

### **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**

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### **Join Zoom Meeting**

<https://us02web.zoom.us/j/88621318236?pwd=TTBPSUtCV3RiYjdia3JiWTZCUUpoQT09>

**Meeting ID: 886 2131 8236**

**Passcode: 771481**

**Dial by your location**

**+1 669 900 9128 US (San Jose)**

### **AGENDA**

- |                  |  |
|------------------|--|
| <b>2:00 p.m.</b> | 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. |
| <b>2:00 p.m.</b> | 3. <b>Agenda Amendments and Approval</b>   |
| <b>2:00 p.m.</b> | 4. <b>Approval of Tourism Development Meeting Minutes from Sept 28, 2021</b> <b>Page 1</b>   |
| 2:05 p.m.        | 5. Spartan 2022 Event Presentation - Cherie Bortnik, Spartan <b>Page 4</b>   |
| 2:20 p.m.        | 6. Tough Mudder 2022 Event Presentation - Cherie Bortnik, Spartan <b>Page 8</b>  |
| 2:35 p.m.        | 7. Broken Arrow 2022 Event Presentation - Brendan Madigan, Broken Arrow Skyrace <b>Page 25</b>   |
| 2:50 p.m.        | 8. Homewood Pride Ride 2022 Event Presentation - Patrick Lacey, Homewood <b>Page 41</b>  |
| <b>3:05 p.m.</b> | 9. <b>Action Items:</b> <ul style="list-style-type: none"><li>a) <b>Review and Approval of Spartan 2022 Event Sponsorship</b></li><li>b) <b>Review and Approval of Tough Mudder 2022 Event Sponsorship</b></li></ul>   |

- c) **Review and Approval of the Broken Arrow 2022 Event Sponsorship**
- d) **Review and Approval of the Homewood Pride Ride 2022 Event Sponsorship**

- 3:25 p.m.** 10. Winter Consumer Media Plan - Augustine Agency | Amber Burke **Page 82**
- 3:45 p.m.** 11. NLTRA CEO and TBID Update - [Bonnie Bavetta](#)
- 3:55 p.m.** 12. 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
13. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report
- 3:55 p.m.** 14. Committee Member Comments
- 4:00 p.m.** 15. Adjournment

*This meeting is wheelchair accessible*

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

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## north lake tahoe

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### **Tourism Development Meeting Draft - Meeting Minutes – Tuesday September 28, 2021**

The Tourism Development Meeting was held via Zoom video conferencing.

**Committee Members that joined via teleconference:** Brett Williams, Christine Horvath, Melissa Burin, Tyler Gaffaney, Vinton Hawkins, Susan Whitman, Wendy Hummer, Ray Villaman (2:15pm)

**Staff in attendance:** Bonnie Bavetta, Amber Burke, Katie Biggers, Anna Atwood

**Others in attendance:** Nicholas Martin, Caroline Ross, Lindsay Moore, Claire Marcus, Yulianna Cisneros, Cathy Nanadiego, Todd Kelly, Cherie Bortnick, Jessica Weavers, Tiffany Connolly, Collette Dalton, Erin Strep

1. Meeting called to order at 2:02pm
2. Public Comment: None
3. **Agenda Amendments and Approval**  
**Motion to approve the agenda M/S/C HUMMER/HAWKINS/UNANIMOUS**
4. **Approval of meeting minutes from Aug 24, 2021**  
**Motion to approve the meeting minutes from Aug 24, 2021 M/S/C HAWKINS/HUMMER/Carried with Horvath, Williams and Gaffaney abstaining)**
5. Spartan 2021 Recap and Spartan 2022 Presentation – Cherie Botnick  
Biggers shared the NLTRA booth had great visitation numbers this past weekend and lots of swag was handed out. Burke and Biggers gave a brief overview of the event budget, it's estimated at \$565K. Burke stated the Spartan presentation is just information for now, but she will come back with a formal sponsorship ask at the next committee meeting.

Botnick stated that Spartan did not hit the numbers they wanted to see for obvious reasons. All the East Coast events are selling out but the Spartan events in California are struggling. The recent fires in the area did not help. The Spartan North American Championships race had 3500 participants. Botnick stated they are looking to adding a 10K on Sunday looking going forward.

Spartan is the largest endurance company in the world. It has 2.5 M+ people in their database, 10M+ audience for social media, 1.5M annual participants in their event globally with 40+ counties hosting Spartan events. Spartan recently expanded their portfolio and bought Tough Mudder along with DEKAFIT.

Botnick shared information on the opportunity to host the Spartan Ultra World Championships. The event: 24 hours of competition, 6–10-mile loops OCT course, previous destination includes Sweden, Iceland and Telluride. This event has the great media exposure with highest viewership of all events with 350 million earned media impressions between US and Canada in 2019. Most participants travel with at least 3 people and stay 3+ nights. There is still the opportunity to host the North American Championships for 2022. Top elite athletes battle it out on a 13-mile course to be crowned the North American Champion. The different events include Beast, Ultra, and Super. Media exposure includes 8M social impressions, 170K interactions, and 1M PR Impressions. The North American Championships you do have to qualify for. Botnick shared the number of registrants for the different races being 7,340 for the North American Championships compared to 6,342 with the Ultra World Championships. The North American Championships ask is \$185K vs. Ultra World Championships ask at \$220K. Both events would have \$5,000 is earmarked for an afterparty.

## Comments:

- Hummer questioned if they did an afterparty this year and she stated they did not and will be returning that \$5K. They didn't have enough people to warrant a party, and this was a decision made in conjunction with Palisades Tahoe/Spartan and NLTRA.
- When does the Ultra World Championships happen? Cherie Botnick stated it would be the same exact weekend.

## 6. Action Items:

- a. USA Cycling Contract Presentation Review and Approval – Katie Biggers/Northstar  
Biggers gave a quick background on the UCI Gravel World Championships. As presented to Tourism Development last month, Northstar California Resort was approached by USA Cycling to partner as the host venue for the event. This is a request for a \$175K sponsorship for the event taking place October 5-8, 2022.

Biggers went over some of the highlights of the deliverables.

Todd Kelly shared the internal draft budget which was requested last. The biggest line item being room nights for USAC staff at about \$150K and \$50K for public services such as traffic management. Total estimated expenses at \$340K. (There is a lot of money being put towards activation for Friday.) He shared incoming revenue at \$284K which puts the event in red at about 56K.

## Comments:

- Williams questioned if there has been talk to Truckee about sponsorship. TK stated he has talked to them and it's not out of the questioned by he is primarily focused on the NLTRA.
- Hummer questioned who oversees entrees and marketing? TK shared that is USA Cycling responsibility.
- Horvath questioned the lodging component and how to do we influence where they stay? Burke stated that NLTRA would be partnering with Northstar and USA Cycling on communications and lot of this is in the deliverables ask but we would put a call out for lodging partners in Placer County and drive them towards the lake.
- Horvath suggested including in the post event survey where they stay as a key point. Burke stated this will be included in the post event survey. Northstar and Truckee will be listed separate to make sure it's captured. Burke assured lodging will be pushed out as soon as people register and partner lodging properties in Placer County will be pushed. She also mentioned there are talk about transportation to Northstar from the lakeside community.
- Villaman requested that we look at post event surveys from Tough Mudder and Enduro to find out more information on lodging.
- Hummer also recommend that they look to see how many Spartan people stay in Truckee.
- Williams shared he likes the shuttle idea to make it more convenient and alleviate parking at Northstar.
- Horvath recommended as an exercise to look at the math on what percentage of the lodging needs to stay in Placer County for it to break even.
- Hummer suggested that a discount card be given so that activities, retail and dining is tracked.
- Villaman did ask how many hotel rooms or vacation rental units there are in Northstar. Whitman from Northstar will get back to this group with that information.
- 

**Action to Katie/Amber: Look at Enduro and Tough Mudder post event survey for lodging information and also at how many Spartan athletes stay in Truckee.**

**Action to Katie/Amber: Work on math formula to figure out what percentage of lodging needs to stay in Placer County.**

**Action to Katie/Amber: Brainstorm on how to activate some sort of tracking for retail/restaurant and activities.**

**Action to Katie/Amber: Follow up with Whitman from Northstar on how many hotel rooms and vacation rental units are available there.**



**Motion to approve the \$175K Sponsorship as long as Northstar/USA Cycling do their due diligence with promoting lodging in Placer County. HUMMER/VILLAMAN/UNANIMOUS**

7. PR & Communications Update  
Burke shared that Liz Bowling left the organization but prior to that an exit strategy was developed. All consumer PR has been contracted with the Augustine Agency and internal NLTRA Communications has been contracted with Jessica with JVP Communications and Tiffany with InBloom Marketing. Burke introduced both Jessica and Tiffany to the committee members. Moore with the Augustine Agency gave an update on recent projects.  
  
Villaman stated he is happy to host any media or journalist if needed.
8. MCC Annual Report Review  
Claire Marcus with the Augustine team gave a high-level snapshot of the Meetings and Conventions Annual Report.  
  
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 campaigns drove our 450+ TOD conversion, it did not see any RFP conversions. This continues to show the industry uses other paths for RFP's. (CVENT, HelmsBrisoe, etc.)
9. Departmental Reports these reports can be viewed on our [website](#).
10. Standing Reports- these reports can be viewed on our [website](#).
11. Committee Member Comments  
Burke reminder everyone to take the NLTRA Committee survey. Biggers reminded everyone of Broken Arrow Sky Race this weekend and Made In Tahoe next weekend.
- 12.. Adjournment – The meeting adjourned at 4:05pm.

Minutes submitted by,  
Anna Atwood  
NLTRA



## MEMORANDUM

Date: October 26th, 2021  
TO: Tourism Development Committee  
FROM: Katie Biggers, Sr. Event Specialist  
RE: 2022 Spartan North American Championship vs Spartan Ultra World  
Championship Sponsorship Discussion

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### Action Requested:

Review and possible approval for the 2022 Spartan North American Championships or Spartan Ultra World Championships, both slated to take place at Palisades Tahoe, September 17 & 18 or 24 & 25, 2021. The NLTRA is being asked to sponsor the event with at least \$100,000 to be the official host. The exact amount of sponsorship is dependent on which type of race and the number of participants. Spartan is proposing a sliding scale.

*Spartan's Black Friday sale is the only discounted promotion of the year, so they typically aim to have all 2022 events open with date and location by the launch of the sale. Racers start planning their upcoming season, so a date and region is the bare minimum needed to begin planning.*

MOU could then be brought to the board in November with a final contract in Dec./Jan.

### 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 event took place September 2021 in which TDC heard a recap at the September meeting. The event was a success operationally, however participation numbers were lower than anticipated. The 2021 contract granted the NLTRA the first right of refusal for the North American Championships through 2022 with similar terms.

Spartan approached us with two opportunities: One being the 2022 North American Championship and the second option being a 2022 Ultra World Championship. The NA Championships is similar to what we've sponsored the past two years.

The Ultra World Championships is a different discipline.

Telluride hosted the Ultra World Championship this October, where racers were tested on a 24-hour course at altitude, along with the longest loop in UWC history of 10 miles. The weekend typically features a Saturday Beast 21K, Parade of Nations & Opening Ceremony, and Pre-Race Athlete Dinner.

Telluride Recap Video - [2021 ULTRA WORLD CHAMPIONSHIP POWERED BY RAKUTEN | LIVE STREAM HIGHLIGHTS | SPARTAN](#)

**Fiscal Impact:**

2022 North American Championship Sponsorship | 2022 Ultra World Championship

- \$100,000-205,000 - Cash Sponsorship

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

**Attachments:**

Spartan 2022 Proposal

## Spartan

Summary: Spartan seeking a commitment from NLT to host an event in 2022 during upcoming board meeting. Spartan's Black Friday sale is the only discounted promotion of the year, so it is imperative to have all 2022 events open with date and location by the launch of the sale. Racers start planning their upcoming season, so a date and region is the bare minimum needed to begin planning.

Historically the championship events are announced in January, however the event itself is already open for sale. We utilize the championship announcement as a second sales push and kick off to the championship campaign.

### Event

- September 24-25, 2022
- September 24<sup>th</sup>- 13miles
- September 25<sup>th</sup>- Distance TBD

Base commitment requested to be approved in October: \$125,000

To be discussed during November's meeting :

- **North American Championship.** Up to an additional \$40,000 commitment based on performance. Measurables- media and attendance
- **Ultra WC.** Up to and additional \$80,000 based on performance. Measurables- media and attendance

### Performance matrix

	Attendance				Media				
	70%	80%	90%	100%	60%	70%	80%	90%	100%
NAC	\$5,000	\$20,000	\$25,000	\$30,000	\$0	\$3,000	\$5,000	\$7,500	\$10,000
Ultra	\$20,000	\$25,000	\$30,000	\$40,000	\$10,000	\$15,000	\$20,000	\$25,000	\$40,000
	Attendance				Media				
	70%	80%	90%	100%	60%	70%	80%	90%	100%
NAC	7,700	8,800	9,900	11,000	-	7,000,000	8,000,000	9,000,000	10,000,000
Ultra	4,200B/455U	4,800B/520U	5,400B/585U	6,000B/650U	21,000,000	24,500,000	28,000,000	31,500,000	35,000,000

## **Tough Mudder**

Tough Mudder hosted our last event in NLT in 2018. We are requesting \$50,000 in support to help us return to North Lake Tahoe.

### **Event**

- June 18<sup>th</sup>-19<sup>th</sup>, 2022
- June 18<sup>th</sup>- 10 mile
- June 19<sup>th</sup> 10K & 5K
- Kids events both days

Requested amount \$10,000 above previous commitments. We will need to rebuild the market which requires additional marketing dollars.





north lake tahoe

Chamber | CVB | Resort Association

## MEMORANDUM

Date: October 26th, 2021  
TO: Tourism Development Committee  
FROM: Katie Biggers, Sr. Event Specialist  
RE: 2022 Tough Mudder Sponsorship Discussion

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### Action Requested:

Discussion and potential sponsorship for a 2022 Tough Mudder potentially taking place at Northstar California June 18th-19th, 2022. The NLTRA could sponsor the event with \$40,000+ to be the official host.

### Background:

The NLTRA supported the Tough Mudder Race at Northstar California from 2015-2018. Three of those years at a \$50k level. In March of 2017, TM notified NLTRA that the 2017 event had to be cancelled due to scheduling issues. The following year, NLTRA came in at a \$40,000 sponsorship and based on lodging reports proposed sponsorships of the event to Town of Truckee and Truckee Chamber. Tough Mudder has hosted multiple events in NLT, beginning in 2012, prior to 2015 NLTRA sponsorships. In 2013, Northstar California hosted two Tough Mudder Events July and the last weekend of September. In 2012 the event was in Olympic Valley.

In 2020 Tough Mudder was acquired by Spartan and is now under their operations.

### Fiscal Impact:

2022 Tough Mudder Sponsorship

- \$40,000-50,000 - Cash Sponsorship

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

### Attachments:

Tough Mudder - Contract Summary (Example)

## Tough Mudder Recaps & (Example) Contract Summary

### Duration & Timing

- 1-Year Contract (June 2022 Event)
- Event Date: June 18th-19th, 2022
- Location: Northstar California

### Cash Sponsorship

- \$40,000 (Payment - 50% November, 50% June)

### Key Sponsorship Terms

- NLTRA to receive
  - o Logo/links to GTN on Tough Mudder Tahoe website
  - o 10x10 Booth space in event Vendor Village (Village at Northstar)
  - o NLT acknowledged as location during Facebook Livestream (if happening)
  - o NLT included in minimum of three (3) social posts, three (3) newsletter/email
    - FB: 4.1M followers, Instagram: 382k followers, Twitter: 146k followers
  - o NLT Inclusion/Content in North Lake Tahoe Destination Guide which is sent to all registered competitors. (Sustainability Pledge, Transportation Tips, etc)
  - o Ten (10) complementary tickets for promotion and giveaways
  - o TM shall deliver an Economic Impact Analysis Report no later than sixty (60) days after the event
- NLTRA to provide
  - o Press release noting events return to NLT
  - o Tough Mudder included in six (6) social posts via Facebook and Twitter
  - o Assistance with permitting, volunteers and room blocks as needed

### 2016 Event Recap

*Northstar California, June 11 – 12, 2016*

*Funded: \$50,000*

Attendance:	11,630
Out of Town Participants:	9,071
Average Night Stay:	2.8
Average Economic Impact:	\$2,395,212
ROI:	48:1

Results:

The event was deemed a success by the producers as well as Northstar. In total, 11,000+ athletes and spectators were in attendance. Tough Mudder conducted a survey (1,040p) which indicated 78% stayed overnight for the event and 82% of them stayed in a hotel/rental/condo. 72% of them stayed in the North Lake Tahoe/Truckee Region. The average travel party size was 4.5 people which generated an average number of hotel rooms per night per party as 1.6 rooms. They found there were 1,580 non-local unique event spectators and 8,304 non-local unique event participants and 58% of participants were first time participants to the Tahoe Tough Mudder.

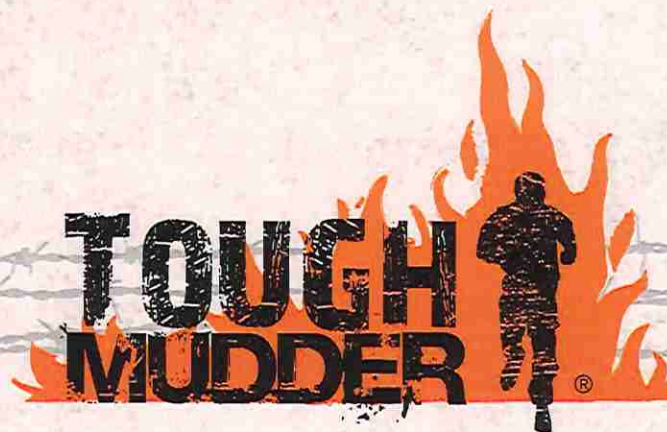
Tough Mudder Tahoe's live content performed very strongly, with a reach of close to 5M and over 700,000 unique views. The hashtag, #tmtahoe2016 and affiliated hashtags were tagged over 1,500 times.

There was an emergency evacuation off the mountain on Sunday due to lightning. Approximately 1,000 athletes were brought down the mountain safely. The vendor fair in the Village also had to be condensed on Sunday evening due to lightning.

# TOUGH MUDDER TAHOE

## POST EVENT REPORT

JUNE 2015



# TOUGH MUDDER TAHOE

## Context

Tough Mudder held an event at Northstar California Resort in Truckee, California, for the fourth year. The event took place on Saturday, June 13, 2015 and Sunday, June 14, 2015. This report outlines the demographics and travel behavior of TM Tahoe 2015 participants.

## Data Collection

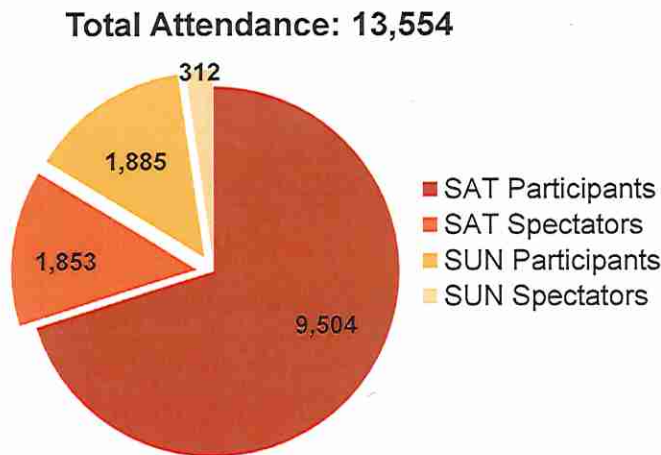
Tough Mudder conducted two surveys after the TM Tahoe 2015 event.

1. A post-event survey was sent to all participants immediately after the event asking general questions related to customer satisfaction, obstacle innovation and participant demographics.
2. A second survey was sent to all participants the Wednesday following the Event asking questions around travel behavior, daily spend and specific questions around participant experience in the community.

## Key Learnings

Tough Mudder drives new visitors to the North Lake Tahoe area and participants were very satisfied with their overall event experience.

**Venue:**  
 Northstar California Resort  
 5001 Northstar Drive  
 Truckee, CA 96161



**Dates:**  
 June 13, 2015  
 June 14, 2015

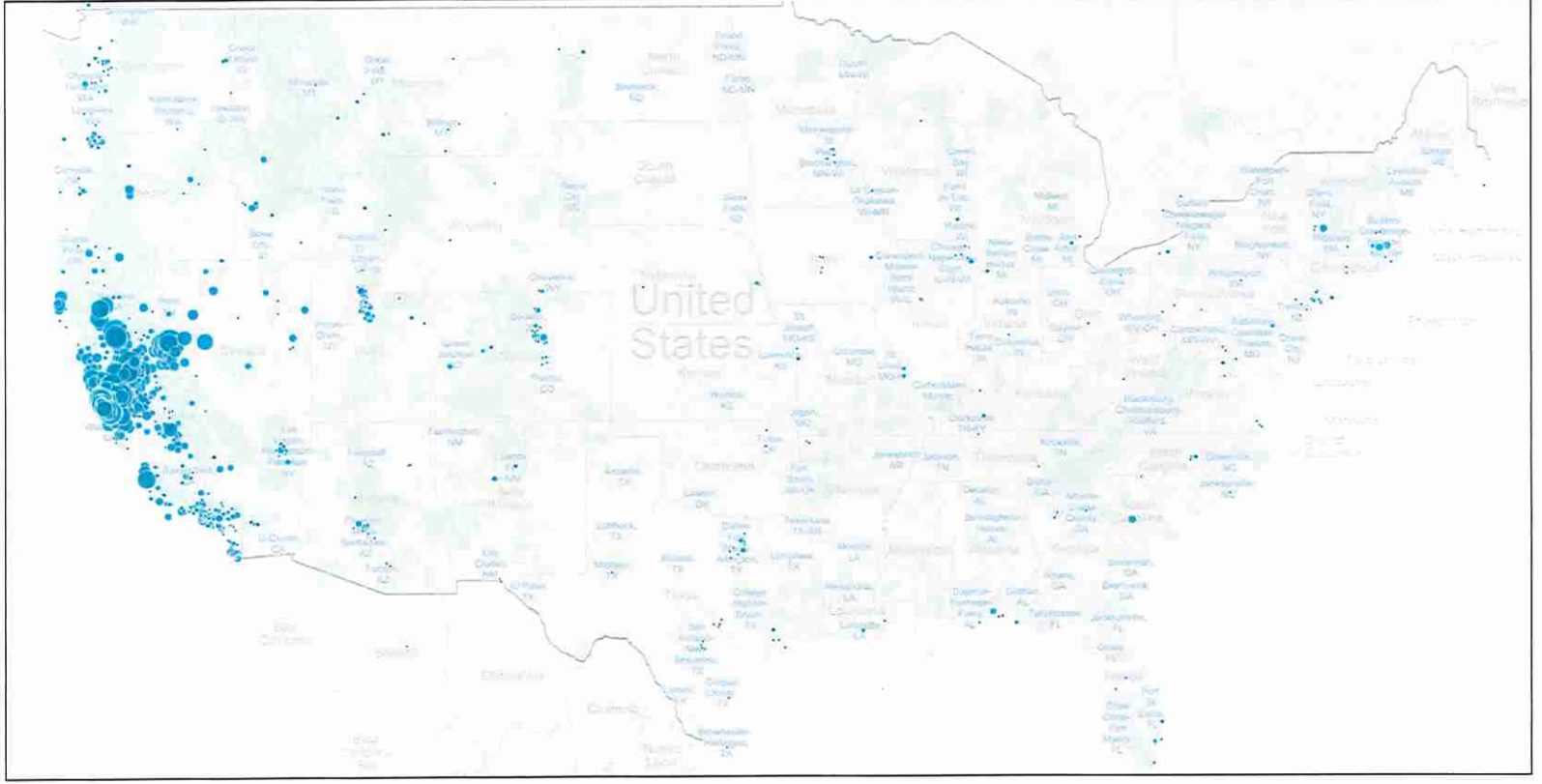




# US HEAT MAP



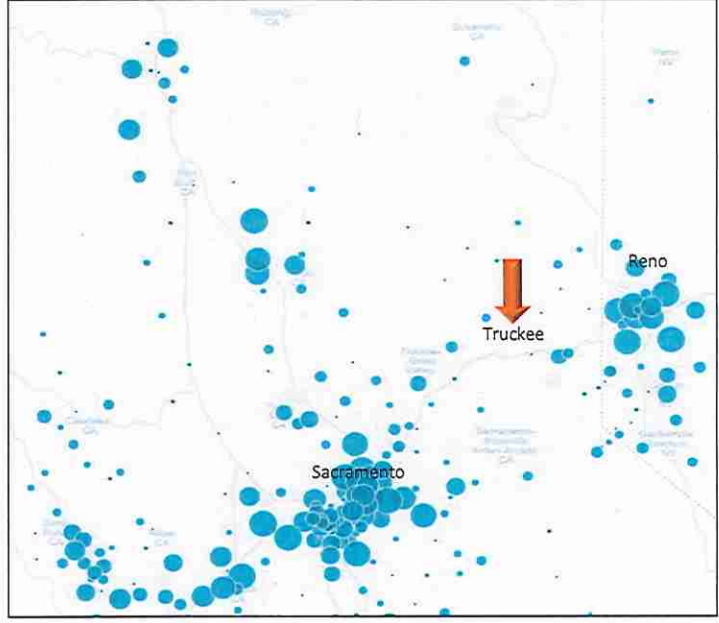
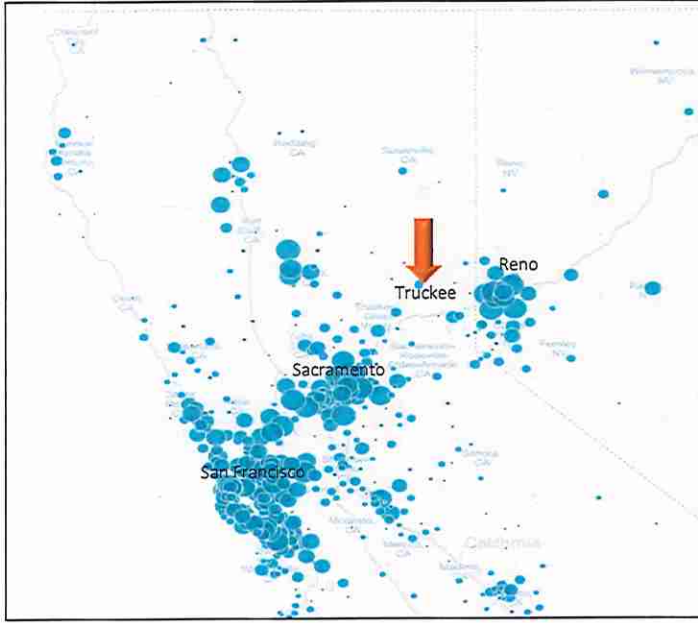
## TOUGH MUDDER TAHOE



# REGIONAL HEAT MAPS



## TOUGH MUDDER TAHOE





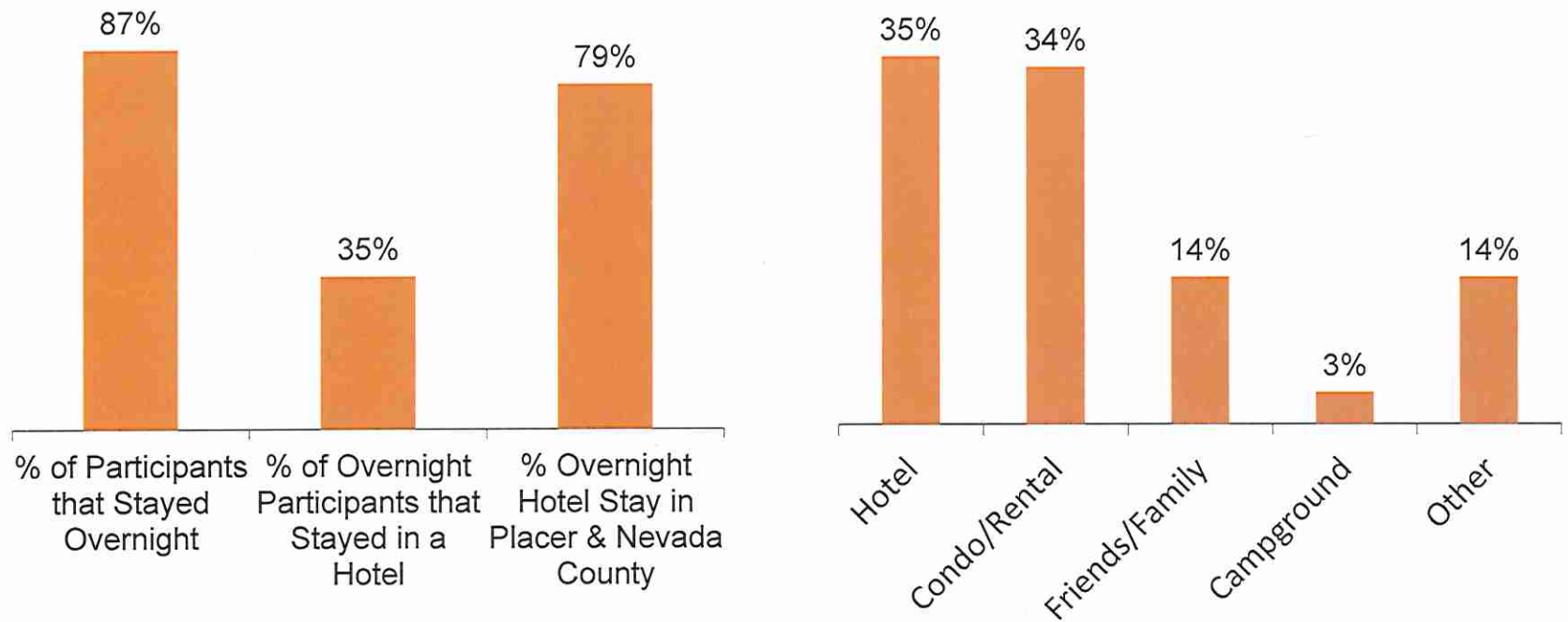
## TOUGH MUDDER TAHOE

**8%** of Tough Mudder participants were residents of Placer or Nevada County in California.

Over **87%** of Tough Mudder participants stayed overnight for the event.

The average travel party size of participants was **5.3**.

The average length of stay for overnight participants was **2.72** nights.



TOUGH MUDDER TAHOE

15% of participants had never traveled to the North Lake Tahoe area before the Tough Mudder Tahoe 2015 event.

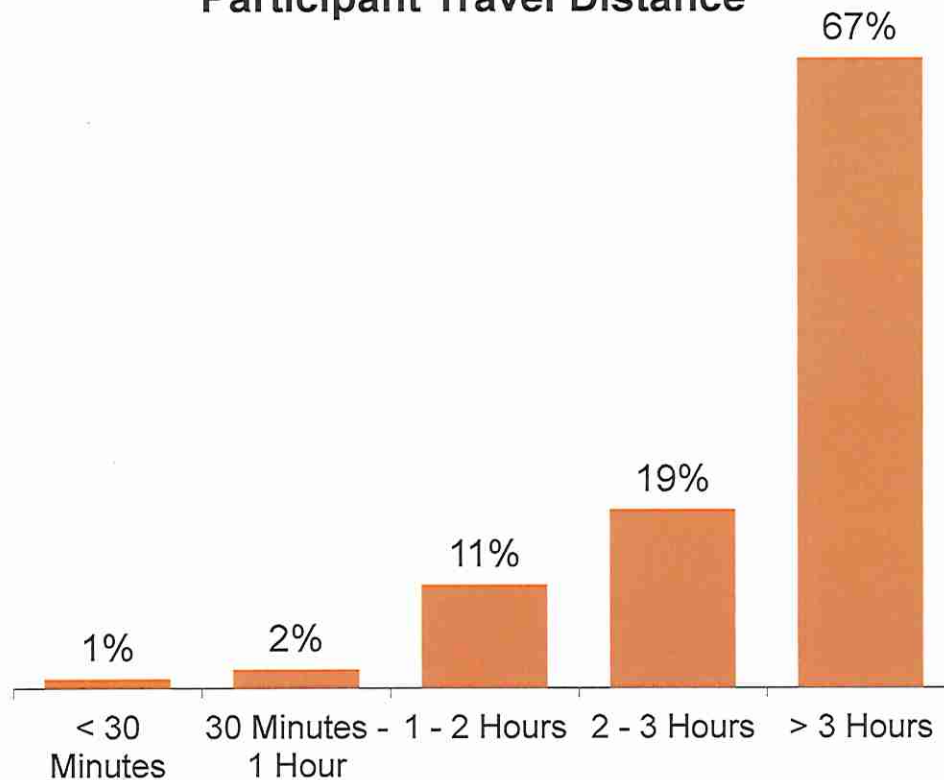
82% of participants are likely to return to the North Lake Tahoe area within the next year.

The top states that purchased tickets for this event were **California, Nevada, Oregon, Utah and Colorado.**

1% of survey respondents **traveled internationally** to participate in the event.

9% of survey respondents flew to participate in the event.

Participant Travel Distance

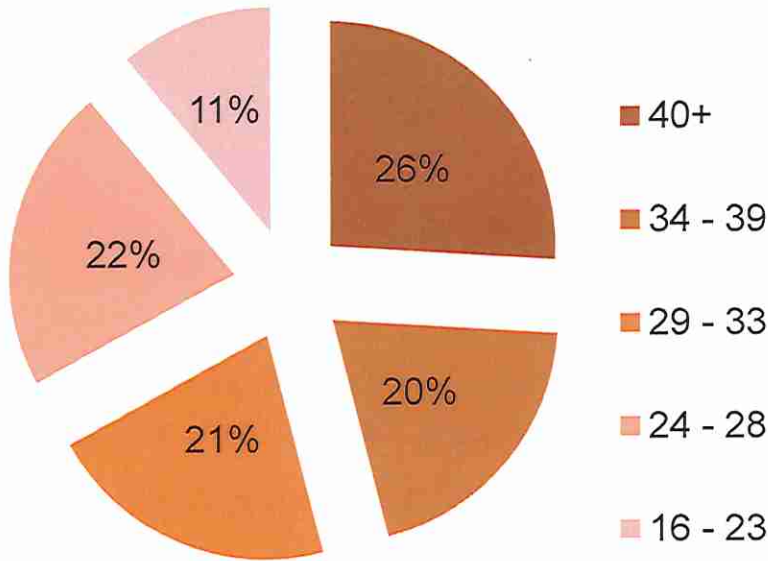




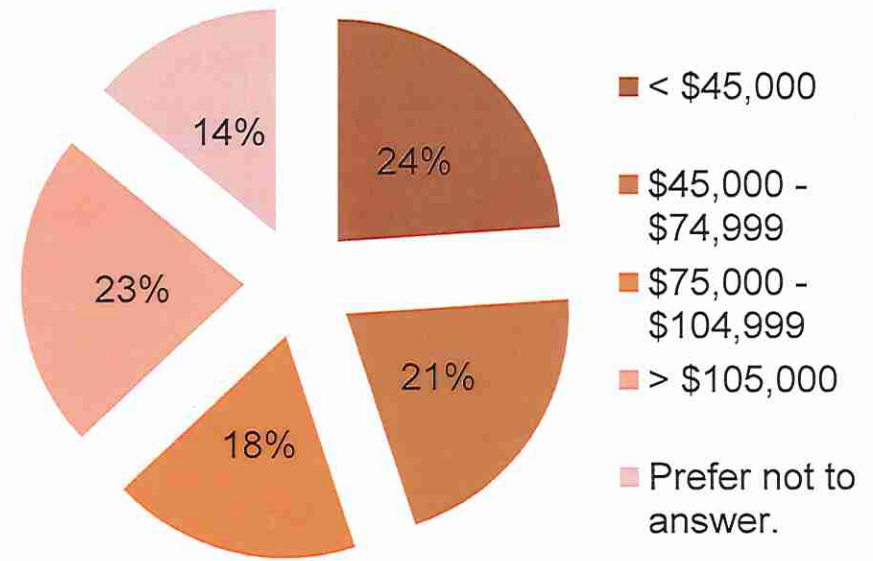
## TOUGH MUDDER TAHOE

**74%** of TM Tahoe participants are under 40, and at least **41%** earn over **\$75K** per year.

TM Tahoe participants were **61%** male and **39%** female.



Participant Age



Participant Income

## TOUGH MUDDER TAHOE

Total Volunteers: **341**  
Total Hours Volunteered: **3,173**  
Total Volunteers who participated  
in the Event: **263**

*“Throughout both event days, I was made to feel valued and part of a professional team pulling off a great experience for a whole bunch of people.”*

*–TM Tahoe 2015 Volunteer*



TOUGH MUDDER TAHOE

**NORTHSTAR CALIFORNIA**

WEATHER VIDEO PHOTOS WEB CAM

About Northstar Village Bike & Hike Summer Passes Trip Planning Lessons Golf & Activities Groups Winter

**Trip Planning**

- Vacation Packages
- Lodging
  - 15/16 Epic Pass-Season Passes
  - 15/16 Lift Tickets
- Getting Here
- On-Site Transportation
- Private Charter Transportation
- Events Calendar
- Hours of Operation

**Tough Mudder**

June 13, 2015 - June 14, 2015  
Time: All Day  
Add to iCalendar/Outlook

Northstar is once again excited to host Tough Mudder this summer on June 13 & 14, 2015.

Tough Mudder is a team-oriented 10-12 mile (16-20 km) obstacle course designed to test physical strength and mental grit. Tough Mudder puts camaraderie over finisher rankings and is not a timed race but a team challenge that allows participants to experience exhilarating, yet safe, world-class obstacles they won't find anywhere else.

Registration and additional event details can be found on the Tough Mudder website. [www.ToughMudder.com](http://www.ToughMudder.com)

**Plan Your Trip**

Annual Date: [dropdown]  
Departure Date: [dropdown]  
Adults: [dropdown] Kids: [dropdown]  
Lodging: [dropdown]  
Go

Book online or call 1.800.GO.NORTH or 530.562.1010 to speak with a local expert.



**Tough Mudder Tahoe 2015 Lodging Partners:**

- Tahoe Mountain Resorts Lodging
- The Village at Squaw
- Resort at Squaw Creek Lake Tahoe
- Squaw Valley Lodge
- Donner Lake Village
- Hotel Truckee Tahoe
- Plump Jack Squaw Valley Inn
- Tahoe Biltmore
- Tahoe Vistana Inn
- Granlibakken Tahoe
- Northstar Lodging

**Tahoe Biltmore**  
June 25 at 1:30am

Such a great event and we were happy to be a Lodging partner this year. Congrats to all the Tough Mudders!

Like Comment Share



## TOUGH MUDDER TAHOE



The Tough Mudder global brand has over **4,000,000** likes on Facebook, allowing extended viewership of all shared material.

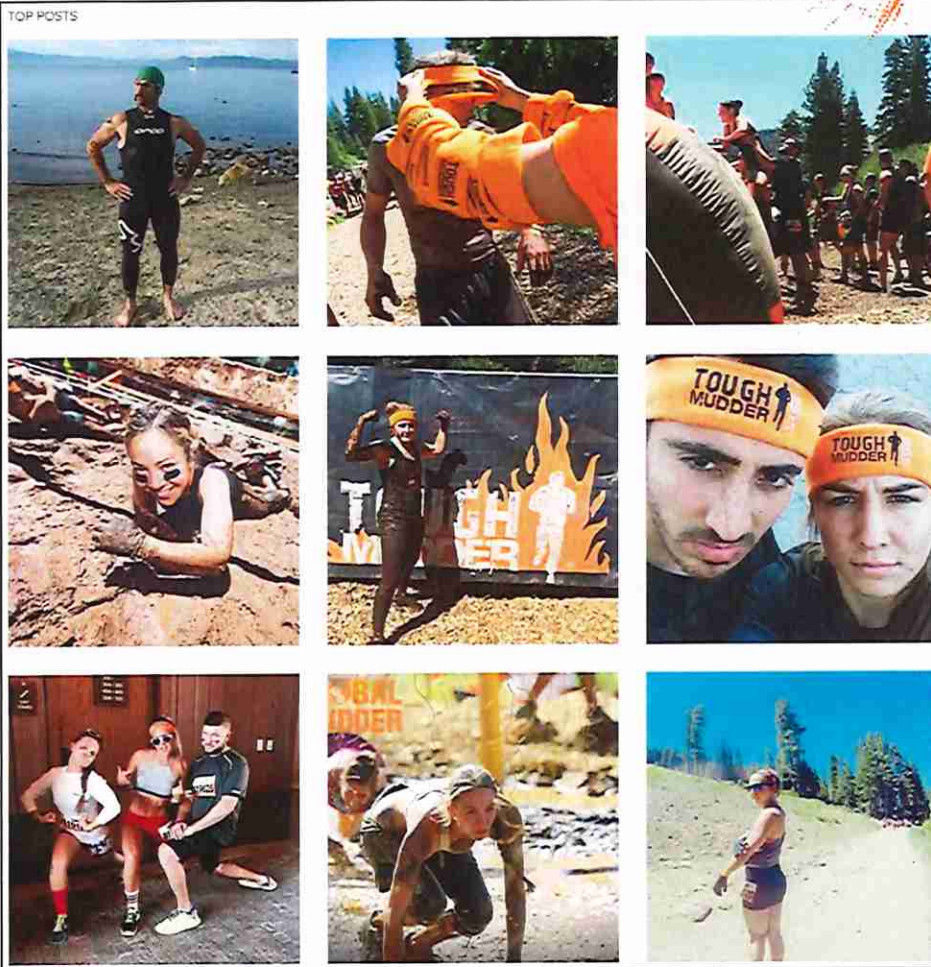
Tough Mudder's posts reach an average of **3,400,000** unique accounts per week.

Posts surrounding the Tough Mudder Tahoe 2015 event on the brand page reached over **1,300,000** people.

The Tough Mudder Tahoe 2015 event page reached over **250,000** people and the event album had over **4,000** likes, comments and shares.



# TOUGH MUDDER TAHOE

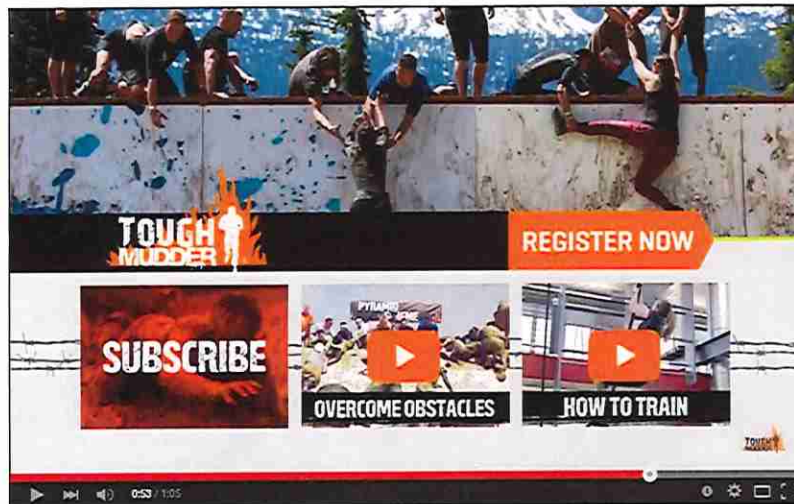


#toughmuddertahoe was tagged over **5,000** times.

The Tough Mudder global brand has over **125,000** followers on Instagram, allowing extended viewership of all shared material.



## TOUGH MUDDER TAHOE



The Tough Mudder Tahoe 2015 “Teaser” video was viewed over **13,000** times.

The Tough Mudder brand YouTube channel has over **50,000** subscribers, allowing extended viewership of all shared material.





## MEMORANDUM

Date: October 26, 2021

TO: NLTRA Tourism Development Committee

FROM: Katie Biggers, Sr. Event Specialist

RE: 2022 Broken Arrow Skyrace Sponsorship Contract

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### Action Requested:

Review and possible approval of an agreement with Alpenglow Mountain Racing, LLC to sponsor the 2022 Broken Arrow Skyrace taking place in Olympic Valley, June 17-19, 2022.

### Background:

The Broken Arrow Skyrace is owned and operated by local business owner Brendan Madigan, owner of Alpenglow Sports. The race will be in its sixth year in 2022 (postponed in 2020) and the NLTRA has been a sponsor since their inception. The race will again be a part of the World Mountain Running Series and the Salomon North American Golden Trail Series. They are also going into their 2<sup>nd</sup> year of a 3-year contract with Salomon.

### Sponsorship History

2021: \$25,000+ \$5,000 Live Stream

2020: \$25,000 (All of which was returned)

2019: \$27,500

Was originally funded at \$20K. Allocated \$7.5K of additional opportunistic funds to help the race become sanctioned in the World Mountain Running Association World Tour.

2018: \$15,000

2017: \$20,000

2016: \$10,000

### Fiscal Impact:

\$30,000 - \$60,000

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

### Attachments:

Recap of 2021 is attached as well as social media results.



## BROKEN ARROW RECAP

### Participant Statistics:

- *Given the 2.5-year window since we last executed the event the actual participant graphic is admittedly a little muddy, the take home is that even amidst a pandemic our attendance regionally, nationally and internationally were all very strong.*
- Gender: 60% male, 40% female
- Age Breakdown: 37% 30-39, 27% 40-49, 18% 20-29, 13% 50-59
- 42 US States Represented:
  - 62% California, 6% NV, 4% OR, 4% CO, 3% AK, 2% AZ
- CA Counties Represented:
  - 14% San Francisco, 10% other, 6% Truckee, 5% Oakland, 4% Sacramento, 2% LA
- 25 Countries Represented:
  - 30%+ Mexico/Spain, 12% Great Britain, Japan, Hungary, Tanzania, Argentina, Brazil, Czech Republic, Indonesia, UAE, Canada

### Participant Feedback Survey Results:

- 93 Net Promoter Score (94% promoter/5% passive/1% detractor)
- General Demographics/Results:
  - 100% rate the event excellent (89%) or very good (11%)
  - 99% think we provide a world-class race experience that is both extremely competitive as well as welcoming to recreational runners
  - 99% were happy with our Covid-19 policy (96% were vaccinated)
  - 35% age 30-39 / 32% 40-49 / 14% BOTH 20-29 and 50-59
  - 88% have a bachelor degree or higher
  - 46% have an annual income higher than \$150,000
- NLTRA Specific Questions (per contract - see attachments):
  - 31% stayed two nights / 21% three nights / 17% one night
  - 35% stayed in a hotel / 12% vacation rental / 9% condo
  - 35% stayed in Olympic Valley / 32% in Truckee / 9% Tahoe City
  - 34% one person in party / 34% two / 15% three / 11% four / 7% 5+
  - 94% very likely or somewhat likely to return to NLT

### Livestream Statistics:

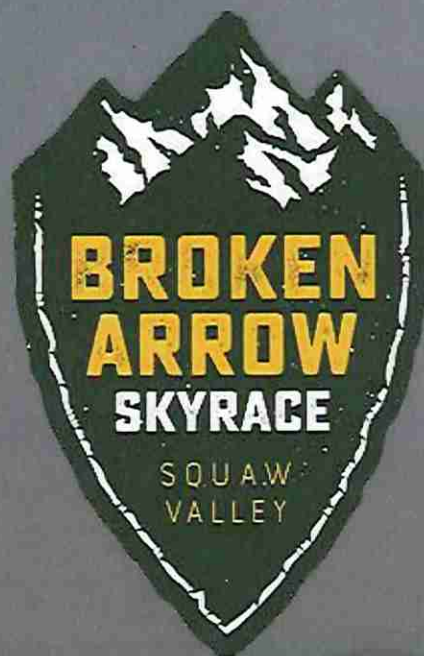
- Streamed simultaneously via the Broken Arrow Skyrace (546 subscribers) AND *Golden Trail Series (35.5k subscribers)* Youtube channels. Note: we streamed both days (VK and 26k) while GTS only streamed the 26k i.e. the viewership would have been higher had they streamed both.
- *3,400 hour watch time (race weekend ONLY)*
- *112,300 impressions*
- *12% average view duration*
- *13,600 Broken Arrow Youtube views* as of 10/17 (includes roughly 10k livestream and 3k other views). Specifics:
  - 70/30 split between domestic vs. global views

- Approximately 40 US states represented (CA = 40% of total)
- Approximately 32 countries represented (US = 70% of total, followed by the United Kingdom, Canada, Germany, Australia and France)
- Age: 36% 35-44, 29% 25-34, 19% 45-54 = 84% 35-54
- Gender: 75% male, 25% female
- 50% streamed via their phone while 30% streamed from a computer
- **11,422 Golden Trail Series Youtube views** as of 10/17. GTS has declined our request for the actual statistics, but we can assume they are global in scope with a strong percentage (50-70%) of Europeans dominating the total.
- Perhaps most intriguing is that our Youtube views are nearly the same as GTS, who have an astronomical following. Our read here is that we've strongly engaged the global trail community with a much higher engagement rate (546 vs. 35.5k viewers).
- **We have commitment from GTS that they will once again stream us in 2022 and more importantly Strava (53.4k subscribers) as well.**
- **TOTAL ACCESS: Nearly 100k potential viewers (not including our own).**

**Social Media Statistics (ONLY 10.1-10.3):**

- Facebook (5k Follows):
  - 62,300 reach
  - 11,000 engagements
  - 3,400 unique story opens
  - 200 page likes
  - Top post = 43,600 reach, 1,600 interactions, 2,900 engagements
- Instagram (6,700 Followers):
  - 29,500 accounts reached
  - 14,000 content interactions
  - 171,000 post impressions
  - Content: 30 posts / 183 stories / 1 reel
  - 174,000 Stories reach
  - Top post = 12,300 reach, 13,300 impressions, 1k likes
- **We have commitment from the following partners to stream/highlight the 2022 event:**
  - **Strava (1 million Instagram, 910,000 Facebook followers)**
  - **Salomon Running (813,000 Instagram, 542,000 Facebook followers)**
  - **Golden Trail Series (60,000 Instagram, 37,000 Facebook followers)**
  - **TOTAL ACCESS: NEARLY 3.4 MILLION INSTAGRAM AND FACEBOOK FOLLOWERS (not to mention our own)**





# BROKEN ARROW SKYRACE

2021

SOCIAL MEDIA REPORT

OCTOBER 1-3

# KEY STATISTICS/FACEBOOK



PEOPLE REACHED: **62.3K**



ENGAGEMENT: **11K**



STORIES UNIQUE OPENS: **3.4K**



PAGE LIKES EVENT WEEK: **200**





## KEY STATISTICS/INSTAGRAM



ACCOUNTS REACHED: **29.5K**



CONTENT INTERACTIONS: **14K**



POSTS IMPRESSIONS: **171K**



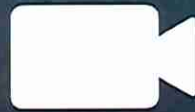
CONTENT: **30 Posts / 183 Stories / 1 Reel**



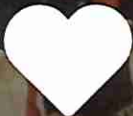
STORIES REACH: **174K**



# KEY STATISTICS/YouTube LIVESTREAM



LIVESTREAM VIEWS: **10.8K**



WATCH TIME (HRS): **3.4K**



IMPRESSIONS: **112.3K**



AV. VIEW DURATION: **12%**



GOLDEN TRAIL SERIES YOUTUBE  
LIVESTREAM CROSSPOST VIEWS: **10.8K**



# TOP POSTS/FACEBOOK

**POST REACH: 43,605**

**INTERACTIONS: 1,578**

**ENGAGEMENTS: 2,854**



**The Broken Arrow Skyrace**

4 October · 🌐

Anna Frost is truly one of the legends of the mountain/trail/ultra world. You know, a couple wins at the Hardrock 100, one at the Bear 100, North Face 50, Speedgoat (and so many more)...no big deal. Oh, and did I mention she was the first woman to complete the Nolans 14 (with Missy Gosney). You get the idea...she is AMAZING!

It's been a few years since Anna has been on the racing scene. She's been busy raising this little one!!! Say hello to Skylar who paced her mom into the ... See more



**43,605**  
People reached

**2,854**  
Engagements

[Boost post](#)

## Performance for your post

**43,605** People Reached

**1,578** Reactions, comments & shares <sup>#</sup>

<b>1,281</b> Like	<b>140</b> On post	<b>1,141</b> On shares
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<b>254</b> Love	<b>40</b> On post	<b>214</b> On shares
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<b>2</b> Wow	<b>0</b> On post	<b>2</b> On shares
-----------------	---------------------	-----------------------

<b>34</b> Comments	<b>5</b> On Post	<b>29</b> On Shares
-----------------------	---------------------	------------------------

<b>9</b> Shares	<b>9</b> On Post	<b>0</b> On Shares
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**1,276** Post Clicks

<b>106</b> Photo views	<b>0</b> Link clicks	<b>1,170</b> Other Clicks <sup>#</sup>
---------------------------	-------------------------	---

### NEGATIVE FEEDBACK

<b>3</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts





# TOP POSTS/FACEBOOK

**POST REACH: 3,560**

**INTERACTIONS: 264**

**ENGAGEMENTS: 405**



The Broken Arrow Skyrace

2 October · 🌐

In her third year running the Broken Arrow Skyrace (but first VK)...12-year old Sunny Schranz!!!

This kid is a crusher...24th place overall (and 7th place in the under 29 division) in an insanely stacked women's VK field. 4.25 miles, 3,135 vertical feet of gain at a crushing pace of 18:37...no big deal.

The elite women had better watch out...I figure they've got 2-3 years before this kid is nipping at their heels!... See more



3,560

People reached

405

Engagements

Boost post

## Performance for your post

**3,560** People Reached

**264** Reactions, comments & shares #

**194** Like  
On post

**148** On post

**46** On shares

**47** Love  
On post

**42** On post

**5** On shares

**2** Haha  
On post

**1** On post

**1** On shares

**7** Wow  
On post

**5** On post

**2** On shares

**9** Comments  
On Post

**7** On Post

**2** On Shares

**5** Shares  
On Post

**5** On Post

**0** On Shares

**141** Post Clicks

**20** Photo views  
Link clicks

**0** Link clicks

**121** Other Clicks #

### NEGATIVE FEEDBACK

**0** Hide post

**0** Hide all posts

**0** Report as spam

**0** Unlike Page

Reported stats may be delayed from what appears on posts





# TOP POSTS/FACEBOOK

**POST REACH: 3,391**

**INTERACTIONS: 530**

**ENGAGEMENTS: 701**



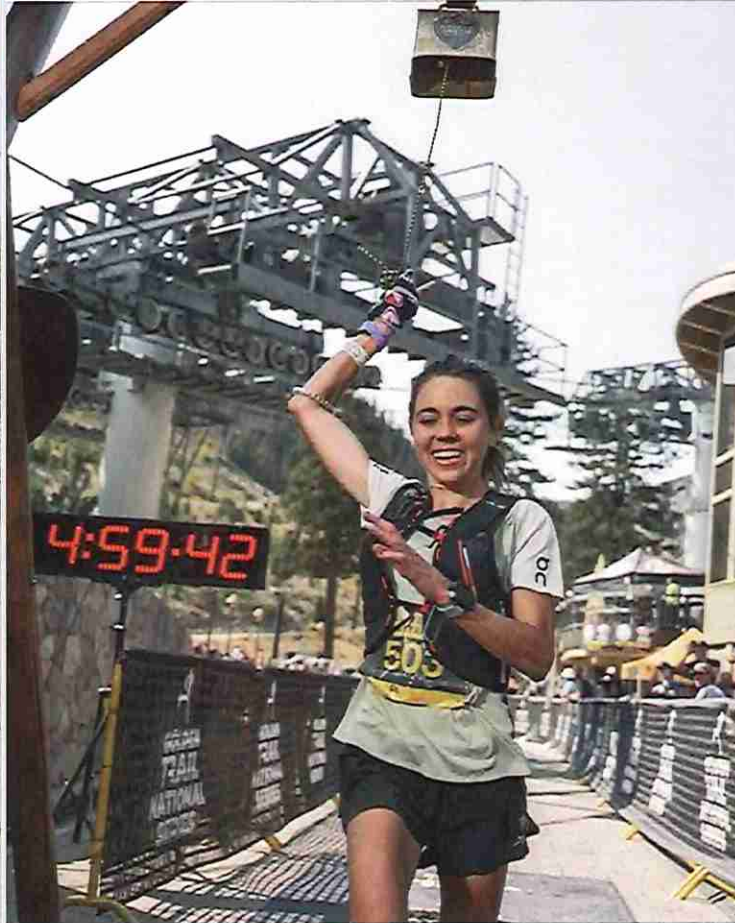
The Broken Arrow Skyrace

3 October · 🌐

Allie McLaughlin is our 2021 52k Broken Arrow Skyrace Female Champion 🏆

Sub 5 hrs, lead all day for the win, won yesterday's VK, 7th overall, stoked & smiling still.

An incredible weekend for this champ!!



3,391  
People reached

701  
Engagements

Boost post

## Performance for your post

3,391 People Reached

530 Reactions, comments & shares #

335 Like  
137 On post  
198 On shares

135 Love  
22 On post  
113 On shares

14 Wow  
9 On post  
5 On shares

44 Comments  
1 On Post  
43 On Shares

4 Shares  
4 On Post  
0 On Shares

171 Post Clicks

24 Photo views  
0 Link clicks  
147 Other Clicks #

### NEGATIVE FEEDBACK

0 Hide post  
0 Report as spam  
0 Hide all posts  
0 Unlike Page

Reported stats may be delayed from what appears on posts



**POST REACH: 12,258**

**IMPRESSIONS: 13,279**

**LIKES: 1,034**



brokenarrowsskyrace



brokenarrowsskyrace @alliemc3 is our 2021 52k Broken Arrow Skyrace Female Champion 🏆

Sub 5 hrs, lead all day for the win, won yesterday's VK, 7th overall, stoked & smiling still.

An incredible weekend for this champ!!

3 Oct 2021

## Post performance

❤️ 1,034    💬 23    ➦ 11    📄 8

## Interactions

**316**

Actions taken from this post

Profile visits	308
Website clicks	8

## Discovery

**12,258**

Accounts reached

67% weren't following you

Follows	34
Reach	12,258
Impressions	13,279
From Explore	7,175
From home	4,148
From profile	1,757
From other	199





POST REACH: 6,341

IMPRESSIONS: 6,873

LIKES: 761

 brokenarrowskyrace



**brokenarrowskyrace** In her third year running the Broken Arrow Skyrace (but first VK)...12-year old Sunny Schranz!!!

This kid is a crusher...24th place overall (and 7th place in the under 29 division) in an insanely stacked women's VK field. 4.25 miles, 3,135 vertical feet of gain at a crushing pace of 18:37...no big deal.

The elite women had better watch out...I figure they've got 2-3 years before this kid is nipping at their heels!

We've watched this kid grow up and love that she continues to show so much enj... [More](#)

2 Oct 2021

## Post performance

👍 761    💬 14    ➦ 24    📖 6

## Interactions

146

Actions taken from this post

Profile visits	140
Website clicks	6

## Discovery

6,341

Accounts reached  
43% weren't following you

Follows	8
Reach	6,341
Impressions	6,873
From home	3,640
From profile	2,036
From Explore	1,027
From other	170





POST REACH: 5,977

IMPRESSIONS: 6,942

LIKES: 727

 brokenarrowskyrace



brokenarrowskyrace Broken Arrow Skyrace 26k Female TOP 10  
@goldentrailseries Nation Series Grand Final  
@wmramountainrun World Cup Race  
LIVE coverage presented by @strava

- 1st 🏆 Janelle Lincks @janellelincks 2:14:03
- 2nd 🥈 Emkay Sullivan @emkaysulli 2:17:19
- 3rd 🥉 Bailey Kowalczyk @baileykowalczyk 2:19:43
- 4th Sam Lewis @samkeliiahonui 2:20:38
- 5th Kelly Wolf @kel.loba 2:22:57
- 6th Lindsay Webster @lindsaydawnwebster 2:24:22
- 7th Collier Lawrence 2:25:20
- 8th Allie McLaughlin @alliemc3 2:25:52
- 9th Brigette Takeuchi... More

4 Oct 2021

## Post performance

👍 727    💬 15    ➦ 15    📖 8

## Interactions

167

Actions taken from this post

Profile visits	166
Replies	1

## Discovery

5,977

Accounts reached

50% weren't following you

Follows	8
Reach	5,977
Impressions	6,942
From home	3,392
From profile	1,963
From hashtags	1,034
From other	553



POST REACH: 6,286

IMPRESSIONS: 7,357

LIKES: 716



brokenarrowsskyrace



brokenarrowsskyrace Broken Arrow Skyrace 26k Male TOP 10  
@goldentrailseries Nation Series Grand Final  
@wmramountainrun World Cup Race  
LIVE coverage presented by @strava

- 1st 🏆 Joseph Gray @joegeezi 1:52:44
- 2nd 🥈 Darren Thomas @rundarrun 1:52:46
- 3rd 🥉 Andy Wacker @wackera 1:53:12
- 4th David Sinclair @david.a.sinclair.92 1:53:53
- 5th Max King @maxkingor 1:55:22
- 6th Michelino Sunseri @michelino\_sunseri 1:57:35
- 7th Edward Owens 1:58:15
- 8th Ryan Becker @\_beckz 2:00:04
- 9th Kieran Nay 2:00:27
- 10th Aaron Robson 2... More

4 Oct 2021

## Post performance

👍 716 💬 18 ➦ 12 📄 8

## Interactions

201

Actions taken from this post

Profile visits	199
Website clicks	2

## Discovery

6,286

Accounts reached

45% weren't following you

Follows	2
Reach	6,286
Impressions	7,357
From home	4,122
From profile	1,790
From hashtags	1,056
From other	389





# BROKEN ARROW SKYRACE ONLINE COMMUNITY



PAGE LIKES: 4.8K  
PAGE FOLLOWS: 5K



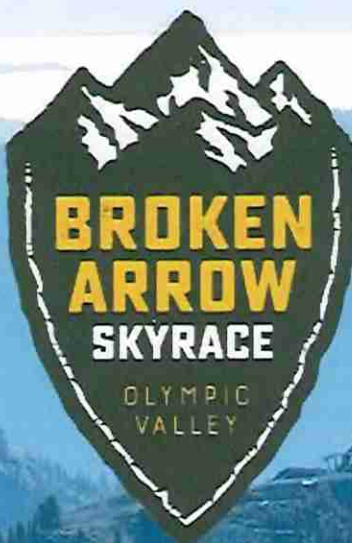
FOLLOWERS: 6.7K



SUBSCRIBERS: 546



THANK YOU!



PRESENTED BY  
salomon







## MEMORANDUM

Date: October 26th, 2021  
TO: NLTRA Tourism Development Committee  
FROM: Katie Biggers, NLTRA Sr. Event Specialist  
RE: 2022 Pride Ride – “Weekend Out and About”

---

### Action Requested:

Review and discussion on funding the 2022 Pride Ride “Weekend Out and About” event.

### Background:

#### Pride Ride - March 24-27, 2022 “A Weekend Out & About at Homewood” - \$10,000 request

- Homewood will be requesting \$6,000 during the 2022 Partnership Funding process.
- Along with a fun weekend of skiing, they are hosting a variety of mini-events both on and off the mountain including Live DJ & Dance Parties at the Big Blue View Bar, Slalom Drag Race, Ski Parade down Rainbow Ridge, Après drink specials lasting all-day at the 89 Bar & Grill and a VIP Cocktail Reception + Dinner at the West Shore Cafe.
- Their goal for hosting Pride Ride is to create a unique annual event within the Tahoe area. “Gay Ski Week” is seen around the country in other resort towns however it isn’t something Tahoe currently hosts. They hope to grow this year over year and increase community participation with additional activities to create a bigger draw.
- With the additional ask of \$10,000 from opportunistic funds they hope to hire a community promotor to help get local businesses involved, creating a larger event schedule.
  - Drag Show at West Shore Café, SWAG for Ski Packages, Larger bands

Last year Homewood received \$5,000 from Opportunistic Funds and \$8,000 from Partnership Funding.

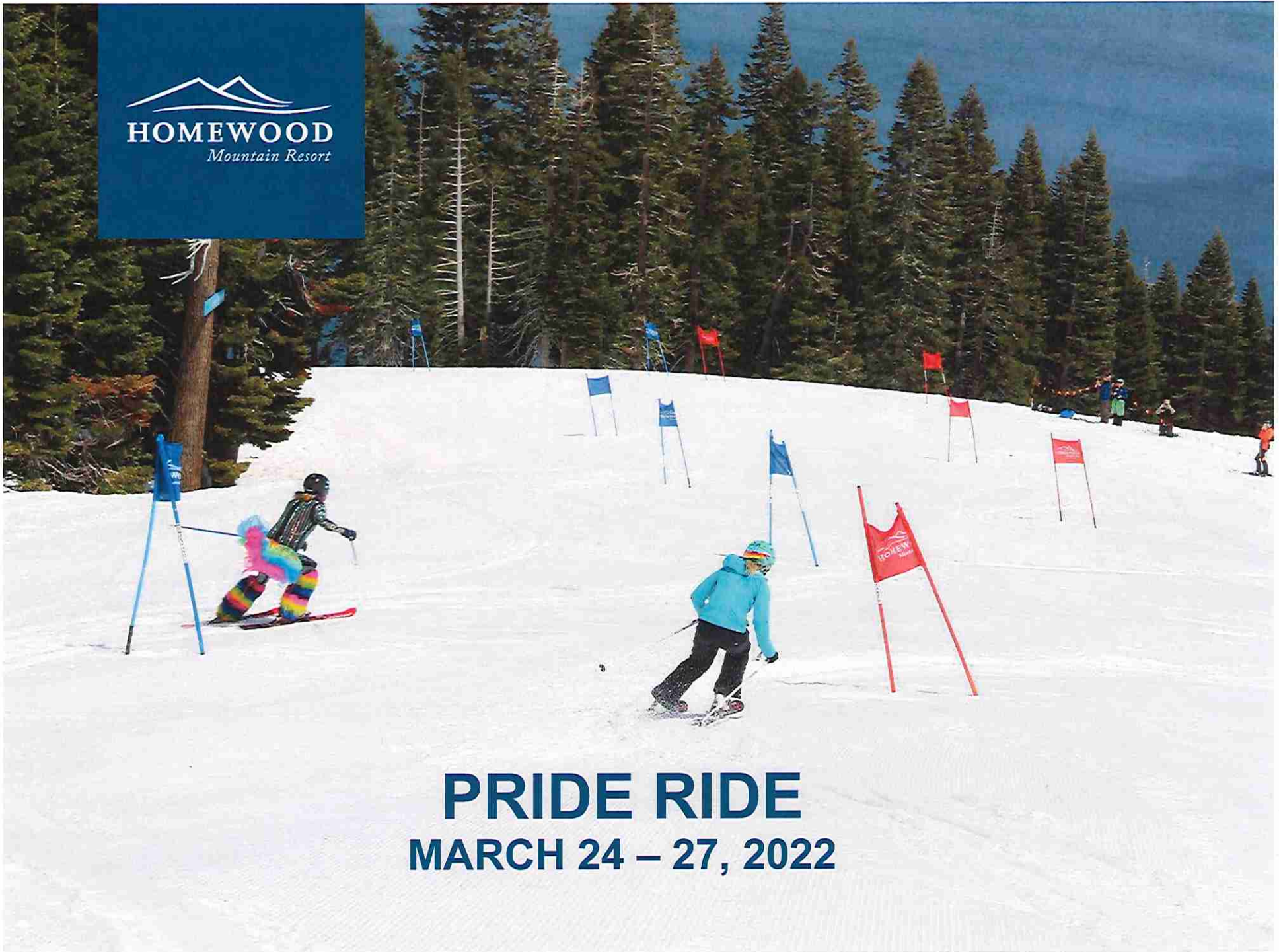
### Fiscal Impact:

\$10,000- \$16,000 (\$6,000 out of Partnership Funding if approved)

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

### Attachments:

21 Recap and 21 Budget, 22 Event Brief, Budget & Tourism Development Presentation



**PRIDE RIDE**  
**MARCH 24 – 27, 2022**





## 2020-21 Event

- COVID restrictions were in flux throughout the season. It was difficult to know if we would be able to host the event. This caused delays in marketing and delays in determining what “mini” events we could put on.
- Funding approval– we didn’t see full approval until February which didn’t give us a lot of lead up time to hire a promoter/community coordinator
- Great event feedback “Its been a long time since I have been out around so many happy people.”
- One of the only resort events held and during 2020-21 winter season
- Had planned on hiring an event promoter but couldn’t find anyone. Hired Andria from IdealWild to help with community outreach as an alternative to get more businesses involved, which was also challenging.
- Weekend Events
  - Rainbow Ridge Ski Parade
  - Dual Slalom “Drag Race”
  - DJ Parking Lot Dance Parties
  - Specific ski packages that allowed us to better track the ROI from the event
  - F&B Specials, drink specials
  - Digital scavenger hunt with TCDA partnership

## 2019-20 Event

- Event was on the schedule in March 2020, but due to COVID it was unfortunately canceled

## 2018-19 Event Recap

- Two-day weekend event in April
- Lodging partners and LGBTQA partners
- Weekend Events
  - Rainbow Ridge Ski Parade
  - Dual Slalom “Drag Race”
  - DJ Mountain Dance Parties
  - Ski Meetups each day



# Attendance

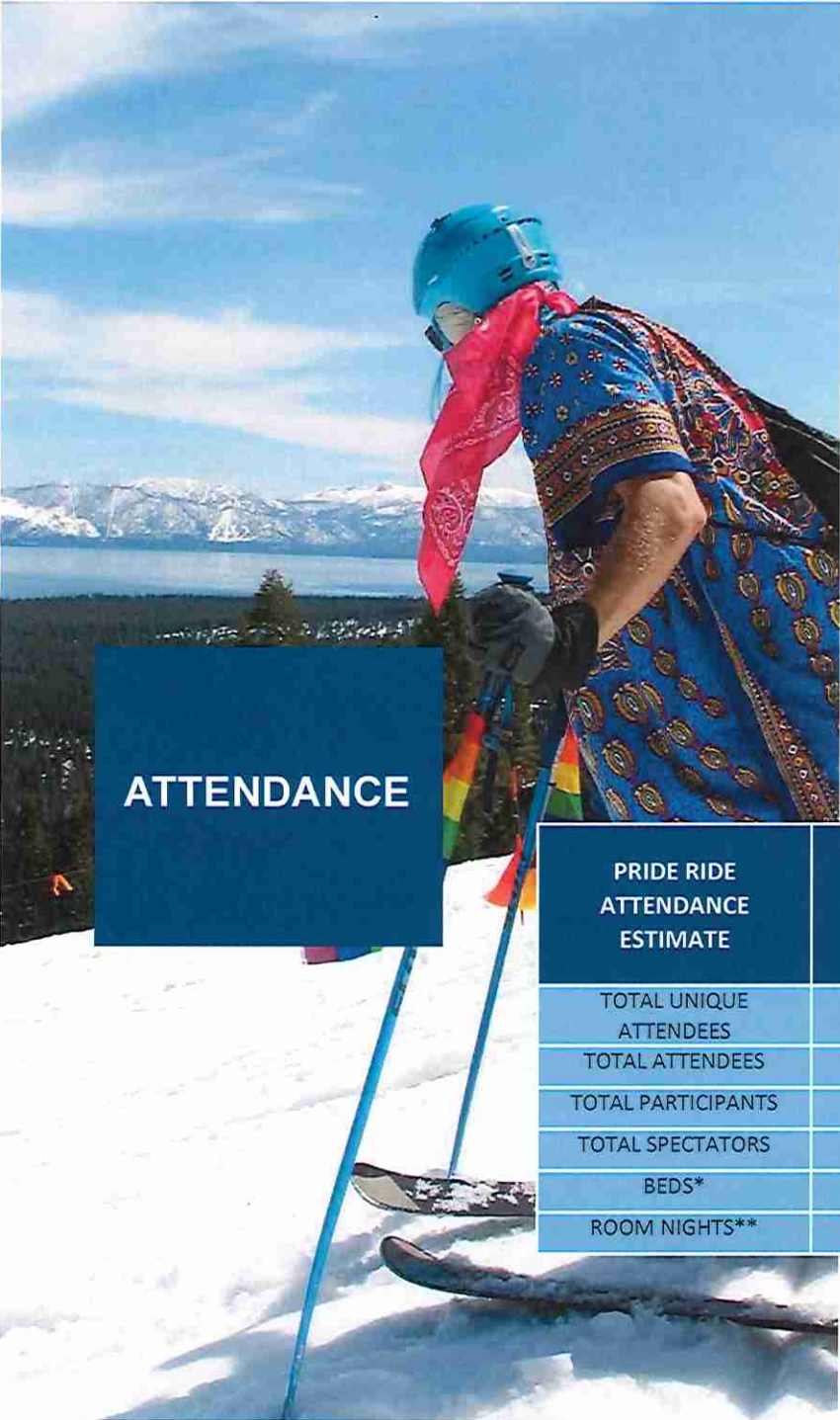
- 2018-19 Event
  - 127 tickets sold at promotional price point – 100% were from out of market
  - 978 over budgeted skier count
  - 50 Attendees for Rainbow Parade
  - 20 Drag Race
  - 10 Staff
- 2020-21 Event

Tickets Sold	Type of Ticket
Tickets Sold from Event	
Total Tickets	182
Rainbow Ridge Package	0
Big Blue View Package	30
Bonanza Package	131
Smooth Cruise Package	17
Private Lesson Package	4

- 2021-22 Event Projections

PRIDE RIDE ATTENDANCE ESTIMATE	2021 ATTENDANCE	2019 ATTENDANCE	2022 ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	2022 ESTIMATED ATTENDANCE COUNT WITH FUNDING
TOTAL UNIQUE ATTENDEES	215	137	400	800
TOTAL ATTENDEES	599	150	700	1,200
TOTAL PARTICIPANTS	217	80	225	350
TOTAL SPECTATORS	370	57	400	500
BEDS*	54	35	100	600
ROOM NIGHTS**	22	17	50	300

\*Based on 25% of unique attendees staying 1 night. 2 people to a room.  
 \*\*Room nights based on 50% of beds  
 Participants – participated in an event such as Rainbow Parade (includes staff)  
 Spectators – came to the event but didn't participate in a specific activity





## PRIDE RIDE 2022



### Pride Ride 2022

- Dates: Thursday March 24 – 27
- Hosted at Homewood & West Shore Cafe
- Event tickets will be sold for skiing/riding at Homewood and for West Shore VIP Reception/Drag show
- Event promotion this summer at Reno event
- Event updated online by mid-November for longer lead up in marketing for the event.

### Other Similar Events

- Aspen – Gay Ski Week
  - Jan 16 - Jan 23, 2022
- Elevate
  - Mammoth Gay Ski Week - March 16 - 20
  - Utah Gay Ski Week – Feb 23 – 27
  - Tremblant Canada – cancelled in 2022

## OPERATIONAL FUNDING



### Marketing

- **Budgeted In-Market Advertising: \$1,200**
  - Facebook / Instagram: \$200
  - Adwords: \$500
  - 101.5/KRLT: \$100
  - Print: \$400
- **Out-of-Market Advertising: Requesting \$6,000 (Special Event Partnership Funding)**
  - Bay Area Reporter: \$1,500
  - Facebook / Instagram: \$1,000
  - Google: \$1,400
  - Other Digital Targeted Advertising: \$1,500
  - EXL Media: \$600
- **Operational Funding: \$10,000 (Special Event Sponsorship)**
- Requested operational funding would be allocated to the following:
  - Hire a community promotor help get other local businesses involved, create a larger event schedule
    - Dance Parties / Dinners / Wine Tastings each evening
    - Virtual Bingo or Virtual Speaker
    - Partner with a spa and offer discounts throughout the weekend
    - Yoga partner to offer discounted yoga sessions
    - Pass to the TCDA Ice Rink
    - Drink specials, retail specials
  - Drag Show at West Shore Cafe
  - SWAG for Ski Packages
  - Larger Bands

## North Lake Tahoe Resort Association Event Sponsorship Post Event Recap Requirements

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

### Ticketing & Attendance

- Total Tickets Sold

Tickets Sold	Type of Ticket
<b>Tickets Sold from Event</b>	
<b>Total Tickets</b>	<b>182</b>
<b>Rainbow Ridge Package</b>	<b>0</b>
<b>Big Blue View Package</b>	<b>30</b>
<b>Bonanza Package</b>	<b>131</b>
<b>Smooth Cruise Package</b>	<b>17</b>
<b>Private Lesson Package</b>	<b>4</b>

- Total Attendance

<b>Unique Attendees</b>	<b>215</b>
<b>Attendees</b>	<b>599</b>
<b>Participants</b>	<b>217</b>
<b>Total Spectators</b>	<b>370</b>

### Breakdown

- Total Attendees

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

<b>Total Attendees</b>	<b>599</b>
Big Blue Package– Assumed visited 2 days	30* 2 = 60
Pride Ride Bonanza Package	131
Pride Ride Smooth Cruise Package	17
Early Bird Lesson Package	4
Homewood Employees – worked 4+ days	33 * 4 = 132
Pride Parade	75
Tailgate DJ sessions	120
Dual Slalom Drag Race	50
Pride Ride Dining Specials at WSC	10

- Total Unique Attendees

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

<b>Total Unique Attendees</b>	<b>215</b>
Homewood Employees	33
All Ticket Packages	182

- Total Participants

- Includes competitors, sponsors, vendors/exhibitors, support crew/team,



entertainer/performer, volunteer, official, media or support staff. A breakdown of each category would be appreciated.

Total Participants	217
Staffing	
Lift Staff	8
Food and Beverage	10
Ski Patrol	4
Tickets	1
Event Staff	5
Mountain / Base Ops	3
Guest Services staff	4
Guests	
Big Blue Package	30
Pride Ride Bonanza Package	131
Smooth Cruise Package	17
Early Bird Package	4

o Total Spectators

Total Unique Spectators*	370
Scavenger Hunt	25
Pride Parade	120
Drag Race	70
DJ Tailgate Sessions	130
Pride Ride dining specials	25

\*Assumed spectators participated in more than one activity.

Lodging

**Partners:** Granlibakken, Tahoma Meadows, Base Camp Tahoe City, The Inn at Boatworks.

During our outreach we asked lodge managers to offer event goers with a discount or other lodging incentive. In return, we provided their brand with exposure through our website, email newsletter and social media. To further incentivize them with assisting with marketing efforts, we created a shareable Google Drive accompanied by high quality usable content, social media sample write-ups, creatives, and more event information to provide them with everything needed to push the event on their end. [You can view this Google Drive here.](#)

We reached out to our lodging partners regarding how many coupon codes were redeemed, however we have not heard back from many yet.

- Tahoma Meadows: TBD
- The Inn at Boatworks: 1
- Basecamp Tahoe City: TBD
- Pepper Tree: TBD
- Granlibakken:

Local Business Partners

**Partners and offerings**

- o West Shore Market & Deli

- Happy hour pricing on beer and wine. Free Bag of chips with a sandwich purchase when you show your pride flag from the event.
- Jakes on the Lake
  - Free hula pie coupon when you pick up your swag bag at our event table located near the ticket kiosks at the north lodge.
- Tahoe UTV
  - 15% off discount for any date in 2021 by contacting us either by phone, email, or through their Facebook page and mentions PRIDERIDE21. Tahoe UTV has tours out of North Tahoe, Carson City, Verdi, Truckee and the Rubicon Trail ride alongs by special request.

See additional details about business partners under regional spend.


### Raffle

With some pretty awesome prizes up for grabs we were able to raise \$340 for Northern Nevada Hopes. This 501(c)3 is a non-profit organization that welcomes all members of the LGBTQ+ community by providing culturally competent healthcare, social services, and community outreach and education.

### Survey Results

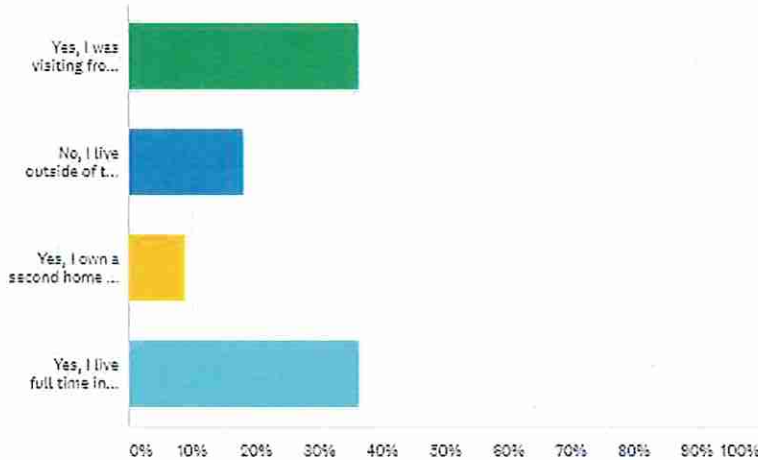
We created a survey for the event which we sent out after it was completed. We contacted guests by emailing those who had pre purchased tickets on our website and sending the link through the Facebook event on our FB site. We only saw 22 responses come through.

Q1


Customize
Save as ▾

## Did you stay overnight in North Lake Tahoe?

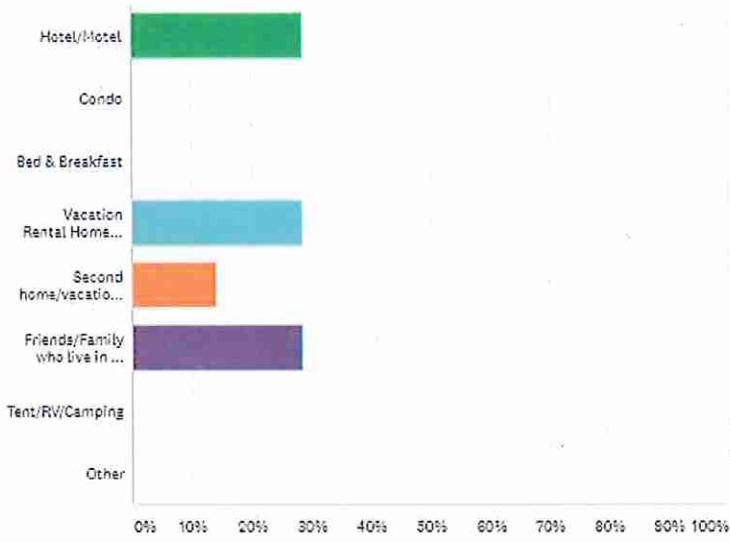
Answered: 22 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Yes, I was visiting from outside of the area.	36.36%	8
▼ No, I live outside of the area and just drove up for the day.	18.18%	4
▼ Yes, I own a second home in the area.	9.09%	2
▼ Yes, I live full time in the area.	36.36%	8
<b>TOTAL</b>		<b>22</b>

Please describe your accommodations while staying in North Lake Tahoe.

Answered: 7 Skipped: 15

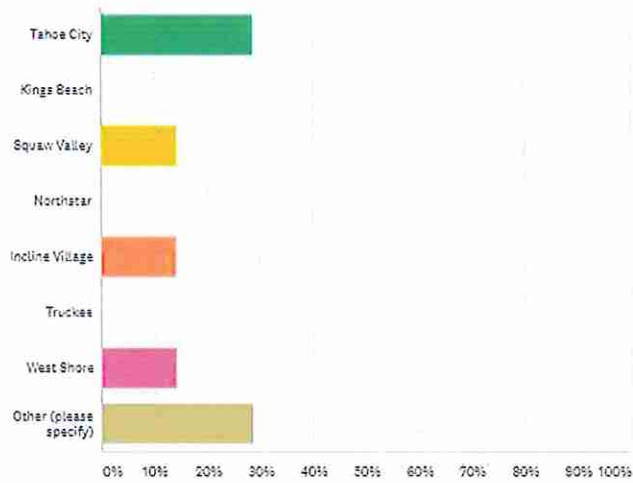


ANSWER CHOICES	RESPONSES
Hotel/Motel	28.57% 2
Condo	0.00% 0
Bed & Breakfast	0.00% 0
Vacation Rental Home (Air B&B, VREO, Homeaway, etc.)	28.57% 2
Second home/vacation unit	14.29% 1
Friends/Family who live in the area	28.57% 2
Tent/RV/Camping	0.00% 0
Other	0.00% 0
<b>TOTAL</b>	<b>7</b>



## Where was your lodging located?

Answered: 7 Skipped: 15



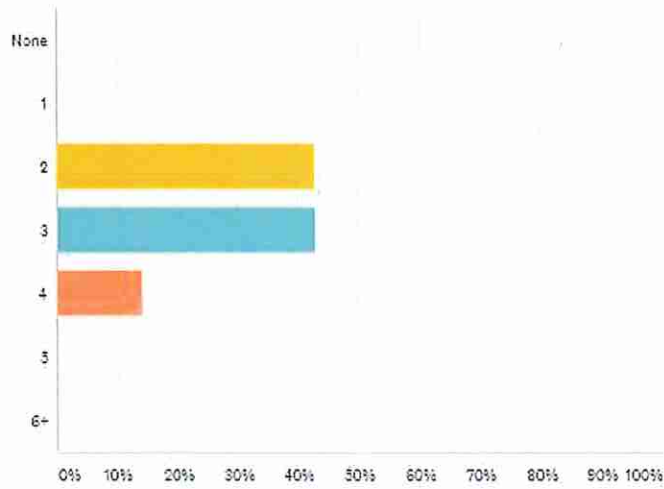
ANSWER CHOICES	RESPONSES	
▼ Tahoe City	28.57%	2
▼ Kings Beach	0.00%	0
▼ Squaw Valley	14.29%	1
▼ Northstar	0.00%	0
▼ Incline Village	14.29%	1
▼ Truckee	0.00%	0
▼ West Shore	14.29%	1
▼ Other (please specify)	Response 28.57%	2
<b>TOTAL</b>		<b>7</b>

Q4

Customize Save as

### How many nights did you stay in North Lake Tahoe?

Answered: 7 Skipped: 15



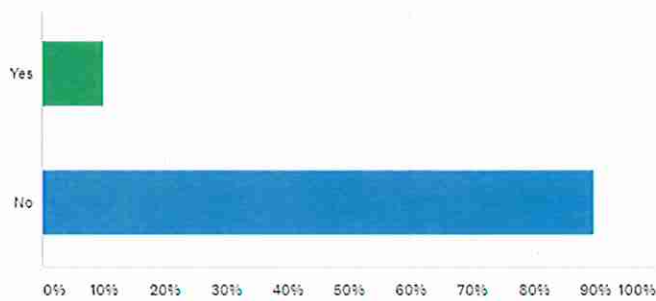
ANSWER CHOICES	RESPONSES	
None	0.00%	0
1	0.00%	0
2	42.86%	3
3	42.86%	3
4	14.29%	1
5	0.00%	0
6+	0.00%	0
<b>TOTAL</b>		<b>7</b>

Q5

Customize Save as

### Is this the first time you've visited North Lake Tahoe?

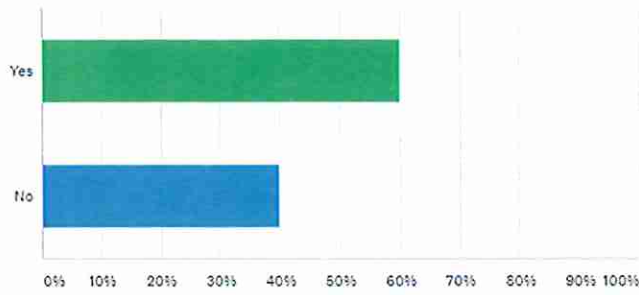
Answered: 10 Skipped: 12



ANSWER CHOICES	RESPONSES	
Yes	10.00%	1
No	90.00%	9
<b>TOTAL</b>		<b>10</b>

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

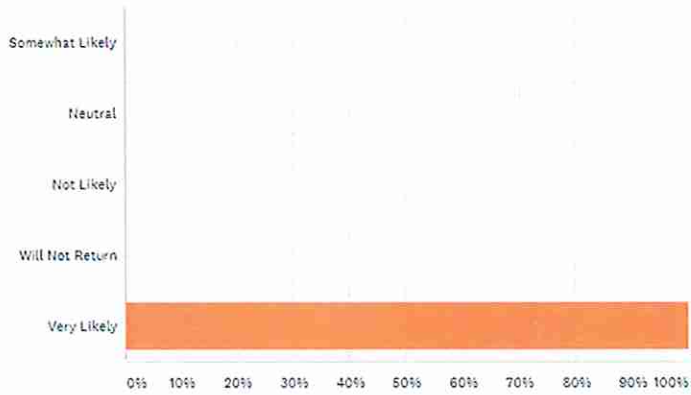
Answered: 10 Skipped: 12



ANSWER CHOICES	RESPONSES	
Yes	60.00%	6
No	40.00%	4
<b>TOTAL</b>		<b>10</b>

### How likely are you to return to North Lake Tahoe?

Answered: 10 Skipped: 12



ANSWER CHOICES	RESPONSES	
Somewhat Likely	0.00%	0
Neutral	0.00%	0
Not Likely	0.00%	0
Will Not Return	0.00%	0
Very Likely	100.00%	10
<b>TOTAL</b>		<b>10</b>

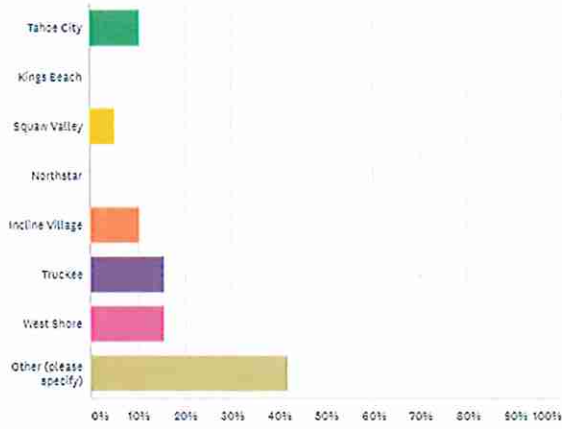


Q8

Customize Save as

### Where do you live in the area?

Answered: 19 Skipped: 3



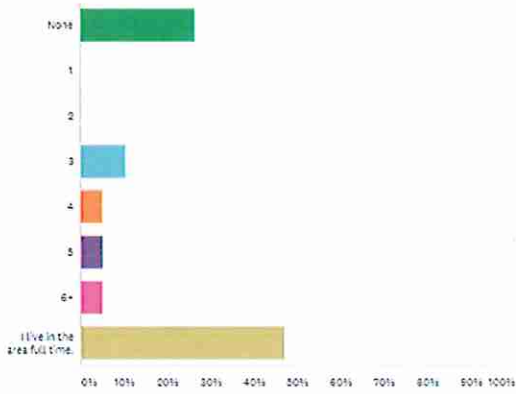
ANSWER CHOICES	RESPONSES	
▼ Tahoe City	10.53%	2
▼ Kings Beach	0.00%	0
▼ Squaw Valley	5.26%	1
▼ Northstar	0.00%	0
▼ Incline Village	10.53%	2
▼ Truckee	15.79%	3
▼ West Shore	15.79%	3
▼ Other (please specify)	Responses 42.11%	8
<b>TOTAL</b>		<b>19</b>

Q9

Customize Save as

### If you are a second homeowner how many nights did you stay in North Lake Tahoe?

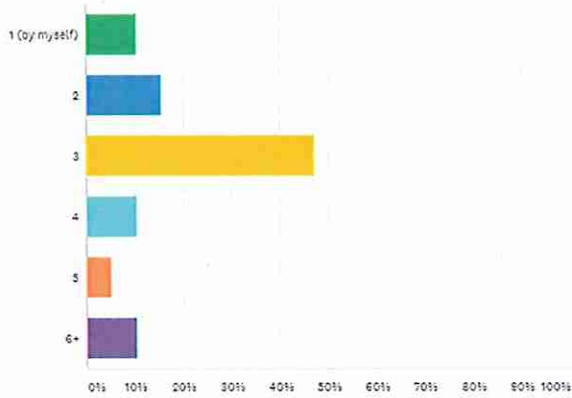
Answered: 19 Skipped: 3



ANSWER CHOICES	RESPONSES	
▼ None	26.32%	5
▼ 1	0.00%	0
▼ 2	0.00%	0
▼ 3	10.53%	2
▼ 4	5.26%	1
▼ 5	5.26%	1
▼ 6+	5.26%	1
▼ I live in the area full time.	47.37%	9
<b>TOTAL</b>		<b>19</b>

### How many people were in your immediate party (including yourself)?

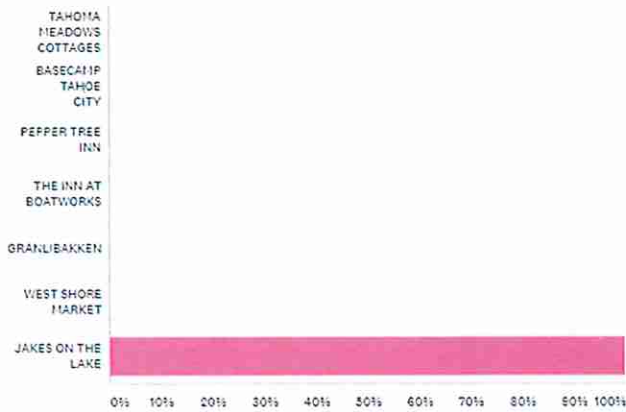
Answered: 19 Skipped: 3



ANSWER CHOICES	RESPONSES	
1 (by myself)	10.53%	2
2	15.79%	3
3	47.37%	9
4	10.53%	2
5	5.26%	1
6+	10.53%	2
<b>TOTAL</b>		<b>19</b>

### Did you take advantage of the deals and discounts from our local business partners? If so, which ones did you visit?

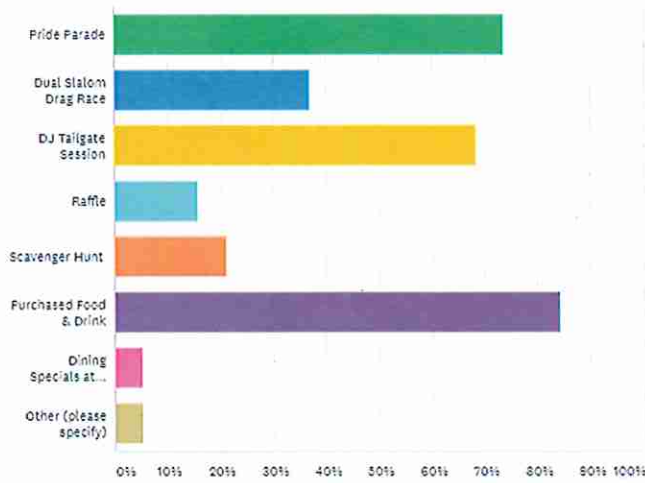
Answered: 2 Skipped: 20



ANSWER CHOICES	RESPONSES	
TAHOMA MEADOWS COTTAGES	0.00%	0
BASECAMP TAHOE CITY	0.00%	0
PEPPER TREE INN	0.00%	0
THE INN AT BOATWORKS	0.00%	0
GRANLIBAKKEN	0.00%	0
WEST SHORE MARKET	0.00%	0
JAKES ON THE LAKE	100.00%	2
<b>Total Respondents:</b>		<b>2</b>

### What Pride Ride activities did you participate in?

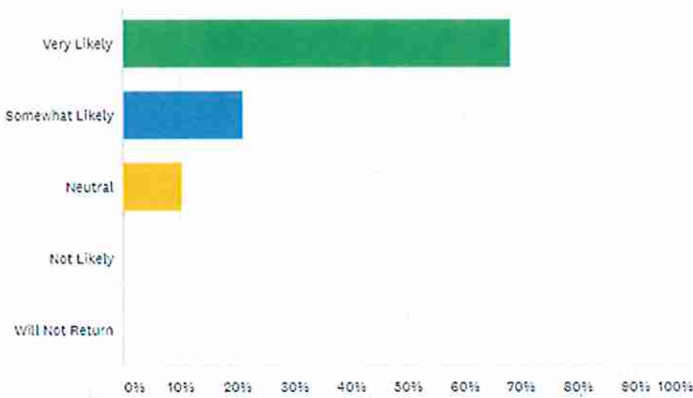
Answered: 19 Skipped: 3



ANSWER CHOICES	RESPONSES	
▼ Pride Parade	73.63%	14
▼ Dual Slalom Drag Race	36.84%	7
▼ DJ Tailgate Session	68.42%	13
▼ Raffle	15.79%	3
▼ Scavenger Hunt	21.05%	4
▼ Purchased Food & Drink	84.21%	16
▼ Dining Specials at West Shore Cafe	5.26%	1
▼ Other (please specify)	Responses 5.26%	1
<b>Total Respondents: 19</b>		

### How likely are you to participate in our event next year?

Answered: 19 Skipped: 3

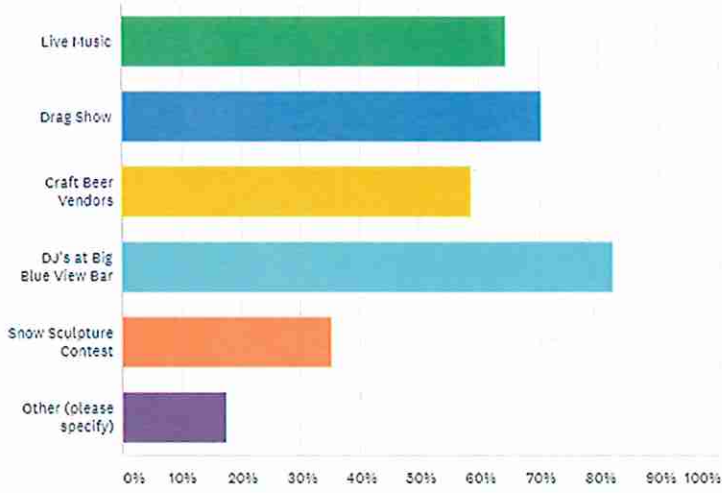


ANSWER CHOICES	RESPONSES	
▼ Very Likely	68.42%	13
▼ Somewhat Likely	21.05%	4
▼ Neutral	10.53%	2
▼ Not Likely	0.00%	0
▼ Will Not Return	0.00%	0
<b>TOTAL</b>		<b>19</b>



### What additional activities would you like to have seen during this event?

Answered: 17 Skipped: 5



ANSWER CHOICES	RESPONSES
Live Music	64.71% 11
Drag Show	70.59% 12
Craft Beer Vendors	58.82% 10
DJ's at Big Blue View Bar	82.35% 14
Snow Sculpture Contest	35.29% 6
Other (please specify) <a href="#">Responses</a>	17.65% 3

Showing 3 responses

pride-themed costume awards  
4/19/2021 3:08 PM

Some sort of event at the base of the hill to include non skiers  
4/17/2021 8:50 PM

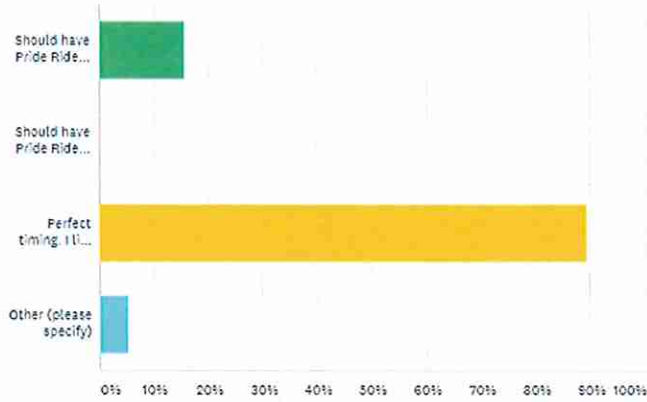
Hopefully more participatory activities if Covid safety permits  
4/17/2021 7:52 PM

Q15

Customize Save as

### What did you think about the timing of the event?

Answered: 19 Skipped: 3



ANSWER CHOICES	RESPONSES
Should have Pride Ride earlier in the ski season	15.79% 3
Should have Pride Ride later in the ski season	0.00% 0
Perfect timing. I liked the timing of this event	89.47% 17
Other (please specify)	Responses 5.26% 1

Total Respondents: 19

☐ march is good. allows for warmer weather.

4/19/2021 3:08 PM

Q16

Customize Save as

### How would you rate the overall experience of this event?

Answered: 19 Skipped: 3

9.0★  
average rating



	1	2	3	4	5	6	7	8	9	10	TOTAL	WEIGHTED AVERAGE
★	0.00%	0.00%	0.00%	0.00%	0.00%	5.26%	15.79%	10.53%	10.53%	57.89%	19	9.00
	0	0	0	0	0	1	3	2	2	11		

# Please feel free to provide us with additional feedback regarding the event:

Answered: 8 Skipped: 14

[RESPONSES \(8\)](#) | [WORD CLOUD](#) | [TAGS \(0\)](#)
Sentiments: OFF

| Filter: by tag ▾ | Search responses

Showing 8 responses

- I loved the parking lot DJ. But also need one at the blue bar. Slalom course should be longer. Too tight. set up more seating so the course can be spectated better. set up sound system for announcer. Provide prizes for 1st, 2nd and 3rd place (not just 1-2) Do olympic style podium ceremony in the parking lot. Hire a flamboyant drag king/queen to emcee the awards. Encourage and track legacy attendance or streak attendance! For example, my friends and I were at the first annual in 2019, and this past one in 2021. Give a small prize for 3 in a row, and then 5 in a row! Encourages folks to come back every year. Bring-a-friend specials. Sell tickets in 3 or 4-packs. Overall awesome event! Big kudos to Homewood for supporting the LGBT community!  
 4/19/2021 3:08 PM [View respondent's answers](#) [Add tags ▾](#)
- Keep it up. Locals want to support this event! Thank you for doing it!  
 4/18/2021 4:41 PM [View respondent's answers](#) [Add tags ▾](#)
- Thanks for hosting this event! Can't wait to continue to see it grow.  
 4/17/2021 8:50 PM [View respondent's answers](#) [Add tags ▾](#)
- Great to see that Homewood hosts this event. ▾

## Marketing

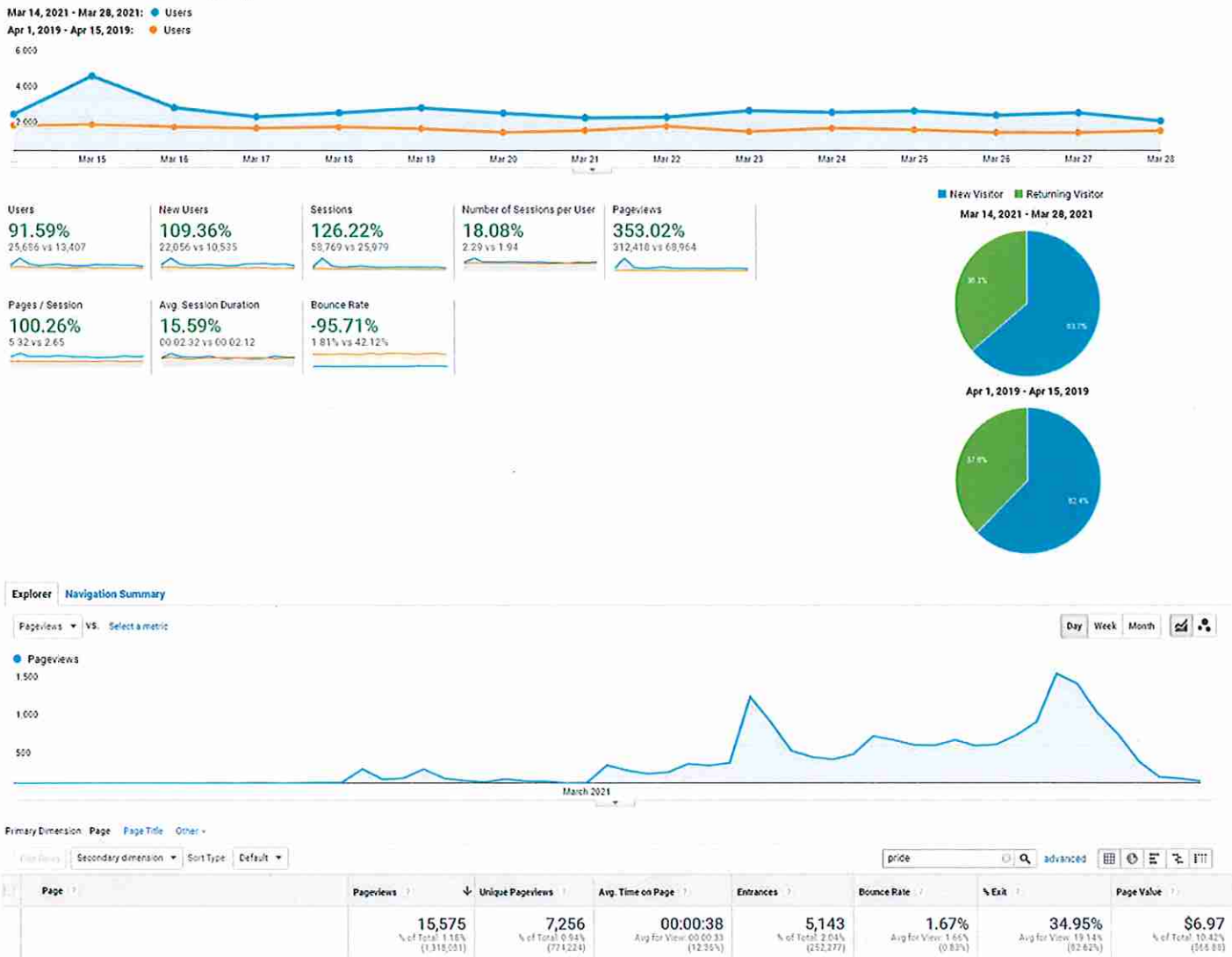
Channel	Impressions
<b>Organic</b>	
Website	15,756
Facebook Organic	3,185
Instagram Organic	16,436
Twitter Organic	4,690
Banner & Flyers	Estimated 2,500+
Email Newsletters	4568
All third-party event listing sites (Example: Tahoe Weekly Sierra Sun, Go Tahoe North, etc.)	Estimated 5,000+
PR / Media	1,092,930
Other	
Other	
<b>Paid</b>	
NXT Concepts Facebook & Instagram	161,729
NXT Concepts Adwords	266,442
EXL Media Email	15,356
EXL Media Retargeting banners	48,105
Other	
Other	



Other	
Other	
<b>Total</b>	<b>1,636,600+</b>

### Website Traffic

- We compared the web traffic when we hosted this event in the past. Please refer to the google analytics graphs below.



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

Page	City	Pageviews
		<b>10,661</b> % of Total: 0.81% (1,318,031)
1. /pride-ride-at-homewood-mountain-resort/	San Francisco	<b>1,113</b> (10.44%)
2. /pride-ride-at-homewood-mountain-resort/	Truckee	<b>789</b> (7.40%)
3. /pride-ride-at-homewood-mountain-resort/	(not set)	<b>621</b> (5.82%)
4. /pride-ride-at-homewood-mountain-resort/	Sacramento	<b>593</b> (5.56%)
5. /pride-ride-at-homewood-mountain-resort/	Los Angeles	<b>472</b> (4.43%)
6. /pride-ride-at-homewood-mountain-resort/	Incline Village	<b>436</b> (4.09%)
7. /pride-ride-at-homewood-mountain-resort/	Reno	<b>328</b> (3.08%)
8. /pride-ride-at-homewood-mountain-resort/	San Jose	<b>288</b> (2.70%)
9. /pride-ride-at-homewood-mountain-resort/	Oakland	<b>175</b> (1.64%)
10. /pride-ride-at-homewood-mountain-resort/	Walla Walla	<b>160</b> (1.50%)

## Recap of Marketing Plan

Markets advertised in, mediums utilized, etc.

- Our marketing plan reflected the strategies that have proven effective for our resort in the past, which is a traditional and digital advertising mix, ambassador activation, partner organic marketing, and a handful of other channels. On the digital front, we ran a mix of Facebook, Instagram and AdWords Campaigns utilizing affinity categories, display ads and targeted demographics based on the timeline (ramping up as we got closer to the event date). This represented a large portion of our in market and out of market budget.
- Digital advertising placements were managed by our agency NXT Concepts and we also worked with EXL Media to run a targeted email campaign.
- Further tangible advertising costs included street pole banners that were showcased in Tahoe City thanks to the Tahoe City Public Utility District and the Tahoe City Downtown Association.
- Flyers were also distributed within a 15mile radius at key locations
- NLTRA Logo Placement Locations
  - All the locations listed above included NLTRA mention or logo where the graphic allowed
  - NLTRA was also mentioned in the press release, on our website and in our social media posts
- Event Promotor
  - We attempted to hire an event promotor for months leading up to event however they proved challenging to connect with and ultimately, we never heard back from them. We do have a few promising leads that came out of this event, specifically one DJ that came up from San Francisco.
- Summary of the entire marketing spend

Out of Market advertising:	Awarded \$5k	
	Budgeted	Actual
Bay Area Reporter	\$1,500.00	\$1,500.00
Facebook	\$1,000.00	\$1,000.00
AdWords	\$1,000.00	\$475.22
AdWords Affinity	\$0.00	\$478.01
EXL Media	\$1,500.00	\$1,500.00
NXT Concepts	\$0.00	\$360.00
<b>Total</b>	<b>\$5,000.00</b>	<b>\$5,313.23</b>

### In Market advertising:

	Budgeted	Actual
Facebook	\$400.00	\$400.00
AdWords	\$300.00	\$350.52
Banner	\$50.00	\$0.00
101.5 Radio	\$100.00	\$0.00
Print	\$400.00	\$0.00
Total	\$1,250.00	\$750.52

### Public Relations

- An initial event announcement press release was sent on March 8th, 2021 through our 3<sup>rd</sup> party PR company, JVP Communications. The event saw several press mentions – listed below.
- **Sierra Sun - March 26**
  - [Homewood Mountain Resort to host annual 'Pride Ride' this weekend](#)
  - Reach: 20,859 unique visitors per month
- **[Snowbrains.com](#) - March 25**
  - [Homewood Mountain Resort, CA to Host Annual 'Pride Ride' March 25-28](#)
  - Reach: 1,000,000 unique visitors per month
- **Tahoe Daily Tribune - March 24**
  - [Homewood to host 2nd annual 'Pride Ride'](#)
  - Reach: 72,071 unique visitors per month

### Regional Spend

- Local Business Outreach
  - After our failed attempts to hire an event promotor we decided to hire Andria with Idealwild as our Business Outreach Coordinator. Andria reached out to dozens of local businesses to see if they would like to participate with Pride Ride, see her full list below. Unfortunately, for how much outreach she did (she went door to door as well as called and emailed), we did not see as many businesses participate as we anticipated. In addition, Andria helped us connect with local non-profits and secured us several partners for the event.
  - Final Business Partners
    - West Shore Market
    - Jakes on the Lake
    - Tahoe UTV
    - Tahoe City Downtown Association



Business	Category	Website	Contact	Title	Phone	Email	Notes	Partnership?
Blue Agave	Dining							
Blue Fish	Dining	<a href="http://bluefishtahoe.com/">http://bluefishtahoe.com/</a>			530 581 3311			
Bridgetender	Dining	<a href="http://www.tahoebridgetender.com/">www.tahoebridgetender.com</a>	Michael	Marketing Manager		michael@westshoremarket.com ??		Talked to Scott - he is thinking about it
Cafe Zenon	Dining	<a href="https://www.cafezenon.com/">https://www.cafezenon.com/</a>	Jake Spero	GM	530 583 1517	jake@cafezenon.com		
Cedar House Pub	Dining	<a href="http://granlibakken.com/dining">granlibakken.com/dining</a>	DJ - new GM		530 583 4242	info@granlibakken.com		Not sure what their operations will be - thinking about a 10% discount when using the toast app
Christy Hill	Dining	<a href="http://www.christyhill.com/">http://www.christyhill.com/</a>	Robin/Andrew	Owner/Chef	530 583 8551	INFO@CHRISTYHILL.COM	Maybe call Andrew?	
Coffee Connection	Dining				530 583 0725			
Dam Cafe	Dining	<a href="https://thedamcafe.com/">https://thedamcafe.com/</a>	Glenn		530 581 0278	glenn@thedamcafe.com		
Fal Cat	Dining	<a href="https://www.falcatrestaurant.com/">https://www.falcatrestaurant.com/</a>			530 583 3355			
Firesign	Dining	<a href="https://www.firesigncafe.com/">https://www.firesigncafe.com/</a>			530 583 0371	contact@firesigncafe.com	Contact Blair Brown - Andria has her email address	
Front Street	Dining	<a href="https://www.frontstreetpizza.com/">https://www.frontstreetpizza.com/</a>	Mary Eten	Owner	530 583 3770			
Fulles	Dining							
Granlibakken (New York)	Dining	<a href="http://granlibakken.com/dining">granlibakken.com/dining</a>	DJ - New GM		530 583 4242	info@granlibakken.com		Not sure what their operations will be - thinking about a 10% discount when using the toast app
Gr Woods Grill & Pier	Dining	<a href="http://granlibakken.com/dining">http://granlibakken.com/dining</a>			530 581 3700	info@hacodelago.com		
Hacienda	Dining					aloha@jakestahoe.com gold@jakestahoe.com noah@jakestahoe.com		Gave us a few hundred free hula pie coupons to add to gift bags
Jakes on the Lake	Dining		Noah Wasserer	GM	530 583 0183			
MOGROG Rotisserie	Dining		Jenny Goldsmir	Marketing Mana				
Mos BBQ	Dining	<a href="http://www.mosbbq.com/">http://www.mosbbq.com/</a>	Eric	Owner	530 807 1033	pilcher@mosoriginbbq.com		
Mountain Side	Dining				530 583 0000			
New Moon	Dining				(530) 583-7420	info@newmoonnaturalfoods.com		
Pete & Peles	Dining							
Pioneer	Dining	<a href="https://pionertahoe.com/">https://pionertahoe.com/</a>			530 523 0402	see website		
River Grill	Dining							
River Ranch	Dining				530 583 4284	frontdesk@riveranchlodge.com		
Rosies	Dining							
Spoon	Dining	<a href="https://spoon.com/">https://spoon.com/</a>			530 581 5400			
Sugar Pine Bakery	Dining	<a href="https://sugarpinebakery.com/">https://sugarpinebakery.com/</a>	Alison	Owner	530 583 2253	info@sugarpinebakery.com	Andria has Alison's email	
Sunnyside	Dining	<a href="https://www.sunnysidebistro.com/">https://www.sunnysidebistro.com/</a>	Ali Stevenson	Marketing Mana	530 583 7200		Andria has Ali's email address	Talked to Courtney - she has to confirm what they would like to do with Ox (GM)
Business	Category	Website	Contact	Title	Phone	Email	Notes	Partnership?
Sushi525	Dining	<a href="https://www.sushi525.com/">https://www.sushi525.com/</a>			530 525 2217			
Syds	Dining							
Tahoe City Sushi	Dining							
Tahoe House	Dining	<a href="http://www.tahoe-house.com/">http://www.tahoe-house.com/</a>			530 583 1377		Andria has potential email	
Tahoe Tap Haus	Dining	<a href="https://tahoeapthaus.com/">https://tahoeapthaus.com/</a>			530 584 2856	info@tahoeapthaus.com		
Tahoma Market	Dining							Accepted. Would like to do a free bag of chips with a sandwich purchase
West Shore Market	Dining							
Worldsies	Dining							
Zat	Dining							
Obexers	Grocery							
Franciscan	Lodging							
Galekeepers	Organization							
North Tahoe Arts	Organization							
Buestone	Shopping							
Cabin Fever	Shopping							
Geared for Games	Shopping							
Hearthwood Floral and Planterium	Shopping							
Hemmings and Jarell	Shopping		Andria to contact Chris					
Land to Living	Shopping							
Lather and Fizz	Shopping	<a href="https://www.latherandfizz.com/">https://www.latherandfizz.com/</a>	Sue Waters		1-877-SPLASH2	sue@latherandfizz.com	Still in business?	
Louie and Pip	Shopping		Hilale	Owner		natalecolina910@yahoo.com		
Steve Schmier's Jewelry	Shopping	<a href="https://steveschmiersjewelry.com/">https://steveschmiersjewelry.com/</a>			(530) 583-5709			
Swigard's True Value Hardware	Shopping							
Tahoe T-Shirley	Shopping	<a href="https://www.facebook.com/Tahoe-T-Shirley-126707657140803/">https://www.facebook.com/Tahoe-T-Shirley-126707657140803/</a>	JACLYN WOZNI	owner	(530) 581-0993	tahoeshirley@live.com		
Trunk Show	Shopping	<a href="https://www.tahoe-trunkshow.com/">https://www.tahoe-trunkshow.com/</a>			530 584 7554	info@tahoe-trunkshow.com		
Typesy Gypsy	Shopping	<a href="https://typesygypt.com/">https://typesygypt.com/</a>						
Unconked	Shopping		Chris Barkman	Owner		chris@unconkedtahoe.com		
Lighthouse Spa	Spa	<a href="https://lighthouse.com/">https://lighthouse.com/</a>			530-583-8100	info@lighthouse.com		
Massage on the Lake	Spa	<a href="https://www.massageonthelake.com/">https://www.massageonthelake.com/</a>			530 583 3200	massageonthelake@gmail.com		
Sage Spa Tahoe	Spa	<a href="https://sagespatahoe.com/">https://sagespatahoe.com/</a>			(530) 504-2859			
Alpenglow	Sports	<a href="https://www.alpenglow.com/">https://www.alpenglow.com/</a>	Brendan Madgan	Owner		brendan@alpenglow.com		
Any Mountain	Sports	<a href="https://www.anymountain.com/">https://www.anymountain.com/</a>	Jeff Doste	Manager	(530) 580-8240	jeff@alpenglow.com		
Asante	Sports					848anymountain@valleesorts.com		

Business	Category	Website	Contact	Title	Phone	Email	Notes	Partnership?
Granlibakken Lodging			DJ - New GM					Would like to be a lodging partner: Details: Use Promo Code Annie S <annie.s@montuckycoldsnacks.com> PRIDE (online only) Booking Window: now to 3/29 Travel Window: 3-22 - 28 min two nights, rates from \$119 + tx/svc (midweek) and \$128 + tx/svc (weekend) Free snowshoe or crosscountry ski rental
Granlibakken Sled/Ski Hill	Sports		DJ - New GM					
Olympic Bike	Sports	<a href="https://olympicbike.com/">https://olympicbike.com/</a>			530 581 2500			
Tahoe City Kayak	Sports	<a href="http://www.tahoe-city-kayak.com/">www.tahoe-city-kayak.com</a>			(530) 581-4338			
Tahoe City Winter Sports Park - TCPUD	Sports	<a href="https://www.tcpud.org/winter">https://www.tcpud.org/winter</a>			(530) 583-1518	recreation@tcpud.org		
Tahoe Cross Country	Sports	<a href="http://www.tahoecc.com">www.tahoecc.com</a>			530) 583-5475			
Tahoe Dave's Skis & Boards	Sports	<a href="https://tahoe-daves.com/">https://tahoe-daves.com/</a>			530 583 8833			
Tahoe Fit	Sports	<a href="https://sites.google.com/view/katie">https://sites.google.com/view/katie</a>						
West Shore Sports	Sports	<a href="http://www.westshoresports.com/">http://www.westshoresports.com/</a>			Sunnyside (530) 583-9920 (530) 525-9920			
Willards Sport Shop	Sports	<a href="https://www.willardssportshop.com/contact.htm">https://www.willardssportshop.com/contact.htm</a>			(530) 583-3356	willardssports@gmail.com		

## Event Summary

Overall, the event was successful, and we received tons of positive feedback throughout the weekend. One of the best anecdotal comments received was "it's been a long time since I have been out around so many happy people." (Referring to COVID and how isolated they have felt before the event.) We plan to build on the momentum from this year and continue to grow the event in seasons to come.

A similar tune to the entire year, the most challenging part of the event was determining what we could host due to COVID restrictions. This caused delays in marketing and delays in determining what "mini" events we could put on. This was a complex event during a challenging time which ultimately limited the activities we planned but the team

creativity and adaptability made the event special.

The weather forecast could not have lined up better for us. On Thursday, the first day of the event, temps were a bit cool with higher winds but still sunny. On Friday, Saturday, and Sunday temps warmed and were accompanied by little to no wind with perfect spring skiing conditions.

Thursday and Friday's event activities were limited to the digital scavenger hunt, digital raffle, ticket and lesson specials and drink specials - we did not see much event visitation the first two days. Once the weekend hit visitation picked up. Our main event, the Rainbow Ridge Pride Parade, took place on Saturday where over 120 people dressed up in rainbow attire and skied (socially distanced) down our signature run Rainbow Ridge. Prior to the parade we handed out colorful swag which enhanced this event converting some spectators into participants. An hour after the parade took place, we hosted our second annual Dual Slalom Drag Race. We had a handful of drag queens in full attire soaring down the mountain along with families and friends of all ages. Over 40 racers participated in the Drag Race with dozens of spectators filtering in and out throughout the race duration.

We noticed many guests left after the parade and didn't stay for the drag race. In future years, we plan to start the drag race immediately after the parade to retain as many participants as possible.

To end the event on Saturday and Sunday we hosted DJ Tailgate Sessions in our main parking lot at the base. As part of our COVID policies we required everyone to keep their party close to their personal vehicle and stay with members of their household. It was a huge hit! It was fantastic seeing guest celebrating and dancing with their own cohort in a safe manor.

We received a ton of positive feedback from this event and attendees we are looking forward to what we can bring to the event in years to come.

- Did you feel the sponsorship funds received were impactful?

Yes, the funding was extremely impactful, and we would not have received the results we did without it. It is hard to accurately determine how many people were visitors from outside the region, due to the lack of survey responses, but we would estimate that 50% were from out of town (or 2<sup>nd</sup> homeowners) and 50% were locals.

### Product Descriptions

- **Rainbow Ridge Package – \$349**
  - Includes 3 days of skiing or riding, one pre-fixe or take-out dinner from West Shore Cafe, one lunch at Homewood Mountain Resort, 30% discount on rentals, complimentary VIP parking, 5 raffle tickets, a commemorative Pride Ride buff, sunglasses, and a sticker, plus exclusive deals and discounts from our business and lodging partners in North Lake Tahoe.
- **Big Blue View Package – \$189**
  - Includes 2 days of skiing or riding, one lunch at Homewood Mountain Resort 25% discount on rentals, complimentary VIP parking, 2 raffle tickets, commemorative Pride Ride sunglasses, and a sticker, plus exclusive deals and discounts from our business and lodging partners in North Lake Tahoe.
- **Bonanza Package – \$99**
  - Includes 1 day of skiing or riding at Homewood Mountain Resort, 20% discount on rentals, complimentary VIP parking, 1 raffle ticket, and a commemorative Pride Ride sticker plus exclusive deals and discounts from our business and lodging partners in North Lake Tahoe.
- **Smooth Cruise Lesson Package – \$149**
  - Includes one half-day micro-group lesson, an all-day rental, and a lift ticket.
- **Pride Ride Private Lesson Special – \$99**
  - Take a one-hour early bird lesson with up to 5 people and receive personalized instruction with a lesson tailored to fit your group. Rental and lift tickets are not included, please purchase separately.

### Product Summary

To drive overnight visits we created two multiday lift ticket packages. Our Rainbow Ridge Package included three consecutive days of skiing and our Big Blue View Package included two consecutive days of skiing. While we did sell 30 tickets (60 ski days) of the two-day product, we unfortunately did not sell any of the three-day products.

Our hottest ticketed item was the Bonanza Package which included a single-day lift ticket. This product was the cheapest of our offering and came at a discounted price from our daily lift tickets.

All tickets included a schwag package, details above, and all of it was a hit! We created custom face buffs for the Rainbow Ridge Package but due to the turnout pivoted and sold the face buffs in our retail shop and throughout the resort during the event.

One of our main goals at Homewood is to make learning to ski for first time skiers affordable. We offered two packages that included lessons; The Smooth Cruise Package and the Pride Ride Private Lesson Special. Both of these packages include discounted lift tickets, rentals, and lessons.

We had budgeted and anticipated to sell more tickets but in the midst of a pandemic we felt hosting the event and doing it in a safe manor was a huge win.

### Funding Usage (Partnership Funding Recipients)

## Facebook & IG

On / Off	Ad Set Name	Delivery	Results	Reach	Cost per Result	Budget	Amount Spent	Schedule	CFC (All)	CTR (All)	Impressions
In Market	Campaign Off	Landing Page Views	13	25,968	\$20.77	\$400.00	\$400.00	Mar 3, 2021 - Mar 24, 2021 22 days	\$0.17	4.43%	54
Out of Market	Campaign Off	Landing Page Views	18	62,330	\$55.56	\$1,000.00	\$1,000.00	Mar 3, 2021 - Mar 24, 2021 22 days	\$0.24	3.90%	107
Results from 2 ad sets			31	88,628	\$45.16	\$1,400.00	\$1,400.00		\$0.21	4.08%	161

## Adwords

Campaign	Budget	Status	Optimization score	Campaign type	Cost	Impr.	Interac	Interaction rate	Avg. cost	Conversion	Cost / conv.	Conv. rate	All conv.
Total Campaigns					\$4,269.38	472,114	15,776 clicks	3.34%	\$0.27	35,054.76	\$0.12	222.20%	101,281.46
Affinity - Pride Event Campaign	\$1.75/day	Paused		Display	\$478.01	222,459	244 clicks	0.15%	\$1.93	0.00	\$0.00	0.00%	261.00
Total Campaigns					\$4,269.38	472,114	15,776 clicks	3.34%	\$0.27	35,054.76	\$0.12	222.20%	101,281.46
PRIDE RIDE WEEKEND - Out of Market	\$1.75/day	Paused		Display	\$475.22	25,743	137 clicks	0.53%	\$3.47	0.00	\$0.00	0.00%	158.00

## Bay Area Reporter



BAR Media Inc.  
44 Gough St. #204  
San Francisco, CA 94103  
415-881-5019

**Invoice**

Invoice # 15922  
Invoice Date: 3/31/2021  
Terms: Net 30  
Rep: SW

Bill to: Bill to ID: 2787

Lisa Nigon  
Homewood Mountain Resort  
PO Box 165  
Homewood, CA 96141

Sold to: Account ID: 2787

Lisa Nigon  
Homewood Mountain Resort  
PO Box 165  
Homewood, CA 96141

Ad Insertions included in this Invoice						Advertising	
Iss	Date	Ad Information	PO #	Price	Disc	Applied	Total
51.063	3/4/21	Wide Skyscraper		\$20.84			\$20.84
			Online: Wide Skyscraper: BAR Pride Ride 160x600				
51.063	3/4/21	Wide Skyscraper		\$20.84			\$20.84
			Online: Wide Skyscraper: OW Pride Ride 160x600				
51.064	3/5/21	Dedicated E-Blast		\$250.00			\$250.00
			Online: Dedicated E-Blast: BAR Homewood Pride Ride				
51.064	3/5/21	Dedicated E-Blast		\$250.00			\$250.00
			Online: Dedicated E-Blast: OW Homewood Pride Ride				
51.064	3/5/21	Wide Skyscraper		\$20.84			\$20.84
			Online: Wide Skyscraper: BAR Pride Ride 160x600				
51.064	3/5/21	Wide Skyscraper		\$20.84			\$20.84
			Online: Wide Skyscraper: OW Pride Ride 160x600				
51.065	3/6/21	Wide Skyscraper		\$20.84			\$20.84
			Online: Wide Skyscraper: BAR Pride Ride 160x600				
51.065	3/6/21	Wide Skyscraper		\$20.84			\$20.84
			Online: Wide Skyscraper: OW Pride Ride 160x600				
51.066	3/7/21	Wide Skyscraper		\$20.84			\$20.84
			Online: Wide Skyscraper: BAR Pride Ride 160x600				
51.066	3/7/21	Wide Skyscraper		\$20.84			\$20.84
			Online: Wide Skyscraper: OW Pride Ride 160x600				
51.067	3/8/21	Wide Skyscraper		\$20.84			\$20.84
			Online: Wide Skyscraper: BAR Pride Ride 160x600				
51.067	3/8/21	Wide Skyscraper		\$20.84			\$20.84
			Online: Wide Skyscraper: OW Pride Ride 160x600				
51.068	3/9/21	Wide Skyscraper		\$20.84			\$20.84
			Online: Wide Skyscraper: BAR Pride Ride 160x600				
Items: 50							
Please make check payable to BAR Media Inc. Thank you for your business.				Total Charges		\$1,500.00	
				Discount			
				Payments Applied			
				Total Balance Due by 4/30/2021		\$1,500.00	

**EXL Media**



Invoice # HMR21-03

Please Remit to:  
EXL MEDIA  
803 Tahoe Blvd # 7  
Incline Village, NV 89451

Homewood Mountain Resort  
Pride Ride Campaign  
March 28th & 29th, 2021

February 22, 2021

**DIGITAL MEDIA:**

3rd Party Email	\$1,000 (net)
Drop Date: TBD	
Display Retargeting to email opens	\$500 (net)
<b>Total Digital Media:</b>	<b>\$1,500</b>

Amount Due to EXL Media this Invoice: **\$1,500**  
Please pay by 3/22/21. Thank you!



nxtConcepts, Ltd  
PO Box 340  
New Albany, OH 43054 US  
(888)215-0820x3  
clients@nxtconcepts.com  
https://www.nxtconcepts.com

INVOICE

**BILL TO**  
Lisa Nigon  
Homewood Ski Corporation  
5145 W Lake Blvd  
Homewood, CA 96141  
United States

**INVOICE #** 5848  
**DATE** 04/23/2021  
**DUE DATE** 05/08/2021  
**TERMS** Net 15

ACTIVITY	QTY	RATE	AMOUNT
Marketing:Marketing & Interactive Support -->>Homewood Resort Pride Campaign March 2021	3	120.00	360.00

1) Digital advertising including social media and Google Adwords  
-Ongoing keyword and audience optimization  
-Daily monitoring of your PPC listings  
-Comprehensive campaign reports  
-Budget and rank management

March Pride project time: 3 hours  
Invoiced at Homewood package rate.

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<b>PAYMENT ADDRESS:</b> Please note our mailing address. nxtConcepts, PO Box 340, New Albany, OH 43054	<b>BALANCE DUE</b>	<b>\$360.00</b>
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# 2022 Special Event Partnership Funding Application

Following the application and evaluation process, a number of events will receive funds through the program. Funding will be awarded in early December 2021 after recommendations are accepted by the NLTRA Board of Directors.

*Note: Refer to the "2022 Special Event Partnership Funding: Application Explanations" document for details and tips about the application. Note: Refer to "2022 General Information" & "2022 Applicant Checklist & Deadline Worksheet" Documents for Timeline, Eligibility, and Evaluation Process Details!*

## Section 1: Contact Information

Special Event Name: **Pride Ride** A weekend Out & About at Homewood

Event Date: **March 24-27, 2022**

Event Host Organization: **Homewood Mountain Resort**

What other events have been produced by event promoter or host organization?

**Craft Beer & Food Truck Festival (3x), Passholder Parties (throughout winter season) , 250+ person weddings (regularly), etc.**

Event Mailing Address: **PO Box 165 Homewood, CA 96141**

Event Office Phone: **530-584-6820**

Event Director or Producer: **Patrick Lacey**

Title: **Marketing Manager**

Email: **placey@skihomewood.com**

Phone: **530-584-6820**

Person Completing Application:

Title: **Marketing Manager**

Email: **placey@skihomewood.com**

Phone: **530-584-6820**

Event Website URL: **<https://www.skihomewood.com/pride-ride-at-homewood-mountain-resort/>**

Unique Visitors in Past 12 Months: **16,400**

Facebook Page URL: **<https://www.facebook.com/HomewoodMountainResort>**

Number of Facebook "Likes": **18,340**

Instagram Handle: **@skihomewood**

Number of Instagram Followers: **14.6k**

Twitter Handle: **@skihomewood**

Number of Twitter Followers: **8,427**



YouTube URL:

## Section 2: Event Overview

- Q2.1 Where will event take place? **Homewood Mountain Resort**
- Q2.2 Will this be an annual event in the North Lake Tahoe region?
- Yes
- No (If "no", explain why)
- Q2.3 Including 2021, how many years has the event occurred in the North Lake Tahoe region? **2 years**
- Q2.4 Can spectators (general public) attend event?
- Yes
- No
- Q2.5 Will there be a charge for spectators (general public) to attend the event?
- Yes (If "yes", provide ticket information: quantity, cost, etc.) **Please see detailed brief and budget.**
- No

## Section 3: Financial

- Q3.1 What is the dollar amount of Funding being requested, If looking for additional funding (not for marketing) please specify breakdown HERE: **\$6,000 for Special Event Partnership Funding | \$10,000 Special Event Sponsorship**
- Q3.2 Summarize how Funding will be utilized? (Recap the marketing/promotional efforts that could be implemented with a funding award that otherwise would not be possible.) **Please see detailed brief and budget.**
- Q3.3 If Partnership Funding is not awarded, will the event still take place?
- Yes
- No (If "no", explain why)
- Q3.4 If event does not receive Partnership Funding, or does not receive the full requested amount, summarize the effect to specific programs or promotional strategies. **Please see detailed brief and budget.**
- Q3.5 Will event solicit additional sponsors, either cash or in-kind?
- Yes
- No (If "no", explain why)

## Section 4: Marketing, Advertising, Public Relations

- Q4.1 2022 In-Market Paid Advertising Budget: **Please see detailed brief and budget.**
- Q4.2 2022 Out-of-Market Paid Advertising Budget: **Please see detailed brief and budget.**
- Q4.3 Optional: 2020 Out-of-Marketing Public Relations Equivalency: **Please see detailed recap.**

## Section 5: Broadcast Opportunities (TV or Webcast)

Q5.1 Does the event have media partners, either local and/or out-of-market?

- Yes (Identify partners – indicate whether the primary audience is in-market or out-of-market)  
 No

Q5.2 Will your event air on network TV, cable TV or Webcast as a scheduled broadcast?

- Yes (Continue to Q5.3)  
 No (Skip to Section 6)

Q5.3 What is the broadcast coverage?

- Local  
 Regional (Identify cities or DMAs)  
 National  
 International

Q5.4 Provide details about the applicable broadcast coverage and anticipated air dates.

- Network or Cable TV
  - Broadcast Affiliates:
  - Air Dates:
  - Program Length:
- Webcast
  - Provider:
  - Air Dates:
  - Program Length:
- Remarks, if any:

Q5.5 Are household ratings or viewership numbers available from the previous year's broadcast?

- Yes (Provide details)  
 No

Q5.6 Can the NLTRA receive complementary commercial time during the broadcast as a sponsorship amenity?

- Yes  
 No

Q5.7 Can the NLTRA receive promotional exposure (interviews, vignettes, etc.) during the broadcast?

- Yes  
 No

Q5.8 If complementary commercial time and/or promotional exposure is available to the NLTRA, summarize opportunities.

## Section 6: Lodging Partnerships

Q6.1 Identify the event's Placer County lodging partners in 2021.

Basecamp, Peppertree, Tahoe Luxury Properties, Tahoma Cottages, Granlibakken, The Inn at Boat Works

Q6.2 Identify the event's anticipated Placer County lodging partners for 2022. List type of partnership if one has already been established.

Cedar Crest Cottages, Tamarack Lodge, Basecamp, Peppertree, Tahoe Luxury Properties, Tahoma Cottages, Granlibal

## Section 7: Attendance

Q7.1 2021 Spectator/Fan Attendance (or 2019/2020- if canceled due to COVID-19) Specify below):

- Unique Individuals: 215
- Overall Event Attendance: 599

Q7.2 2021 Participants in Attendance:

Q7.3 Explain how 2021 attendance (Q7.1 and Q7.2) was calculated. Please refer to the event recap.

Q7.4 Spectators/Fans: Based on the 2021 spectator/fan attendance figures (Q7.1), what percentage was from out-of-market? (Explain how percentage is calculated) 63.63% Please refer to event brief - website statistics and

Q7.5 Participants: Based on the 2021 participants attendance figures (Q7.2), what percentage was from out-of-market? (Explain how percentage is calculated) 70% Please refer to event brief - website statistics and ticket sale

Q7.6 2022 Projected Spectator/Fan Attendance:

- Unique Individuals: 400 w/out Funding | 800 w/ Funding
- Overall Event Attendance: 700 w/out Funding | 1,200 w/ Funding

Q7.7 2022 Projected Participants: 225 w/out Funding | 350 w/ Funding

Q7.8 Explain how 2022 attendance (Q7.6 and Q7.7) was calculated. See detail in event brief.

## Section 8: Room Nights

Q8.1 2021 Placer County Room Nights

- Paid Room Nights: Do not have confirmed data.
- Complimentary Room Nights: NA

Q8.2 Explain how 2021 room nights were calculated. NA

Q8.3 Which Placer County lodging properties feasibly received room nights as a result of the event?

Q8.4 2022 Placer County Room Nights

- Projected Paid Room Nights: 50 w/out Funding | 300 w/ Funding
- Projected Complimentary Room Nights: NA

Q8.5 Explain how 2022 room nights were calculated.

\*Based on 25% of unique attendees staying 1 night. 2 people per room. See event brief.

## Section 9: Event Staff & Board of Directors

Q9.1 Is event produced by a paid staff or volunteer committee?



Paid Staff



Volunteer Committee



- Q9.2 Provide the names and positions of the events key staff/volunteers.
- Q9.3 Provide the names of events Board of Directors, if applicable.

### Section 10: Sponsors

- Q10.1 Identify the top 5 sponsors of the 2021 event. Northern NV Pride LGBTQ Leadership Alliance
- Q10.2 Identify the top 5 sponsors that the event will target for 2022.  
Our Center in Reno, Montuckey Cold Snacks, Northern NV Pride LGBTQ Leadership Alliance, Faces NV Reno, The F+

### Section 11: Acknowledgements & Electronic Signature

- Q11.1 I am authorized to represent the event; information provided in application and supporting documents is truthful.
- Yes  
 No (If "no", explain why)
- Q11.2 Event will be held annually in the North Lake Tahoe region and is not contingent upon receipt of funding to occur.
- Yes  
 No (If "no", explain why)
- Q11.3 If Partnership Funding is awarded, partnerships will be secured with at least one Placer County lodging property.
- Yes  
 No (If "no", explain why)
- Q11.4 Event will collaborate with the NLTRA (if requested) to collect survey information, or share existing information if event conducts their own survey.
- Yes  
 No (If "no", explain why)
- Q11.5 If Partnership Funding is awarded, funds will only be utilized for event promotion and marketing ONLY.
- Yes  
 No (If "no", explain why)
- Q11.6 If Partnership Funding is awarded, event will include the NLTRA logo and link on their website and in applicable advertising materials.
- Yes  
 No (If "no", explain why)
- Q11.7 If Partnership Funding is awarded, event will issue a Liability Policy (\$1M per occurrence/\$2M aggregate), as well as name the NLTRA as an additional insured.
- Yes  
 No (If "no", explain why)

Type your name and date, which denotes your signature as an authorized representative of the event.

Name: Patrick Lacey

Date: 10/21/21

<b>Event Name:</b>	Pride Ride "A weekend Out & About at Homewood"			
<b>Date(s):</b>	Thursday, March 24, 2022 – Sunday, March 27, 2022			
<b>Location:</b>	Homewood Mountain Resort			
<b>Goal(s):</b>	Host an inclusive weekend focusing on celebrating the LGBTQA+ community. Offer activities, food + lodging packages to entice people to stay for the weekend. See increase skier visits, lessons, and F&B revenue			
<b>Link to Event on our Website</b>	<a href="https://www.skihomewood.com/pride-ride-at-homewood-mountain-resort/">https://www.skihomewood.com/pride-ride-at-homewood-mountain-resort/</a>			
<b>Schedule:</b> <i>Break down by date and time and include set up and takedown information</i>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>
	Registration/swag table	Registration/swag table	Registration/swag table	Registration/swag table
	North Lodge by the Ticket Kiosks 8:30am	North Lodge by the Ticket Kiosks 8:30am	North Lodge by the Ticket Kiosks 8:30am	North Lodge by the Ticket Kiosks 8:30am
	Ski Meetup 9:30 at the bottom of Madden Chair	Ski Meetup 9:30 at the bottom of Madden Chair	Ski Meetup 9:30 at the bottom of Madden Chair	Ski Meetup 9:30 at the bottom of Madden Chair
			Rainbow Parade 11am top of OHE	
	Scavenger Hunt – All day/weekend	Scavenger Hunt – All day/weekend	Scavenger Hunt – All day/weekend	Scavenger Hunt – All day/weekend
			Dual Slalom Drag Race – 11:30 starts below big blue	
	Virtual Raffle Tickets purchased online and at F&B outlets	Virtual Raffle Tickets purchased online and at F&B outlets	Virtual Raffle Tickets purchased online and at F&B outlets	Virtual Raffle Tickets purchased online and at F&B outlets
West Shore Café Weekend Specials	West Shore Café – Drag Show on the Pier. 5pm – 7pm  Apres Specials at North Base 2:30-5	Apres Specials at North Base 2:30-5	West Shore Café Weekend Specials  Apres Specials at North Base 2:30-5	
<b>Ticket Structure / Price:</b> <i>Include where guests can purchase tickets and details on</i>	<b>Rainbow Ridge Package – \$349</b> Includes 3 days of skiing or riding, one pre-fixe or take-out dinner from West Shore Cafe, one lunch at Homewood Mountain Resort, 30% discount on rentals, complimentary VIP parking, 5 raffle tickets, commemorative Pride Ride SWAG, plus exclusive deals and discounts from our business and lodging partners in North Lake Tahoe.			

raffles/  
giveaways

**Big Blue View Package – \$189**

Includes 2 days of skiing or riding, one lunch at Homewood Mountain Resort 25% discount on rentals, complimentary VIP parking, 2 raffle tickets, commemorative Pride Ride SWAG, plus exclusive deals and discounts from our business and lodging partners in North Lake Tahoe.

**Bonanza Package – \$125**

Includes 1 day of skiing or riding at Homewood Mountain Resort, 20% discount on rentals, complimentary VIP parking, 1 raffle ticket, and a commemorative Pride Ride sticker plus exclusive deals and discounts from our business and lodging partners in North Lake Tahoe.

**Smooth Cruise Lesson Package – \$149**

Includes one half-day learn to ski / ride lesson, an all-day rental, and a lift ticket.

**Pride Ride Private Lesson Special – \$99**

Take a one-hour early bird lesson with up to 5 people and receive personalized instruction with a lesson tailored to fit your group. Rental and lift tickets are not included, please purchase separately.

All can be purchased online here

<https://shop.skihomewood.com/s/special-events/>

**Scavenger Hunt Free**

**Pride Ride Scavenger Hunt | 9 a.m. Thursday, March 24 until 8 p.m. Sunday, March 27**

Join the Pride Ride Scavenger Hunt for a chance to win some great prizes. Create a team of 2-5 people and earn points for completing a variety of “challenges” both on and off the hill. The teams that earn 18,000 points or more will be entered into a raffle for the grand prize, a \$100 gift card to West Shore Cafe. To join the Scavenger Hunt, download the Goosechase App on your phone, search for Homewood Pride Ride Scavenger Hunt in the app to join the game. The Pride Ride Scavenger Hunt is presented by the Tahoe City Downtown Association.

**Raffle & Awards**

Our raffle is going virtual this year. Purchase tickets online or at any of our Food & Beverage outlets on the mountain for a chance to win great prizes including a Libtech snowboard, a Jones Pow Surfer, a Homewood Season Pass, Lift tickets, Gift Cards from our Pride Ride Business Partners and more. Proceeds benefit the Northern Nevada LGBTQ Leadership Alliance and Northern Nevada Hopes.

**Public Facing Description:**

We’re thrilled to host our third annual “Pride Ride” at Homewood Mountain Resort on March 24-27, 2022! Along with a fun weekend of skiing, we’re hosting a variety of mini-events both on and off the mountain including a Dual Slalom Drag Race, Ski Parade down Rainbow Ridge, Virtual Scavenger Hunt, and more.

**Marketing**

Do we have assets (photos/videos)? Where are they located on the M drive or Google Drive?

Yes, video on the V Drive

Should we create an event specific logo?

We already have a logo

Should we create an event specific poster?

Yes, poster needs to be updated.



Has this event been listed on our website, facebook & 3<sup>rd</sup> party sites?  
 On our website but needs to be updated.

**Permitting:**  
 Include information about F&B permits, special event permits and COIs here

No additional F&B permits needed.  
 COIs from partners will be needed.

**Partners:**  
 Include information about what each partner is providing

**LGBTQ Partnerships**  
 Aim to find additional LGBTQ partners to partner within co-hosting this event.  
 Top Potential partners:  
<https://tahoesafealliance.org/help-us/host-an-event> - local, has lgbtq portion of website  
<https://ourcenterreno.org/events/national-coming-out-day/> - Out Center Reno  
<https://saccenter.org/> - Sacramento LGBT Community Center  
<http://www.sfcenter.org/> - San Fransisco LGBTQ Community Center

**Sponsorships / Partnership Amenities**

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

- Event Specific Webpage: Visits per year 1,300
- Homewood eBlasts Regarding the Event: List Size 23k
- Inclusion on printed event posters
- Inclusion on event banners when applicable
- Promotional event video / video content
- Including "In Partnership with North Lake Tahoe" in any radio / TV advertising (when space allows)
- Social media tagging and promotion of NLTRA when talking about the event

**Lodging Specials**

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

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

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

PRIDE RIDE ATTENDANCE ESTIMATE	2021 ATTENDANCE	2019 ATTENDANCE	2022 ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	2022 ESTIMATED ATTENDANCE COUNT WITH FUNDING
Total Unique Attendees	215	137	400	800

Total Attendees	599	150	700	1,200
Total Participants	217	80	225	350
Total Spectators	370	57	400	500
Beds*	54	35	100	600
Room Nights**	22	17	50	300

\*Based on 25% of unique attendees staying 1 night.

\*\*Room nights based on 50% of beds.

**Survey Participates and Guests**

Request information about where spectators and participants are staying the day-of the events. Our goal is to implement on-site surveys for additional data vs end of event survey.

**Post Event Reporting**

Post event reporting from lodging partners. Have them tally these numbers as well.

**Potential lodging sponsors:**

West Shore Café, Granlibakken, Cedar Crest, Tahoma Cottages, Squaw Creek, Tahoe Getaways, Tahoe Lux, Basecamp and others. If granted the funding we would want to include as many community partners as possible.

**Other Community Involvement**

Hire a Community Coordinator to help get other local businesses involved, create a larger event schedule

- Local deals and specials at restaurants, retail stores and so on
- Bar / drink specials each evening
- Partner with a spa, in the way of a "spa partner" who would offer discounts throughout the weekend
- Yoga partner to offer discounted yoga sessions
- Coffee specials

**Target Customers**

Our goal for hosting Pride Ride is to create a unique annual event within the Tahoe area. "Gay Ski Week" is seen around the country in other resort towns, however it isn't something Tahoe currently hosts. We hope to continue to grow this year over year and increase community participation with additional activities to create a bigger draw.

Our target demographic is mainly people 20-40 years old in the LGBTQ+ community who currently live in the San Francisco, Sacramento, Roseville and Reno areas.

**Geographic**

The geographical region we're targeting is the same as our usual audience: Bay Area, Sac, Roseville, and Reno.

**Behavioral**

Our target user likely skis more than once during a ski season, is a weekend warrior when it comes to skiing, likely has been to a dance club, maybe associated with an LGBTQ organization.

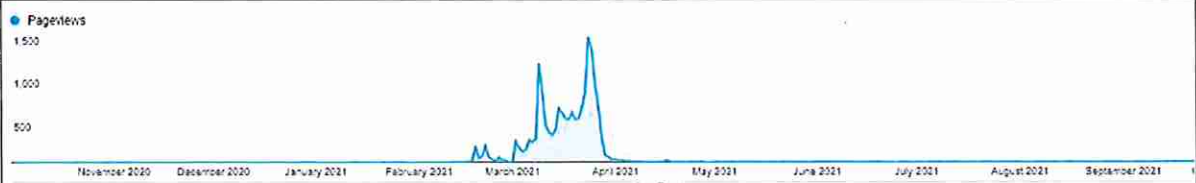
**Psychographic**

	<p>Active lifestyle, athletic, affluent, owns home, works Monday-Friday, likely has a significant other who would join.</p> <p><b>Demographic</b> Majorly Caucasian, 18-35 years of age.</p>
<p><b>SWOT Analysis</b></p>	<p><b>Strengths</b> There are no marquee “Gay Ski Week” events in Tahoe, but similar events in several other resort towns in the country. It provides the opportunity to get other community businesses involved.</p> <p><b>Weaknesses</b> Other similar events host a series of activities throughout the weekend and even during the week.</p> <p><b>Opportunities</b> There is a big opportunity for this event in Tahoe and to grow it past Homewood and get the community involved.</p> <p><b>Threats</b> Weather is a potential threat along with other similar competition type events in the area. COVID could also be a threat, depending on restrictions, but we will put policies and procedures in place based on guidance from local and government officials.</p>
<p><b>Marketing Strategy</b></p>	<p><b>Overview</b> Our marketing plan reflects the strategies that have proven effective for our resort in the past, which is a traditional and digital mix. On the digital front, we have a handful of Facebook, Instagram and AdWords Campaigns utilizing a/b testing through messaging, targeted demographics and execution timeline. This typically represents a large portion of our budget. Further tangible advertising costs would be for a banner to hang in Tahoe City thanks to the Tahoe City Public Utility District. Flyers are also distributed within a 15mile radius at key locations</p> <p><b>Free / Internal Advertising</b> By continuing to utilize local partnerships and free event listings we will continue to keep the event low budget and focus on bringing in the local community. This will be accomplished with the following:</p> <ul style="list-style-type: none"> <li>• Flyers printed and distributed throughout community</li> <li>• Media Generation at the event</li> <li>• 3-4 Reminder E-Blasts</li> <li>• Press Release</li> <li>• 3rd Party Listing Sites</li> <li>• North Lake Tahoe Chamber</li> <li>• LGBTQ Organizations and Groups online, FB</li> <li>• Local Paper Websites: Moonshine, Tahoe Weekly, Sierra Sun</li> </ul> <p><b>Social Media</b> Our social media marketing structure will be focused on promotion and awareness. Including the following:</p> <ul style="list-style-type: none"> <li>• Creating a Facebook event and tagging all vendors</li> <li>• Adding social media mentions of the event to our social media calendar</li> <li>• Mentioning the event on all three properties pages</li> <li>• Push through resort ambassador base</li> </ul>



	<p><b>Guerrilla/Other Marketing</b></p> <ul style="list-style-type: none"> <li>• Make a list of all LGBTQ+ organizations in the area and send them emails / flyers</li> <li>• Post on Tahoe Truckee People</li> <li>• 3rd party website listings</li> <li>• TV station interviews?</li> <li>• Real estate list email</li> </ul>
<p><b>Marketing Plan A:</b> No Additional Funding</p>	<p><b>Budgeted In-Market Advertising: \$400</b>  <b>Adwords: \$200</b>  <b>Facebook / Instagram: \$100</b>  <b>101.5/KRLT: \$100</b></p> <p><b>Budgeted Out-Of-Market Advertising: \$800</b>  <b>Adwords: \$500</b>  <b>Facebook / Instagram: \$300</b></p>
<p><b>Marketing Plan B:</b> Additional Funding</p>	<p><b>Budgeted In-Market Advertising: \$1,200</b>  <b>Facebook / Instagram: \$200</b>  <b>Adwords: \$500</b>  <b>101.5/KRLT: \$100</b>  <b>Print: \$400</b></p> <p><b>Out-of-Market Advertising: Requesting \$6,000 (Special Event Partnership Funding)</b>  <b>Bay Area Reporter: \$1,500</b>  <b>Facebook / Instagram: \$1,000</b>  <b>Google: \$1,400</b>  <b>Other Digital Targeted Advertising: \$1,500</b>  <b>EXL Media: \$600</b></p> <p><b>Operational Funding: \$10,000 (Special Event Sponsorship)</b>  Requested operational funding would be allocated to the following:</p> <ul style="list-style-type: none"> <li>• Hire a community promotor help get other local businesses involved, create a larger event schedule</li> <li>• Drag Show at West Shore Cafe</li> <li>• SWAG for Ski Packages</li> <li>• Larger Bands</li> </ul>
<p><b>Press Plan</b></p>	<p>A press release would be drafted and sent closer to the event date and target all major news outlets and journalists within the Lake Tahoe, Reno, Sacramento, San Francisco and other applicable areas. In addition, we would create a list of press to invite to the event at no cost.</p>

**Additional Demographic Information**



Primary Dimension: Page Page Title Other  
 Filter: pride Search: advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	<b>16,417</b> <small>% of Total 0.61% (2,929,977)</small>	<b>7,694</b> <small>% of Total 0.46% (1,656,123)</small>	<b>00:00:37</b> <small>Avg for View 00:00:29 (-9.44%)</small>	<b>5,483</b> <small>% of Total 0.85% (641,470)</small>	<b>2.19%</b> <small>Avg for View 16.67% (55.97%)</small>	<b>35.29%</b> <small>Avg for View 24.01% (55.99%)</small>
1. /pride-ride-at-homewood-mountain-resort/	11,397 (69.42%)	5,164 (67.12%)	00:00:34	3,651 (66.77%)	2.76%	34.30%
2. /s/special-events/p/pride-ride-base-package	442 (2.69%)	311 (4.04%)	00:01:43	23 (0.42%)	4.35%	18.55%
3. /pride-ride-at-homewood-mountain-resort/?param=033a123	373 (2.27%)	157 (2.04%)	00:00:29	149 (2.72%)	0.00%	40.46%
4. /s/special-events/p/pride-ride-vip-package	143 (0.87%)	97 (1.26%)	00:01:50	3 (0.05%)	33.33%	11.19%
5. /s/special-events/p/pride-ride-lesson-base	125 (0.76%)	75 (0.97%)	00:01:33	11 (0.20%)	18.18%	16.80%
6. /s/test/p/pride-ride-super-vip-package	109 (0.66%)	21 (0.27%)	00:01:42	4 (0.07%)	0.00%	4.59%
7. /s/special-events/p/pride-ride-super-vip-package	77 (0.47%)	47 (0.61%)	00:01:03	0 (0.00%)	0.00%	19.46%
8. /event/pride-ride/	74 (0.45%)	35 (0.45%)	00:00:33	29 (0.53%)	13.79%	32.43%

Page	Affinity Category (reach)
1. /pride-ride-at-homewood-mountain-resort/	Shoppers/Value Shoppers
2. /pride-ride-at-homewood-mountain-resort/	Lifestyles & Hobbies/Outdoor Enthusiasts
3. /pride-ride-at-homewood-mountain-resort/	Travel/Travel Buffs
4. /pride-ride-at-homewood-mountain-resort/	Banking & Finance/Avid Investors
5. /pride-ride-at-homewood-mountain-resort/	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
6. /pride-ride-at-homewood-mountain-resort/	Sports & Fitness/Health & Fitness Buffs
7. /pride-ride-at-homewood-mountain-resort/	Media & Entertainment/Movie Lovers
8. /pride-ride-at-homewood-mountain-resort/	Lifestyles & Hobbies/Green Living Enthusiasts
9. /pride-ride-at-homewood-mountain-resort/	Lifestyles & Hobbies/Business Professionals
10. /pride-ride-at-homewood-mountain-resort/	Home & Garden/Do-It-Yourselfers

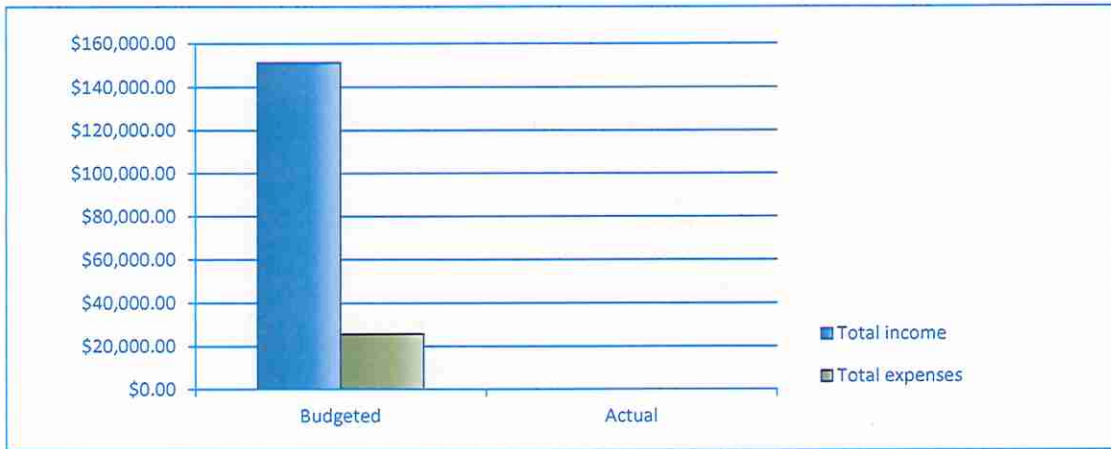
Page	City	Pageviews
		<b>17,074</b> % of Total: 0.63% (2,692,977)
1. /pride-ride-at-homewood-mountain-resort/	San Francisco	<b>1,077</b> (6.31%)
2. /pride-ride-at-homewood-mountain-resort/	Truckee	<b>838</b> (4.91%)
3. /pride-ride-at-homewood-mountain-resort/	Sacramento	<b>657</b> (3.85%)
4. /pride-ride-at-homewood-mountain-resort/	(not set)	<b>597</b> (3.50%)
5. /pride-ride-at-homewood-mountain-resort/	Los Angeles	<b>526</b> (3.08%)
6. /pride-ride-at-homewood-mountain-resort/	Incline Village	<b>476</b> (2.79%)
7. /pride-ride-at-homewood-mountain-resort/	Reno	<b>362</b> (2.12%)
8. /pride-ride-at-homewood-mountain-resort/	San Jose	<b>285</b> (1.67%)
9. /pride-ride-at-homewood-mountain-resort/	Oakland	<b>192</b> (1.12%)
10. /pride-ride-at-homewood-mountain-resort/	Walla Walla	<b>168</b> (0.98%)



# Event Budget: Pride Ride 2022

> Profit - Loss Summary

	Budgeted	Actual	2020/21 Event Actuals	2018/19 Event Actuals
Total income	\$151,320.00	\$0.00	\$42,792.00	\$57,173.88
Total expenses	\$25,822.40	\$0.00	\$16,811.49	\$1,807.00
<b>Total profit (or loss)</b>	<b>\$125,497.60</b>	<b>\$0.00</b>	<b>\$25,980.51</b>	<b>\$55,366.88</b>
Giveaway / Sponsorship / Grant Funding	-\$1,699.00	\$0.00	-\$2,191.00	-\$1,956.00
<b>tal profit (or loss) w/ Giveaways &amp; Sponsorships</b>	<b>\$123,798.60</b>	<b>\$0.00</b>	<b>\$23,789.51</b>	<b>\$53,410.88</b>



# 2021-22 WINTER CONSUMER MEDIA RECOMMENDATIONS



north lake tahoe



An aerial photograph of a person kayaking on a clear, turquoise lake. The kayaker is in the upper left quadrant, wearing a white shirt and a hat, with a yellow paddle. The water is crystal clear, revealing large, light-colored rocks at the bottom. Lush green trees are visible on the right side of the frame. A semi-transparent white rectangular box is centered over the image, containing the text.

# **AGENDA**

**CAMPAIGN STRATEGIES**

**MEDIA STRATEGIES**

**TARGET MARKETS**

**TACTICS**

**CREATIVE EXAMPLES**





## CAMPAIGN STRATEGIES

### Tier 1:

- Increase length of stay
- Increase mid-week visitation

### Tier 2:

- Support Traveler Responsibility Pledge and sustainability efforts.
- Increase in-market spending and support of local businesses.
- 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.
- Increase awareness of seasonal activities, events and experiences.
- Continue to grow destination awareness, brand loyalty and conversation.

## MEDIA STRATEGIES

- Keep spending geographically close to allow flexibility in the current COVID-19 environment.
  - Use lower budgets to target CA fly markets.
- Target national high-value audiences.
  - Fly market / 3-year visitor.
  - 4+ day stay, mid-week, higher HHI and higher spending.
- Maintain sustainability messaging.



## WINTER TARGET MARKETS

- Los Angeles, CA
- San Diego, CA
- National Fly Markets / 3 Years Visitor (High Value)



north lake tahoe



## TACTICS

- Programmatic Display
  - Prospecting and retargeting
  - High value / national audiences
- Native Direct
- Search Marketing
- Facebook/Instagram
  - Prospecting and retargeting
  - High value / national audiences
- TripAdvisor
- Email



north lake tahoe

## SUSTAINABILITY

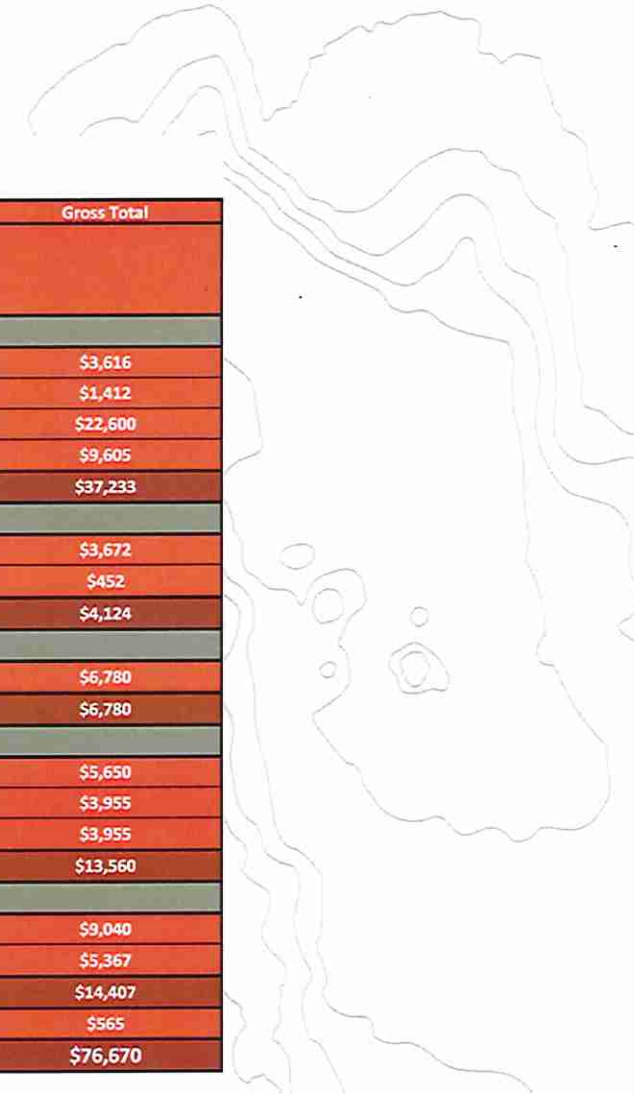
- TV: Sac/SF
- FB / Insta: In-Market Travelers 75%; Locals 25%



north lake tahoe

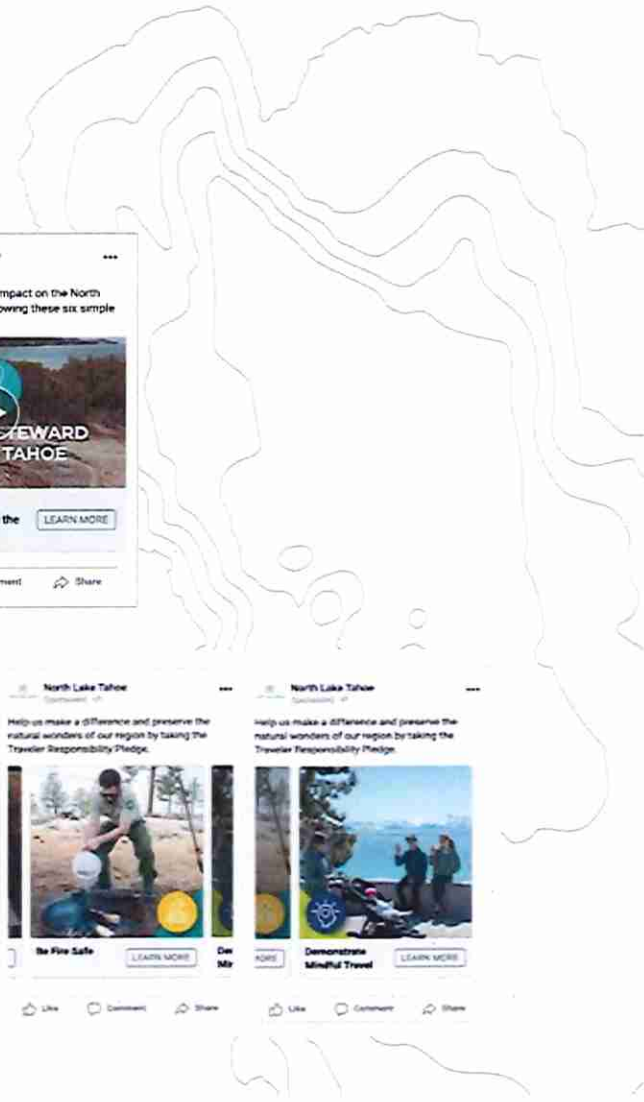
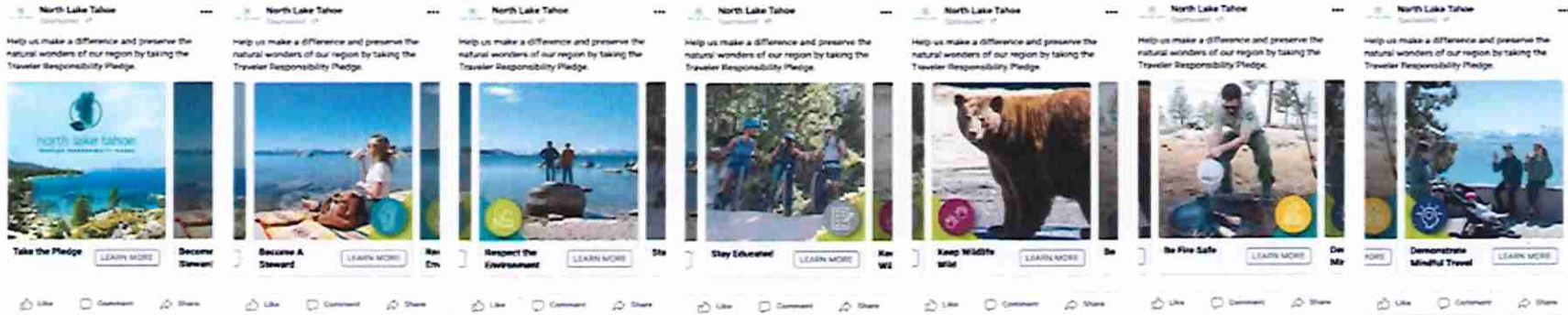
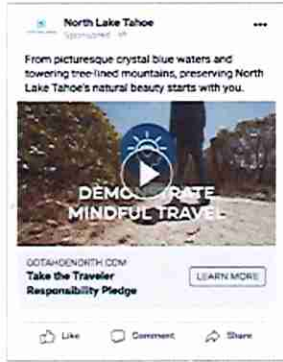
# CONSUMER MEDIA FLOWCHART

NLT 2021-22 MEDIA PLAN		3Q 2022												Gross Total		
CAMPAIGN: CONSUMER	December						January				February					
	15	22	29	6	13	20	27	3	10	17	24	31	7		14	21
	Winter															
	Fly/Local/3 Year Visitor															
	\$76,670															
<b>DIGITAL</b>																
Programmatic Display PT																\$3,616
Programmatic Display RT																\$1,412
Native (direct)																\$22,600
Search Marketing																\$9,605
<b>Digital Total</b>																\$37,233
<b>SOCIAL</b>																
FB/IG PT																\$3,672
FB/IG RT																\$452
<b>Social Total</b>																\$4,124
<b>OTA's</b>																
TripAdvisor (Desktop/Mobile/Audience/etc)																\$6,780
<b>OTA's Total</b>																\$6,780
<b>MISC</b>																
Email																\$5,650
Programmatic Display (High Value / National)																\$3,955
FB/IG (High Value / National)																\$3,955
<b>MISC Total</b>																\$13,560
<b>SUSTAINABILITY/PLEDGE/TART/etc</b>																
TV: Sac/SF (KRON/KCRA/etc)																\$9,040
FB/IG (In-Market Travelers 75%; Locals 25%)																\$5,367
<b>Sustainability/Pledge Totals</b>																\$14,407
Adserving																\$565
<b>Total Media Investment</b>																\$76,670





# CREATIVE – SUSTAINABILITY



# CREATIVE – WINTER WOW



MILLENNIAL  
STATIC



FAMILY  
STATIC



BOOMER  
STATIC



RETARGETING  
STATIC



KNOW BEFORE YOU GO  
STATIC



