in-market sustainability paid social placements throughout the year.
- Creative development for collateral and ad assets.
- Providing winter imagery/footage to version out the paid media assets.

TART Connect Creative Examples



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The TART Connect app offers a free and easy way to get around North Lake Tahoe. Get picked up in as little as 15 minutes. Servicing three zones from Incline Village to Tahoma.

GOTAHOENORTH.COM
Free Shuttle Service
 Now - September 6, 2021 **LEARN MORE**

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Try the new, **FREE** North Lake Tahoe on-demand shuttle service app that connects you to restaurants, shopping and more.

GOTAHOENORTH.COM
TART Connect
 Now - September 6, 2021 **LEARN MORE**

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Traveler Responsibility Pledge Creative Examples

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Help us make a difference and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge.

Take the Pledge [LEARN MORE](#) Become a Steward [LEARN MORE](#) Respect the Environment [LEARN MORE](#) Stay Educated [LEARN MORE](#) Keep Wildlife Wild [LEARN MORE](#) Be Fire Safe [LEARN MORE](#) Demonstrate Mindful Travel [LEARN MORE](#)

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TRAVELER RESPONSIBILITY PLEDGE

TRAVEL RESPONSIBLY

Take the Pledge

North Lake Tahoe Sponsored

From picturesque crystal blue waters and towering tree-lined mountains, preserving North Lake Tahoe's natural beauty starts with you.

DEMONSTRATE MINDFUL TRAVEL

GOTAHONORTH.COM
Take the Traveler Responsibility Pledge [LEARN MORE](#)

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You can make a positive impact on the North Lake Tahoe region by following these six simple tips.

BECOME A STEWARD OF LAKE TAHOE

GOTAHONORTH.COM
Travel Responsibly. Take the Pledge. [LEARN MORE](#)

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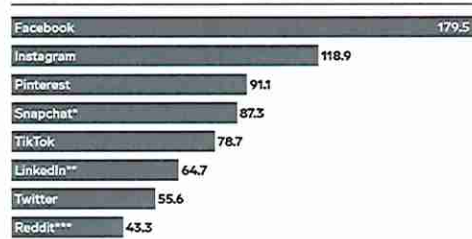
DIGITAL MEDIA PLAN



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DIGITAL MEDIA INSIGHTS

US Social Network Users, by Platform, 2021
millions

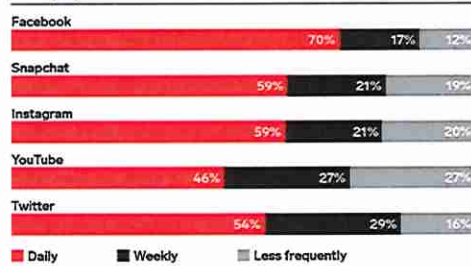


Note: Internet users of any age who access their account via any device at least once per month; *mobile phone users of any age who access their Snapchat account via mobile phone app at least once per month; **Internet users ages 18+ who access their LinkedIn account via any device at least once per month; ***logged-in users
Source: eMarketer, April 2021

266076 | eMarketer | InsiderIntelligence.com

Emarketer

Frequency with Which US Social Network Users Use Select Social Media Platforms, Feb 2021
% of population



Note: ages 18+; among users of each platform; numbers may not add up to 100% due to rounding
Source: Pew Research Center as cited in company blog, April 7, 2021

266062 | eMarketer | InsiderIntelligence.com

Travel Stats:

- **74%** of travelers use social media while on vacation.
- **60%** of travelers share photos to social media while traveling.
- **97%** of Millennials share photos to social media while traveling.

Key Takeaways:

Most travelers spend a lot of time posting to social media while traveling. Facebook and Instagram are still the top social platforms for usership and in the top three for frequency of usage. Social is a great platform to reach both locals and visitors of North Lake Tahoe.

MarTech.Zone [Social Media Statistics Travel Vacation](#)



MEDIA STRATEGY

1. Promote awareness of NLTRA initiatives to visitors and locals (winter/summer activities, local events and businesses).
2. Educate visitors and locals on how to maintain the beauty of North Lake Tahoe and lead by example.
3. Encourage users to engage on social media and the website for more info on restaurants, activities, in-market activations, events, etc.





CAMPAIGN OVERVIEW

Promote local business and events, increasing awareness around NLTRA initiatives.

- **Timing** –
10/1/2021-6/30/2022
- **Digital Media Budget** –
\$34,000
- **Target** –
Locals, nearby locals (Reno, Carson City, Truckee), visitors (in-market)
- **Geotarget** –
North Lake Tahoe + 50 mi.
- **Tactics** –
Paid Social (Facebook, Instagram)
Programmatic Display
- **Media Goals** –
Awareness (Reach)
Traffic (CTR)



TARGETING TACTICS

- **Local & Visitor Geotargeting** – target those currently or recently in a 50 mi. radius of North Lake Tahoe.
- **Factual by Foursquare Targeting** – target those who recently checked in at nearby airports.
- **Retargeting + Engager Targeting** – target those who have visited the website and/or engaged with ads, identifying and prioritizing those users who may be frequent or current visitors or locals.

TACTICAL RECOMMENDATIONS – PAID SOCIAL

Prioritize Paid Social to reach users where they are spending the most time online posting about their daily life, vacations and searching for inspiration.

- **Targeting Tactics:**
 - Local & Visitor Geotargeting
 - Retargeting & Engager Targeting
- **KPIs:**
 - Awareness (Reach)
 - Traffic (CTR)



CREATIVE ASSET RECOMMENDATIONS – PAID SOCIAL

- Winter & Summer Activities
 - 4 Static (2 winter, 2 summer)
 - 2 Animated (1 winter, 1 summer)
 - 2 Carousel (1 winter, 1 summer)
 - CTA: Learn More
- Yiftee
 - Single Image
 - Animated/Video
 - CTAs: Learn More



TACTICAL RECOMMENDATIONS – PROGRAMMATIC DISPLAY

Utilize targeting capabilities of Programmatic Display to support awareness of NLTRA's initiatives as well as retarget users from Paid Social.

- **Targeting Tactics:**

- Local & Visitor Geotargeting
- Factual by Foursquare Targeting
- Retargeting & Engager Targeting

- **KPIs:**

- Awareness (Reach)
- Traffic (CTR)

- **Creative:**

- Winter Activities
- Summer Activities
- Yiftee



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Yiftee Creative Examples

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The North Lake Tahoe Gift Card is a great way to support many of your favorite local retailers, restaurants and other businesses. Use it at all participating locations to show the love to the community.

North Lake Tahoe Gift Card SHOP NOW

North Lake Tahoe Gift Card SHOP NOW

North Lake Tahoe Gift Card SHOP NOW

North Lake Tahoe Gift Card SHOP NOW

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North Lake Tahoe Gift Card
Shop Local. Support Local.

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North Lake Tahoe Gift Card SHOP NOW

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North Lake Tahoe Gift Card
Shop Local. Support Local.

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CAMPAIGN SCHEDULE

	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.
Creative Production										
Social \$20,400										
Display \$13,600										

Prioritizing Paid Social as the always-only on tactic to reach the target market where they are actively posting and engaging with media. Utilize Display as a supporting tactic to drive awareness and retarget those who have engaged with the website and ads to reinforce messaging during busy seasons.

For fall, the Yiftee campaign will run as part of the budget from last year. Also, as part of the Co-Op budget, the TART Connect and Traveler Responsibility Pledge ads will be running as well.



CREATIVE STRATEGY



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CREATIVE STRATEGY

- **Develop consistency in messaging** across both consumer and in-market campaigns.
 - Align in-market concepts with existing brand and seasonal messaging/themes to drive consistency throughout marketing channels while engaging locals and in market visitors.
- **Create evergreen activations along with incremental activations** to allow for consistency and flexibility in messaging (depending upon environmental/social conditions).
- **Drive the multi-town experience** and move visitors throughout the region.
- **Support local business** during need periods.
- **Educate and align locals with brand initiatives** (create brand ambassadors who lead by example).
- **Incentivize brand ambassadors** (locals and/or consumers) who engage in activations (digital loyalty program-like experience).
- **Encourage repeat visitation** speaking to shoulder season visitation and mid-week travel during peak seasons.
- **Promote local events** to members of the community and visitors.

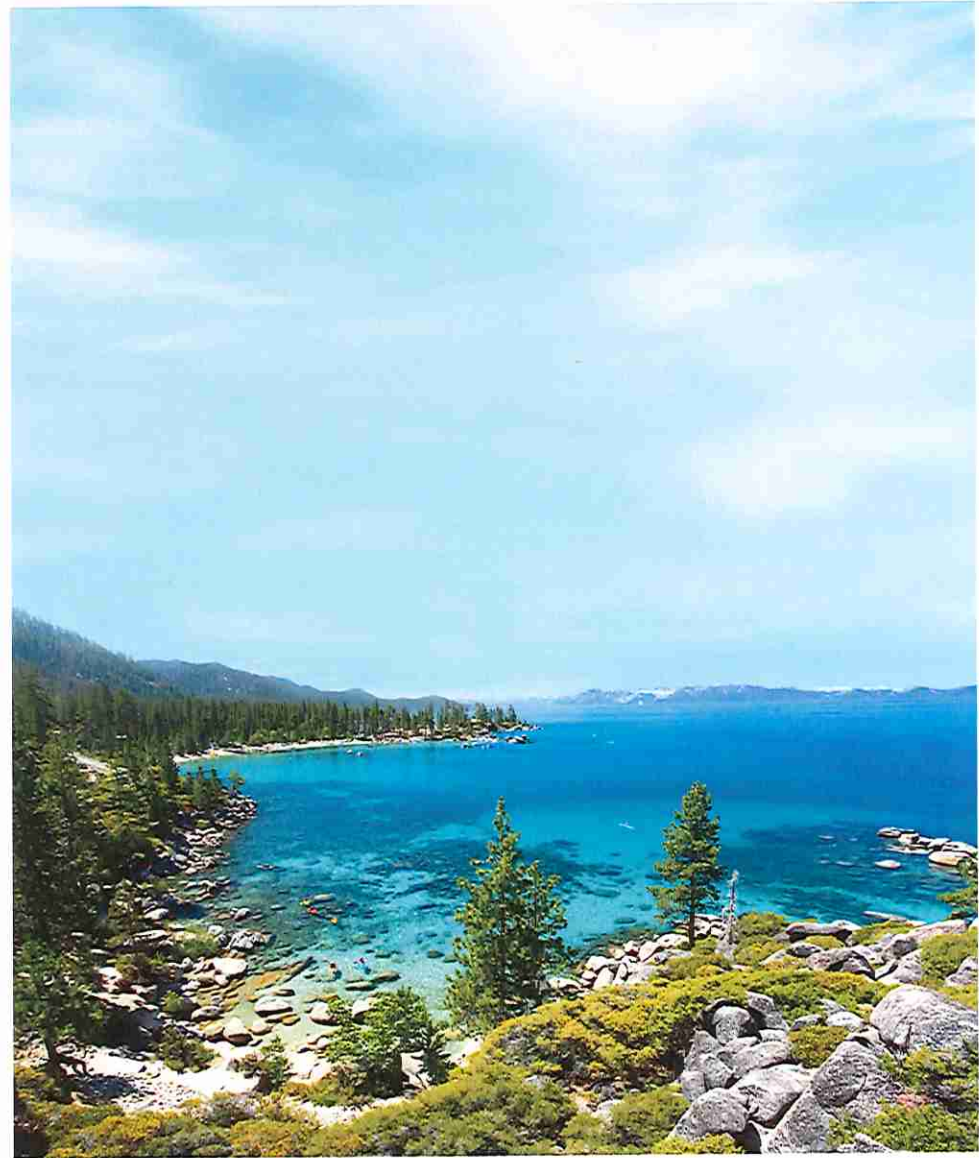
CREATIVE APPROACH

EVERGREEN

Yiftee

Rationale:

- Drive traffic to local businesses
- Increase spending in-market



CREATIVE APPROACH (CONTINUED)

WINTER

Focus on lakeside activities and business to disperse visitors within the region

- Changing your Winter Wow POV (with unexpected and picturesque lake-related activities often overlooked during winter).

Elevate the Yiftee campaign to include holiday messaging/activations

- Inspire holiday gift ideas, by communicating the diverse offerings of participating businesses.
- Yiftee card is a unique way to share the love during the holidays.

In-market extended stay opportunities/toolkit (Work from Nature / Out of office)

- Provide resources/information for remote working friendly businesses (Coworking spaces, lodging spaces, businesses).
- With visitors in town for the holidays let's encourage them to extend their trip.



CREATIVE APPROACH (CONTINUED)

SPRING

Implementation of new creative campaigns (tentative examples)

- **Grow Tahoe North initiative** (engaging locals, in-market visitors to participate in the program)
- **NLT and Me initiative** (UGC video submission contest)
- **North Lake Tahoe Challenge initiative** (multi-day itineraries focused on adventure, culinary and sightseeing utilizing rental locations guide, services, activity venues, etc.)



CREATIVE APPROACH (CONTINUED)

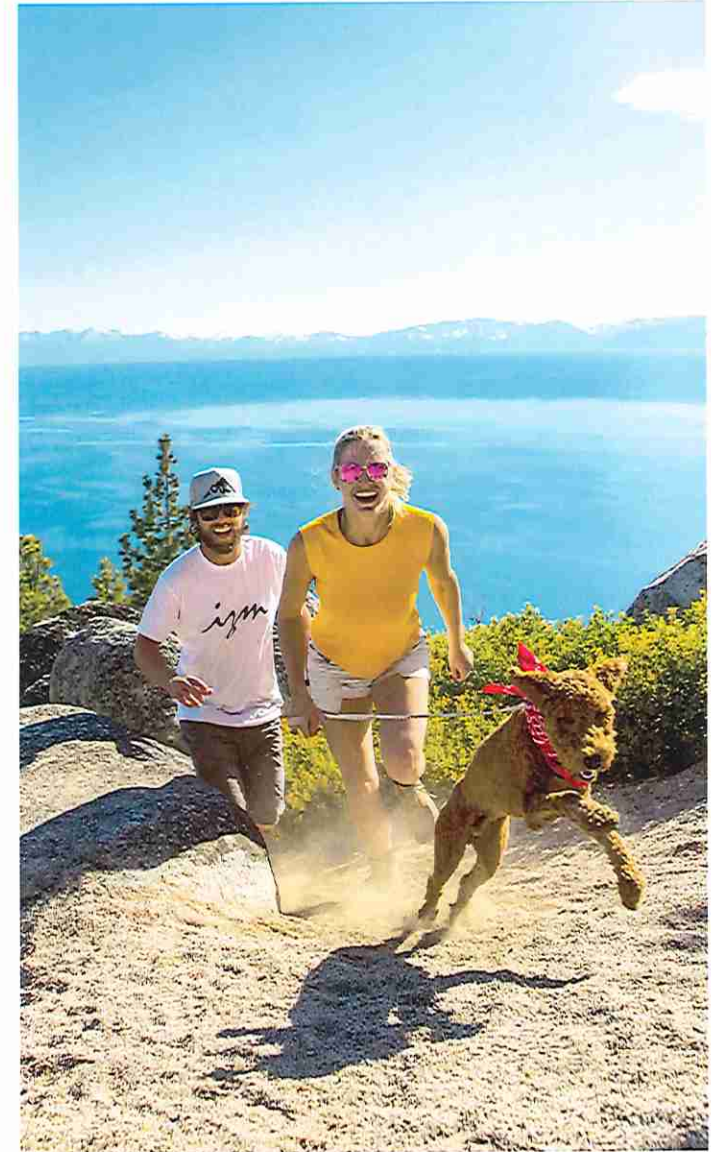
SUMMER

Focus on mountainside activities and business to disperse visitors within the region

- Summers Official Playground activities and business highlights (itinerary, blog, eblast).
- Unlock summers official playground (frequency/loyalty card). Support local businesses and be qualified for the ultimate Summer's Official Playground prize package.

Local Events

- Promote local events hosted by community partners and businesses.



BUDGET



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	Budget	Quarterly	Percentage
Monthly Management			
Account Management	\$ 9,000.00	\$ 3,000.00	11%
Digital Media Management	\$ 6,000.00	\$ 2,000.00	7%
Campaign Development			
Creative Production	\$ 15,000.00	n/a	18%
Hard Costs			
Paid Media - Digital	\$ 34,000.00	n/a	41%
Paid Media - Traditional	\$ 10,000.00	n/a	12%
Contest/Giveaways	\$ 4,000.00	n/a	5%
Printing	\$ 4,000.00	n/a	5%
Total	\$ 82,000.00		100%

A scenic view of a lake with a white cabin and a boat, overlaid with a semi-transparent white box containing the text "Thank you!". The background shows a clear blue lake, a white cabin on the shore, and a boat on the water. The text is centered in a bold, dark blue font.

Thank you!



MEMORANDUM

Date: September 28, 2021
TO: NLTRA In-Market Tourism Development Committee
FROM: Katie Biggers, Sr. Event Specialist
RE: 21.22 Partnership Funding Application Process and Timeline

Action Requested:

No action is being requested at this time.

Background:

The North Lake Tahoe Resort Association (NLTRA) facilitates a Special Event Partnership Funding program for annual special events in the North Lake Tahoe region. Awarded funds must be used for marketing and public relations purposes only - they cannot be used on operational costs. Events must generate overnight visitors for at least one (1) Placer County lodging partner to be considered for funding.

Timeline

Applications for events taking place in the 2022 calendar year will be accepted from Oct. 1 – Oct. 22, 2021. All program information and application forms will be available on NLTRA.org and staff will send information out via an email to our Producer List/Event Notification List on Oct. 5th. Information will also be distributed through NLTRA owned channels and via a regional press release.

Applicants will need to present to a selection panel on Thursday Nov. 4, 2022. Times will be assigned after the applications have been submitted. Applicants will present via Zoom or at NLTRA offices.

2022 Partnership Funding Selection Panel (Currently Confirmed Participants)

- Cameron Calvert - Events Manager, SVNC - Palisades Tahoe Village/Heavy Event Operations
- Kristen Costa Bartlett - Sponsorship, Athlete & Event Marketing Manager, Palisades Tahoe
- Stephanie Hoffman- COO, Tahoe Luxury Properties – NLTRA Board of Directors / West Shore/Lodging
- Wendy Hummer- Owner, EXL Media -Tourism Development/In Market

At the end of the presentation day/allotted time period, the 2022 PF Selection Panel determines how to best allocate the \$50k of funding. Staff will take the recommendation to the In-Market Tourism Development committee on 11/23/21 and then on to the Board of Directors on 12/1/21.

Fiscal Impact:

- \$50,000 has been allocated in the approved 21.22 FY budget for this program