

NLTRA Mission

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

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

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

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/81683717330?pwd=TGhXV0FkdIRRWmFoNDN2Y0JGRVoxUT09>

Meeting ID: 816 8371 7330

Passcode: 524505

Dial by your location

+1 669 900 9128 US (San Jose)

- 1:00 p.m.** **1. Call to Order – Establish Quorum**
- 2. Public Forum**-Any person wishing to address the In-Market Tourism Development Committee on items of interest to the committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the committee on items addressed under Public Forum.
- 1:05 p.m.** **3. Agenda Amendments and Approval**
- 1:05 p.m.** **4. Approval of In-Market Tourism Development meeting minutes from Sept 28, 2021** **Page 1**
- 1:10 p.m.** **5. Approval of Partnership Funding Recommendations - Katie Biggers** **Page 4**

- 1:25 p.m. 6. In-Market Advertising Update – Augustine/Amber Burke **Page 7**
- 1:50 p.m. 7. Review of 2022 Meeting Schedule **Page 21**
- 1:55 p.m. 8. Committee Member Reports/Updates from Community Partners (1-2 mins each)
- 2:00 p.m. 9. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



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In-Market Tourism Development Draft - Meeting Minutes – Tuesday Sept 28, 2021

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

Committee member that joined via teleconference: Caroline Ross, Steven Lamb, Katherine Hill, Sahra Otero, Alyssa Reilly, Lindsay Thayer, Greg Long, Paul Raymore, Patrick Lacey

NLTRA Board of Directors member: Brett Williams,

Tourism Development Committee: Brit Creeze, Christine Horvath, Susan Whitman, Vinton Hawkins, Tyler Gaffaney, Wendy Hummer (1:50pm), Melissa Burin (1:50pm)

Staff in attendance: Amber Burke, Katie Biggers, Anna Atwood

Other in attendance: Augustine Agency (Cathy Nanadiego, Claire Marcus, Yulianna Cisneros, Lindsay Moore), Nicholas Martin

1. Meeting called to order at 1:04pm. A quorum was not established before 1:50pm.

2. Public Comment: None

3. Agenda Amendments and Approval

Motion to approve the agenda M/S/C LACEY/WILLIAMS/UNANIMOUS

4. Motion to approve the In-Market Meeting minutes from May 25, 2021.

Motion to approve the meeting minutes from May 25, 2021 M/S/C THAYER/HAWKINS/UNANIMOUS

5. Annual Media Plan Recommendations – Amber Burke/Augustine Agency

Burke stated that we now work with only one agency, and it was important to develop an Annual In-Market Plan. This helps Augustine be more efficient. Burke shared as “landscape” change, adjustments can be made and she will keep the committee updated.

Lindsay Moore with Augustine shared objectives for the Annual Media Plan:

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

The Marketing Cooperative does support some of the paid media item specific to in-market sustainability paid social placements throughout the year. It also helps support creative development for collateral and ad assets.

Moore showed some examples of creative for the TART Connect and of the Traveler Responsibility Pledge.

Cathy Nanadiego reviewed the digital media insights with the committee members. Some of the key takeaways and insights shared include: 74% of travelers use social media while on vacations, 60% of travelers share photos to social

media while traveling and 97% of millennials share photos to social media while traveling. Most travelers spend a lot of time posting to social media while traveling with Facebook and Instagram being the top social platforms for usership.

Media Strategy:

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

Overview:

Timing: 10/1/2021-6/30/2022. Digital Media Budget: \$34K, Targets: Locals, nearby locals and visitors (in-market)

Nanadiego gave a recommendation on creative assets for paid social, 2 for winter and 2 for summer, 1 animated for each summer and winter, carousel for each winter and summer. Other recommendations include utilizing targeting capabilities of Programmatic Display to support awareness of NLTRA's initiatives as well as retarget users from Paid Social.

Creative Strategy includes:

- Develop consistency in messaging across both consumer and in-market campaigns. Align in-market concepts with existing brand and seasonal messaging/themes to drive consistency throughout marketing channels while engaging locals and in market visitors.
- Create evergreen activation along with incremental activations to allow for consistency and flexibility in messaging.
- Drive the multi-town experience and move visitors throughout the region.
- Support local business during need periods.
- Educate and align locals with brand initiatives (create brand ambassadors who lead by example).
- Incentivize brand ambassadors
- Encourage repeat visitation
- Promote local events

The Annual budget of \$82K was shared with the committee members.

Comments:

- Caroline Ross stated she likes this direction and supports looking at this from an annual calendar perspective and this has been one of the committee's goals.
- Sahra Otera shared she thinks it's smart to move towards paid social media versus organic and it's effective when done correctly.

Motion to approve the Annual Media Plan M/S/C ROSS/GAFFANEY/UNANIMOUS

6. 21.22 Events Partnership Funding Cycle Update

Biggers reviewed the 21.22 Partnership Funding Application process and timeline. Applications for events taking place in the 2022 calendar year will be accepted from Oct.1-Oct 22, 2021. All program information and application forms will be available on nltra.org and staff will send information out via email to their producer and event notification email distribution list. Applications will need to present to a selection panel on Thursday, Nov 4th, 2021. There is \$50K allocated towards this Special Event Partnership Program.

Burke shared a press release will go out soon and suggested the committee members share with any potential event producers.

7. Yiftee NLT Gift Card Program Update

Biggers shared the campaign just launched a couple of weeks ago. It was a little delayed a little bit due to the Caldor fire. This paid campaign will go through mid-December. So far there are 20 businesses signed up and TART Connect

gave some good exposure to this gift card program. She does need help from the other business associations with reaching out and getting more businesses signed up. Biggers stated that printing out the activation form for each individual business has helped and she plans on spending more time next week doing more outreach. Biggers shared a link to the [webinar](#) that was held and gives a lot of information. There are opportunities to add deals and she recommended discussing this at the next BACC meeting.

Comments:

- Lindsay suggested looking at the graphic on the gift card as businesses are not connecting the dots as it looks to support the Chamber. She recommended looking at the call to action. Burke shared she is open to changing it and will contact Lindsay directly.

Action to Amber/Katie: Follow up with Lindsay Thayer on Yiftee Gift Card creative.

8. Committee Member Comments

Biggers shared next week is Breakfast Club on Oct 5th and shared two upcoming webinar that will take place to help assist small businesses. Burke shared a link to a survey for all committee members and recommending they all participate.

9. Adjournment

The meeting adjourned at 1:54pm.



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MEMORANDUM

Date: November 23, 2021
TO: NLTRA Tourism Development Committee
FROM: Katie Biggers, NLTRA Sr. Event Specialist
RE: 2022 Special Event Partnership Funding Allocation Recommendations

Action Requested:

Review and approval of 2022 Special Event Partnership Funding allocation recommendations.

Background:

Applications for funding of events taking place in 2022 were submitted on October 29th. A selection panel reviewed applications and met with all applicants before making funding recommendations based on existing criteria. There were 13 applications submitted, a total of \$119,500 being requested. The Panel suggested funding 11 of those applications

All applications can be found here:

<https://www.dropbox.com/sh/xxceywe8f69mpha/AAA1oM8chjDSx3xs37GNmZFda?dl=0>

2022 Partnership Funding Selection Panel

- Cameron Calvert – Village at Palisades Tahoe
- Stephanie Hoffman- Tahoe Luxury Properties
- Kristen Bartlett- Palisades Tahoe
- Wendy Hummer- EXL Media
- Karin Schwarz- Tahoe Getaways
- Amber Burke - NLTRA
- Katie Biggers- NLTRA

2022 Partnership Funding Presentations

Event	Presenter	Event Dates	Location	Amount Requested 19	Awarded 19	Amount Requested 20	Awarded 20	Amount Requested 21	Amount Approved 21	Amount Requested 22	Amount Approved 22
1 Homewood - Pride	Patrick Lacey	March 24-27, 2022	Homewood Mountain Resort			\$5,000	\$5,000	\$5,000	\$5,000	\$6,000	\$0
2 Lake Tahoe Paddle Racing Series	Jay & Anik Wild	June 18, July 23, August 27&28 - September 17 2022	Carnelian Bay, Sunnyside, Meeks Bay, Tahoe Vista	\$10,000	\$5,000	\$10,000	\$5,000	\$8,000	\$5,000	\$10,000	\$7,000
3 Lake Tahoe Dance Collective	Christin Hanna	July 27-29, 2022	Gatekeeper's Museum/Homewood	\$20,000	\$5,000	\$20,000	5000, 15k Opps	\$25,000	\$5,000	\$30,000	\$2,500
4 Snowfest	Doug Hartline	February 25-March 6, 2022	North Shore - Lakeside	\$5,000	\$5,000	\$8,000	\$5,000	\$5,000	\$0	\$5,000	\$5,000
5 High Sierra Archery	Justin Stang	June 25-26, 2022	Homewood Mountain Resort					\$8,000	\$5,000	\$5,000	\$0
6 Skate the Lake	Kim/Lisa/Curt	August	Commons Beach	\$10,410	\$5,000	\$12,000	\$5,000	\$12,000	\$6,000	\$6,000	\$5,000
7 Tahoe Spark	KC Kent	April 30 & May 1, 2022	Kings Beach, Event Center			\$1,000	\$500			\$10,000	\$5,000
8 TaHoeNalu	Ernie Brassard	August 6-7, 2022	Kings Beach State Recreation Area	\$5,000	\$2,500	\$5,000	\$2,500	\$5,000	\$3,000	\$5,000	\$3,500
9 Haight Ashbury	Ben Martin	September 2022	Tahoe City							\$2,500	\$1,000
10 The Great Ski Race	Andrew Oesterreicher	March 6, 2022	Tahoe XC							\$7,500	\$7,000
11 Concours d'Elegance	Jess Horning	August 12-13, 2022	West Shore							\$10,000	\$5,000
12 Made in Tahoe	Cameron Calvert	memorial/columbus	Palisades					\$10,000	\$10,000	\$15,000	\$5,000
13 Oktoberfest	Cameron Calvert	September 17-18, 2022	Palisades					\$10,000	\$10,000	\$7,500	\$4,000
Total				\$147,895	\$50,000	\$41,000	\$23,000	\$88,000	\$49,000	\$119,500	\$50,000

2021-2022 Partnership Funding Panel

Cameron Calvert - Squaw Village Neighbourhood Company - Events Manager - Palisade Tahoe Village/Heavy Event Operations -emailed
 Kristen Bartlett- Palisades Tahoe -Sponsorship, Athlete & Event Marketing Manager - emailed
 Stephanie Hoffman- Tahoe Luxury Properties - BOD / West Shore/Lodging - emailed
 Wendy Hummer- EXL Media -Tourism Development/In Market - emailed
 Karin Schwarz, Tahoe Getaways

Opportunistic Presentations to TDC

Nov	Jan	Feb
Lax	LTDF	Archery
WWG	MIT	SUP
	Oktoberfest	Tahoe 100
	Concourse	
	Pride	

2022 Partnership Funding Allocations and Suggestions

Event	Ask	Give	Operations
Pride Event	\$6,000	\$0	\$10,000
Lake Tahoe Paddle Racing Series	\$10,000	\$7,000	
Dance Festival	\$30,000	\$2,500	\$5,000
Snowfest	\$5,000	\$5,000	
High Sierra Archery	\$5,000	\$0	\$5,000
Skate the Lake	\$6,000	\$5,000	
Tahoe Spark	\$10,000	\$5,000	
Tahoe Nalu	\$5,000	\$3,500	
Haight Ashbury	\$2,500	\$1,000	
The Great Ski Race	\$7,500	\$7,000	
Concours d'Elegance	\$10,000	\$5,000	\$5,000
Made in Tahoe	\$15,000	\$5,000	\$15,000
Oktoberfest	\$7,500	\$4,000	\$2,500
Summary	\$119,500	\$50,000	\$42,500

In-Market Tourism Development Committee Meeting



north lake tahoe

An aerial photograph of a clear, turquoise lake. In the upper left, a person in a yellow kayak is visible on the water. The shoreline is rocky and lined with dense evergreen trees. The scene is bright and scenic.

AGENDA

SUSTAINABILITY CAMPAIGN

YIFTEE HOLIDAY CAMPAIGN



WINTER WOW CAMPAIGN

An aerial photograph of a person in a yellow kayak on a clear, turquoise lake. The water is so clear that large white rocks are visible beneath the surface. The shoreline is lined with green pine trees and more rocks. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text 'Sustainability Campaigns' in a bold, dark blue font.

Sustainability Campaigns

SUSTAINABILITY – TART CONNECT

**NEW NORTH LAKE TAHOE
FREE ON-DEMAND
SHUTTLE SERVICE**

north lake tahoe

RIDE NOW



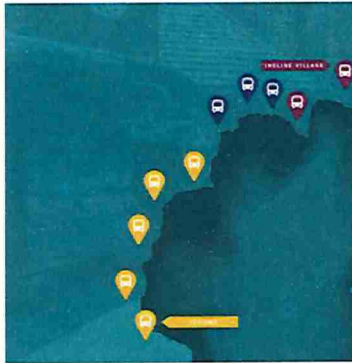


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RIDE NOW

North Lake Tahoe
Sponsored

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



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

LEARN MORE

Like Comment Share

North Lake Tahoe
Sponsored

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



GOTAHOENORTH.COM
TART Connect
Now - September 6, 2021

LEARN MORE

Like Comment Share

SUSTAINABILITY – TRAVELER RESPONSIBILITY PLEDGE

North Lake Tahoe Sponsored

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

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

Like Comment Share

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TRAVELER RESPONSIBILITY PLEDGE

TRAVEL RESPONSIBLY

Take the Pledge

North Lake Tahoe Sponsored

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

DEMOCRATIZE MINDFUL TRAVEL

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

Like Comment Share

North Lake Tahoe Sponsored

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

BECOME A STEWARD OF LAKE TAHOE

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

Like Comment Share

An aerial photograph of a lake with vibrant turquoise water. A person in a yellow kayak is visible in the upper left. The shoreline is rocky and lined with green pine trees. A semi-transparent white rectangular box is centered over the image, containing the title text.

Yiftee Holiday Campaign

YIFTEE HOLIDAY CAMPAIGN OVERVIEW

- The Display and Social campaigns are both performing well. We are seeing great initial results for traffic with CTRs for both channels performing well above industry benchmarks.
- Specific metrics and data will be reported in the next recap.



YIFTEE HOLIDAY DISPLAY CREATIVE

SEASON'S TREATINGS



n
north lake tahoe
it's human nature
SHOP LOCAL

GIVE THE GIFT THAT GIVES BACK TO THE COMMUNITY



n
north lake tahoe
it's human nature
SHOP LOCAL

NORTH LAKE TAHOE GIFT CARD



n
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it's human nature
SHOP LOCAL

SEASON'S TREATINGS



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it's human nature
SHOP LOCAL

GIVE THE GIFT THAT GIVES BACK TO THE COMMUNITY



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it's human nature
SHOP LOCAL

NORTH LAKE TAHOE GIFT CARD



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it's human nature
SHOP LOCAL

NORTH LAKE TAHOE GIFT CARD



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it's human nature

SHOP LOCAL

SEASON'S TREATINGS



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it's human nature

SHOP LOCAL

GIVE THE GIFT THAT GIVES BACK TO THE COMMUNITY




n north lake tahoe
it's human nature

SHOP LOCAL

YIFTEE HOLIDAY SOCIAL CREATIVE

North Lake Tahoe
Sponsored · 🌐

Give the gift that gives back to the community with the North Lake Tahoe Gift Card. Use it on gifts, services and more!



GOTAHOEONORTH.COM
Seasons Treatings
Shop Small for the Holidays

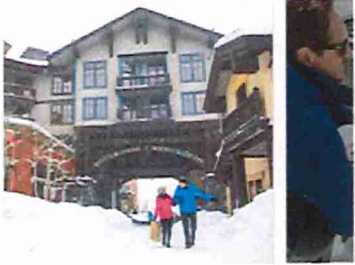
SHOP NOW

Like Comment Share

Static Ad

North Lake Tahoe
Sponsored · 🌐

This holiday, give family and friends a North Lake Tahoe gift card which can be used throughout the region on sportswear, one-of-a-kind artwork, wine, dinners, treats and more!



Make Local Spirits Bright
Support Local


SHOP NOW

Give to .
Support Local

Like Comment Share

North Lake Tahoe
Sponsored · 🌐

This holiday, give family and friends a North Lake Tahoe gift card which can be used throughout the region on sportswear, one-of-a-kind artwork, wine, dinners, treats and more!



Give to All
Support Local


SHOP NOW

Shi
Sup

Like Comment Share

North Lake Tahoe
Sponsored · 🌐

This holiday, give family and friends a North Lake Tahoe gift card which can be used throughout the region on sportswear, one-of-a-kind artwork, wine, dinners, treats and more!



Shop Small
Support Local

SHOP NOW


Noi
Gif
Sup

Like Comment Share

Slideshow/Carousel Ads

North Lake Tahoe
Sponsored · 🌐

This holiday, give family and friends a North Lake Tahoe gift card which can be used throughout the region on sportswear, one-of-a-kind artwork, wine, dinners, treats and more!



North Lake Tahoe Gift Card
Support Local

SHOP NOW

Like Comment Share

YIFTEE PRINT

n north lake tahoe

SEASON'S TREATINGS

SHOP LOCAL SUPPORT LOCAL

n north lake tahoe

Give back to the community, view a list of participating businesses and get your gift card at GoTahoeNorth.com/GiftCard

Moonshine Ink Print Ad

n north lake tahoe

WE ACCEPT

THE NORTH LAKE TAHOE GIFT CARD

SHOP LOCAL SUPPORT LOCAL

n north lake tahoe

GIVE BACK TO THE COMMUNITY, GET YOUR GIFT CARD AT GoTahoeNorth.com/GiftCard

Accepted Wherever You See This Card

Window Cling

n north lake tahoe
It's human nature

BEAUTY THAT'S WORTH PROTECTING

Become a Steward of Lake Tahoe | North Lake Tahoe's alpine blue waters and Sierra mountain peaks have drawn visitors and locals for generations. With your commitment, we can protect and preserve the natural wonders we all love for future generations to enjoy. Act, think and explore like a local. Take the Traveler Responsibility Pledge and join us in preserving our treasured spaces by leaving them better than you found them. Be sure to pack out what you pack in, remove any seed litter and drink Tahoe Tap from a reusable bottle.

SHOP LOCAL SUPPORT LOCAL

n north lake tahoe

This holiday season you can gift like a local too with our North Lake Tahoe gift card that can be used at a variety of participating North Lake Tahoe restaurants, shops and businesses. Shop local, support local and keep Lake Tahoe beautiful.

For more information visit GoTahoeNorth.com/TWDownhillGuide

Tahoe Weekly Print Ad

An aerial photograph of a lake with clear, turquoise water. In the foreground, there are large, light-colored rocks. On the right side, there are green pine trees. A semi-transparent white rectangular box is centered over the lake, containing the text "NLTRA Winter Campaign" in a bold, dark blue font.

NLTRA Winter Campaign

WINTER WOW DISPLAY CREATIVE

FIND YOUR WINTER WOW
TAKE IN THE LAKE

north lake tahoe
it's human nature

EXPLORE NOW

EXPLORE OUR WONDERLAND
REDISCOVER YOUR BACKYARD

north lake tahoe
it's human nature

EXPLORE NOW

FIND YOUR WINTER WOW

north lake tahoe

EXPLORE OUR WONDERLAND

north lake tahoe

FIND YOUR WINTER WOW
TAKE IN THE LAKE

north lake tahoe
EXPLORE NOW


EXPLORE OUR WONDERLAND
REDISCOVER YOUR BACKYARD

north lake tahoe
EXPLORE NOW

WINTER WOW SOCIAL CREATIVE

North Lake Tahoe
Sponsored · 🌐

Take a moment and soak in the majesty of North Lake Tahoe from the shoreline. Beauty like this is well worth the pause.



GOTAHOENORTH.COM
Discover Your Winter Wow
Refresh Your Senses


[LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

Single Image Ad

North Lake Tahoe
Sponsored · 🌐

Marvel at the beauty of the lake and choose from endless breathtaking activities to create your perfect Winter Wow.



A Walk Along the Shore
Take in the Beauty

[LEARN MORE](#)


A Picturesque Way To
So Much

👍 Like 💬 Comment ➦ Share

Slideshow/Carousel Ads

North Lake Tahoe
Sponsored · 🌐

Marvel at the beauty of the lake and choose from endless breathtaking activities to create your perfect Winter Wow.



A Picturesque Way to Play
So Much to Explore


[LEARN MORE](#)

S'n Mo
Fan

👍 Like 💬 Comment ➦ Share

North Lake Tahoe
Sponsored · 🌐

Marvel at the beauty of the lake and choose from endless breathtaking activities to create your perfect Winter Wow.



S'mores and More
Family Time Fun

[LEARN MORE](#)

👍 Like 💬 Comment ➦ Share



THANK YOU!



MEMORANDUM

Date: November 17, 2021
TO: NLTRA In-Market Tourism Development Committee
FROM: Amber Burke, Director of Marketing
RE: 2022 In-Market Tourism Development Committee Meeting Schedule

Action Requested:

Review of the 2022 In-Market Tourism Development Meeting Schedule.

Information:

The In-Market Tourism Development Committee meets 5x/year. Below is the proposed 2022 meeting schedule.

2022 Proposed Meeting Schedule

- January 25th | 1pm – 2pm
- March 29th | 1pm – 2pm
- May 24th | 1pm – 2pm
- September 27th | 1pm – 2pm
- November 29th | 1pm – 2pm

The BACC meeting schedule will be supplied at the next BACC meeting.