

### **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/81683717330?pwd=TGhXV0FkdIRRWmFoNDN2Y0JGRVoxUT09>

Meeting ID: 816 8371 7330

Passcode: 524505

Dial by your location

+1 669 900 9128 US (San Jose)

Passcode: 524505

### **AGENDA**

- 2:00 p.m.**
1. Call to Order – Establish Quorum
  2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
- 2:05 p.m.**
3. **Agenda Amendments and Approval**
- 2:05 p.m.**
4. **Approval of Tourism Development Meeting Minutes from Oct 26, 2021** **Page 1**
- 2:10 p.m.**
5. **Committee Recommendation of Pool B Renewals** **Page 5**
- 2:20 p.m.**
6. **Approval of the 2022 Tourism Development Committee Meeting Schedule** **Page 6**
- 2:30 p.m.**
7. **Event Sponsorship Action Items:**
    - a) **Review and Approval of WinterWonderGrass 2022 Sponsorship** **Page 7**
    - b) **Review and Approval of Lacrosse Tournament 2022 Sponsorship** **Page 23**

- 3:30 p.m.** 8. 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
9. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report
- 3:30 p.m.** 10. Committee Member Comments
- 4:45 p.m.** 11. Adjournment

*This meeting is wheelchair accessible*

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

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# north lake tahoe

Chamber | CVB | Resort Association

## Tourism Development Meeting *Draft - Meeting Minutes – Tuesday October 26, 2021*

The Tourism Development Meeting was held via Zoom video conferencing.

**Committee Members that joined via teleconference:** Brett Williams, Christine Horvath, Tyler Gaffaney, Vinton Hawkins, Wendy Hummer, Carlyne Fajkos, Becky Moore, Brit Creeze

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

**Others in attendance:** Lindsay Moore, Claire Marcus, Yulianna Cisneros, Cathy Nanadiego, Cherie Bortnick, Patrick Lacey, Brendan Madigan

1. Meeting called to order at 2:04pm and a quorum was established.
2. Public Comment: None
3. **Agenda Amendments and Approval**  
**Motion to approve the agenda M/S/C WILLIAMS/HUMMER/UNANIMOUS**
4. **Approval of meeting minutes from Sept 28, 2021**  
**Motion to approve the meeting minutes from Sep 28, 2021 M/S/C GAFFANEY/CREEZE/Carried with Fajkos abstaining)**
5. Spartan 2022 Event Sponsorship – Cherie Bortnick  
Biggers gave a quick overview of the event budget. The event budget is \$565,000 and \$180,000 has been committed leaving a total of \$367,500 to be spent.

Cherie presented the two different opportunities for sponsorship, 2022 Spartan North American Championships or Spartan Ultra World Championships both slated to take place at Palisades Tahoe September 17 & 18 or September 24 & 25, 2022. The NLTRA is being asked to sponsor the event and the exact amount of sponsorship is dependent on which type of race and the number of participants. Spartan has proposed a sliding scale. MOU for the event will be brought forward in December or January to the NLTRA Board of Directors.

Both events were presented to the Tourism Development Committee last month. A brief overview of the two events.

- Ultra-World Championships is 24 hours of competition, 6–10-mile loops, previous destinations include Sweden, Iceland and Telluride. Media exposure: Highest viewership of all events, 20,000,000 media impressions, 20,000,000 social impression, 200,000 likes and 6,000+ comments. This is a 4-day event. This event has an estimated 650 racers with 1,400 pit crew/spectators. Average 3.5 nights, Average 3 people per party with an estimated 2,032 room nights. The Beast (21K) has 5,700 racers and 2,000 spectators. 2 nights is average length of stay with 2.3 average party size. 4,687 room nights. Total estimated room nights 6,719.
- North American Championships is the final race of the 2022 North American Series where the top athletes from Mexico, U.S. and Canada battle it out to be crowned the NAC. This would include an Ultra race (30 mile), Beast race (21K) and a Kid's race. It's Media exposure: 8,400,000 media impressions, 2,000,000 social impressions, 800,000 likes and 4,000+ comments. This is a 3-day event. Spartan anticipates 5,700 for the Beast race with 2,000 spectators. 2 nights is average length of stay estimated 6,687 room nights.

The Super/Ultra has 3,000 racers with 300 spectators. 1.7 average length of stay and 1,020 estimated room nights. Total estimated room nights are 5,707.

Registration number comparison has registration for the North American is 11,000 compared to 6,650 with the Ultra World Championships but the Ultra has a longer average length of stay.

Requested Rights Fee being proposed included a \$125,000 fee to host a Spartan Race the Weekend of September 24, 2022. Remaining rights fee to be based on a sliding scale based on attendance and media performance. North American Championships: Up to \$40,000 and Ultra World Championships: Up to \$80,000.

#### 6. Tough Mudder 2022 Event Presentation

NLTRA has supported the Tough Mudder Race at Northstar from 2015-2018. Three of those years the event was sponsored at a \$50,000 level. In 2020 Tough Mudder was acquired by Spartan and is now under their operations. 2022 Tough Mudder Sponsorship ask is \$40,000 – 50,000 and the event will be taking place at Northstar June 19-19, 2022.

Cherie gave a brief overview of the Tough Mudder. It includes a 10 mile, 10K, 5K and a Kid's race. Tough Mudder is not a timed event, and the obstacles are much bigger than a Spartan race. Tough Mudder anticipates 8,000 racers and 2,500 spectators in attendance. (40% local & 60% visitors). Average length of stay is 2 nights and average spend in market is \$375 pp. Total Estimated Room nights is 5,040.

#### Comments:

- Burke questioned the registration numbers being quite higher than the last Tough Mudder race in Northstar. Bortnick stated they are limiting the number of races this year.
- Hummer asked how many races Tough Mudder had this year and if they had 8,000 participants. Bortnick stated that it has strong presence in the East Coast market up to 12,000 participants but lower attendance in the markets that are not ready to attend events yet.

#### 7. Broken Arrow 2022 Event Presentation

NLTRA has been a sponsor of The Broken Arrow Skyrace since it's inception six years ago. The race is part of the World Mountain Running Series and the Salomon North American Golden Trail Series. The race was canceled in 2020 due to Covid. This is a 3-day event with 5 distances and draws participation globally. New this year was livestreaming this event to Strava. The sponsorship request is between \$50-60K. 2,200 registrations versus 1,427 in 2019. 42 US States represented and 25 countries. Madigan shared the survey results that went out to participants along with the livestream results. This livestream had 112,300 impressions with 3,400-hour watch time on race weekend only. Golden Trail Series will livestream the races in 2022 along with Strava who has an additional 53.4 subscribers.

#### Comments:

- Burke questioned the capacity for registration and additional room for growth. Madigan stated they don't have a number for capacity. When it comes to growth there are two other partners, Palisades Tahoe and US Forest Service. If Broken Arrow Sky Race had access to one mile of the PCT trail it would allow for more mileage of trails with the possibility of adding a longer race.
- Horvath shared she was watching the event and it was extremely diverse and that the event accomplished what it set out to do.
- Hummer questioned if one person does 3 events, does it count as 1 or 3 in the participation numbers, and Madigan stated it is counted as 1.
- Williams questioned what the obstacles are with the US Forest Service? Madigan shared the US Forest Service is a great partner, but they are understaffed, and they are not great at communicating. The hurdle to growth is accessing the PCT trail.

Madigan emphasized that he is a local event producer and has always designed the race to be about the community.

#### 8. Homewood Pride Ride 2022 Event Presentation

Biggers gave a quick overview of past funding. This is generally an event that is sponsored out of Partnership Funding bucket. Last year they received \$5,000 from Opportunistic Funds and \$8,000 from Partnership Funding. This year they are requesting \$6,000 from the Partnership Funding and \$10,000 from the Opportunistic Funds.

Lacey with Homewood gave a brief overview of the event. The event takes place at Homewood on March 24-27, 2022 and they host a lot of activities including a live DJ Dance party, Slalom Drag Race, Ski Parades down Rainbow Ridge, VIP Cocktail Reception and dinner at the West Shore Café. Their goal for hosting Pride Ride is to create a

unique annual event within the Tahoe area. "Gay Ski Weekend" is seen around the country in other resort towns, and they hope to grow this event and create a bigger draw.

Lacey stated the plans last year was to hire an event promoter for the 20/21 Pride Ride but with time constraints and Covid they hired Ideal Wild instead. Homewood sold 182 tickets for this event with a total of 590 in attendance. Lacey shared all the different packages they will create for this event.

The request of \$10,000 to be used for Operational Funding will be used for hiring an event promoter to help get other local businesses involved and creating a larger event schedule.

Comments:

- Hummer questioned the 50 room nights and the amount of people being 400. Is Homewood planning on 300 of the attendees being local? Lacey will speak to his supervisors and get more information on the numbers.
- Are there opportunities to expand on the lodging packages beyond West Shore? Lacey stated he would be happy to expand to other lodging partners.
- Hummer questioned if the money Homewood received last year to hire the event promoter was given back to NLTRA since they didn't hire one? Lacey stated due to time constraints they hired Ideal Wild instead.
- Burke questioned the \$10,000 and asked if there is a budget he could share? He will get back to the committee on the event budget.
- Hummer questioned if Homewood have reached out to event promoters to find out their cost and does part of the \$10,000 help them with some of their marketing efforts? He doesn't know specific cost and will get back to the committee.

**Action to Homewood Staff: 1) What are the anticipated room nights generated anticipating 400/attendees. 2) Share Operational Budget for this event 3) Does part of the \$10,000 for Operations cover any marketing efforts for the event promoter?**

9. The committee members requested seeing the annual event budget spreadsheet. Burke shared the 2020.2021 event budget showing committed funds of \$180,000 and \$367,500 remaining. A detailed event budget was shared with the committee members.

a) Review and Approval of Spartan 2022 Event Sponsorship

The committee members decided to break it into two separate motions for the two separate events: Ultra World Championship or the North American Championships. It was agreed that NLTRA, Burke and Biggers negotiate the sliding scale for attendance and media results along with the base amount but to have both events capped. An agreement has not been reached between Palisades Tahoe and Spartan on what type of event they would like to host.

Horvath did not vote on any of the events as she had to leave the meeting.

**Motion to move forward and support the Ultra World Championships with a capped amount of \$175,000 with NLTRA negotiating the base rate and sliding scale for attendance and media value FAJKOS/MOORE/UNANIMOUS**

**Motion to move forward to support the North American Championships with a capped amount of \$125,000 base rate and capped at \$150,000 with NLTRA negotiating the sliding scale for attendance and media value and with Spartan ensuring registrations are completed with accuracy. HUMMER/MOORE/UNANIMOUS**

b) Review and Approval of Tough Mudder 2022 Event Presentation

The committee members did agree to fund this event on a sliding scale according to attendance. There were questions on this race and past events had really declining numbers.

**Motion to move forward to support the Tough Mudder with a base amount of \$35,000 and an additional amount of \$5,000 to be negotiated by the NLTRA on a sliding scale for attendance and media value. MOORE/GAFFANEY/UNANIMOUS**

- c) Broken Arrow 2022 Event Presentation  
 The committee members felt strongly about supporting this event as Broken Arrow Sky Race always deliver on their promises and continue to produce top quality races that are constantly evolving. It was recommended that NLTRA reach out to US Forest Service to help him with some of the obstacles he has been faced with. It was also recommended that this event be capped with a total amount.  
**Motion to approve the Broken Arrow Sky Sponsorship with \$40,000 with an additional \$5,000 on a sliding scale to be negotiated by NLTRA. MOORE/HAWKINS/UNANIMOUS**
- d) Homewood Pride Ride 2022 Event Presentation  
 The committee member was in agreeance that Homewood need to come back with additional information on the event listed above under item 8. There were questions on cost of event producer and event operational budget.  
**Motion to move this item to the November meeting so that Homewood can present what the cost of the event promoter is and what it entails. HUMMER/CREEZE/UNANIMOUS**
10. Winter Consumer Media Plan  
 The committee decided a quick 5-minute highlight was ok as the meeting ran 30 minutes overtime. Burke stated this media plan was approved by the Marketing Cooperative members last week. Winter target markets include Los Angeles, San Diego and National Fly Markets. There is a focus on longer length of stay and midweek with a higher household income. Sustainability messaging with TV in Sacramento and San Francisco. Nanadiego shared the creative approach on the sustainability campaign and the Winter Wow. Moore stated since this item was rushed to please reach out to her with any questions.
11. NLTRA CEO and TBID Update  
 Burke stated there is a selection committee formed that is still collecting resumes for the CEO position. Interviews has not been scheduled yet. TBID dollars are being collected and more information on numbers will be shared as they come in from Placer County.
12. Departmental Reports these reports can be viewed on our [website](#).
13. Standing Reports- these reports can be viewed on our [website](#).
14. Committee Member Comments  
 The Tahoe Film Festival is beginning of December and Palisades Tahoe is opening this Friday.
15. Adjournment – The meeting adjourned at 4:28pm.

Minutes submitted by,  
 Anna Atwood  
 NLTRA



## MEMORANDUM

Date: November 17, 2021  
TO: NLTRA Tourism Development Committee  
FROM: Amber Burke, Director of Marketing  
RE: Tourism Development Committee Open Seats

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### Action Requested:

Recommendation to the NLTRA Board of Directors to renew Tourism Development Pool B members for an additional term through 2024.

### Information:

Three seats in the Tourism Development Committee member pool B are set to expire in December 2021. The following committee members make up Pool B:

- o Becky Moore – Granite Peak/Squaw Valley Lodge (Sales, Marketing)
- o Wendy Hummer – EXL Media (Marketing)
- o Tyler Gaffaney – Biltmore (Marketing, Sales)

Two of the three members have expressed an interest in remaining as committee members for another 3-year term (2022 – 2024). Those members are Becky Moore and Wendy Hummer. Both have consistently attended and contributed to the Tourism Development Committee meetings and staff recommends they all be approved to continue.

Tyler Gaffaney has opted to drop off the committee at the end of his term. He was recently elected to the IVCBVB board of directors, so he'll still be involved in regional efforts but from a different seat.

That leaves one seat open in Pool B. Staff was unable to get a call for applicants to fill that seat in time so it's proposed that we'll accept applications in December/January and will then bring those to the TDC for consideration at the January 2022 meeting. Due to Susan Whitman's departure, we have an additional seat open in Pool A that we can fill at that same time.



## MEMORANDUM

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

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### Action Requested:

Review and approval of the 2022 Tourism Development Meeting Schedule.

### Information:

The Tourism Development Committee meets 10x/year on the last Tuesday of the month. Below is a proposed meeting schedule for the 2022 calendar year.

One change staff is proposing, is to go dark in June and December instead of July and December. The June meeting is the week before the Fourth of July holiday weekend which is a busy preparation time for regional partners and additionally, to align with the NLTMC committee and the IVCBVB board meetings, having a meeting in July would be beneficial.

### 2022 Proposed Meeting Schedule

- January 25<sup>th</sup> | 1pm – 4pm, first hour in conjunction with the In-Market TDC committee
- February 22<sup>nd</sup> | 2pm – 4pm
- March 29<sup>th</sup> | 1pm – 4pm, first hour in conjunction with the In-Market TDC committee
- April 26<sup>th</sup> | 2pm – 4pm
- May 24<sup>th</sup> | 1pm – 4pm, first hour in conjunction with the In-Market TDC committee
- June 28<sup>th</sup> | Dark, no meeting
- July 26<sup>th</sup> | 2pm – 4pm
- August 30<sup>th</sup> | 2pm – 4pm
- September 27<sup>th</sup> | 1pm – 3pm, first hour in conjunction with the In-Market TDC committee
- October 25<sup>th</sup> | 2pm – 4pm
- November 29<sup>th</sup> | 1pm – 3pm, first hour in conjunction with the In-Market TDC committee
- December 27<sup>th</sup> | Dark, no meeting



## MEMORANDUM

Date: November 23, 2021  
TO: NLTRA Tourism Development Committee  
FROM: Katie Biggers, NLTRA Sr. Event Specialist  
RE: 2022 WinterWonderGrass Palisades Tahoe Sponsorship Contract

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### **Action Requested:**

Review and discussion of an agreement with WonderGrass California to sponsor the 2022 WinterWonderGrass Palisades Music & Beer Festival taking place in Olympic Valley, April 1-3, 2022.

### **Background:**

- WinterWonderGrass Tahoe helps fulfill the NLT commitment to have a diversified event portfolio as it contributes to the region both culturally and in the food and beverage category.
- WWG expanded their festivals in 2019 and added one in Stratton, Vermont which will return in 2023.
- Festivals are now in CO, CA, and VT all taking place at resorts within the Alterra collection.
- They have a great kids' zone with face painting, hula hooping, activities and more.
- Kids 12 and under are free
- Environmentally conscious event – work with Waste Free Earth who specializes in onsite sustainability coordination and consulting strategies.
- Special ski offers for WWG ticket holders.

The event sold 4500 tickets in 2019 and the majority were 2/3-day tickets. The event drew 65% first time attendees, so the event continues to reach a new audience and drive new visitors to North Lake Tahoe. The producers of the event are in a multi-year agreement with Squaw Valley for 2022-2024.

5000 tickets have been sold, and 450 of those are VIPs. Scotty has approached us for a larger sponsorship of \$50k due to increased costs. He will be offering additional benefits with the larger sponsorship (attached).

### **Fiscal Impact:**

Up to \$50k

# WinterWonderGrassPalisades

## Deliverables/Contract Summary

### Duration & Timing

- 1-Year Contract (April 2022 Event)
- Event Date: April 1-3, 2022
- Location: Olympic Valley

### Cash Sponsorship

- Up to \$50,000 with the sponsorship due no later than January 20, 2022.

### Key Sponsorship Terms

NLTRA to receive:

- Inclusion of Sponsor's name and logo on the website home page as a presenting partner, in a position based on partnership equity.
- Producer will include regional information on event website and in participant communications, promoting additional activities in the region to encourage longer regional stays.
- Sponsor information included in a minimum of two (2) WWG consumer emails prior to the event. (Ideas: Sustainability Pledge push, Micro Transit, NLT Gift Card)
- ALL Content will be created collaboratively and approved by both parties.
- Two (2) destination specific posts via WGC social media channels. Sponsor will provide content, and will be approved by both parties.
- Two (2) destination specific Instagram stories leading up to the event. Sponsor will provide content, and will be approved by both parties.
- Sponsor shall be included in daily PA announcements from the main stage during the Event.
- Sponsor specific questions will be included in post-event survey to attendees, and WGC will provide response data to Sponsor.
- Sponsor is granted ability to use the official WGC trademarks and logos in promotions, marketing material, website and the like.
- Sponsor is granted full rights usage to at least 15 WGC images.
- Inclusion of Sponsor's name and logo on limited-edition commemorative, eco-friendly beer mug for the Event.
- Logo inclusion in any promotional or recap videos
- Sponsor shall receive (10) VIP 3-day tickets, (15) Friday GA, (15) Saturday GA, and (15) Sunday GA (total ticket value = \$7000)

NEW

- WWG CA Will support late night events during the concert in Tahoe City
- WWG CA will offer 6 late night passes to each late night
- WWG will offer 2 seats on each tram jam to be used by staff or for contest, promotional value

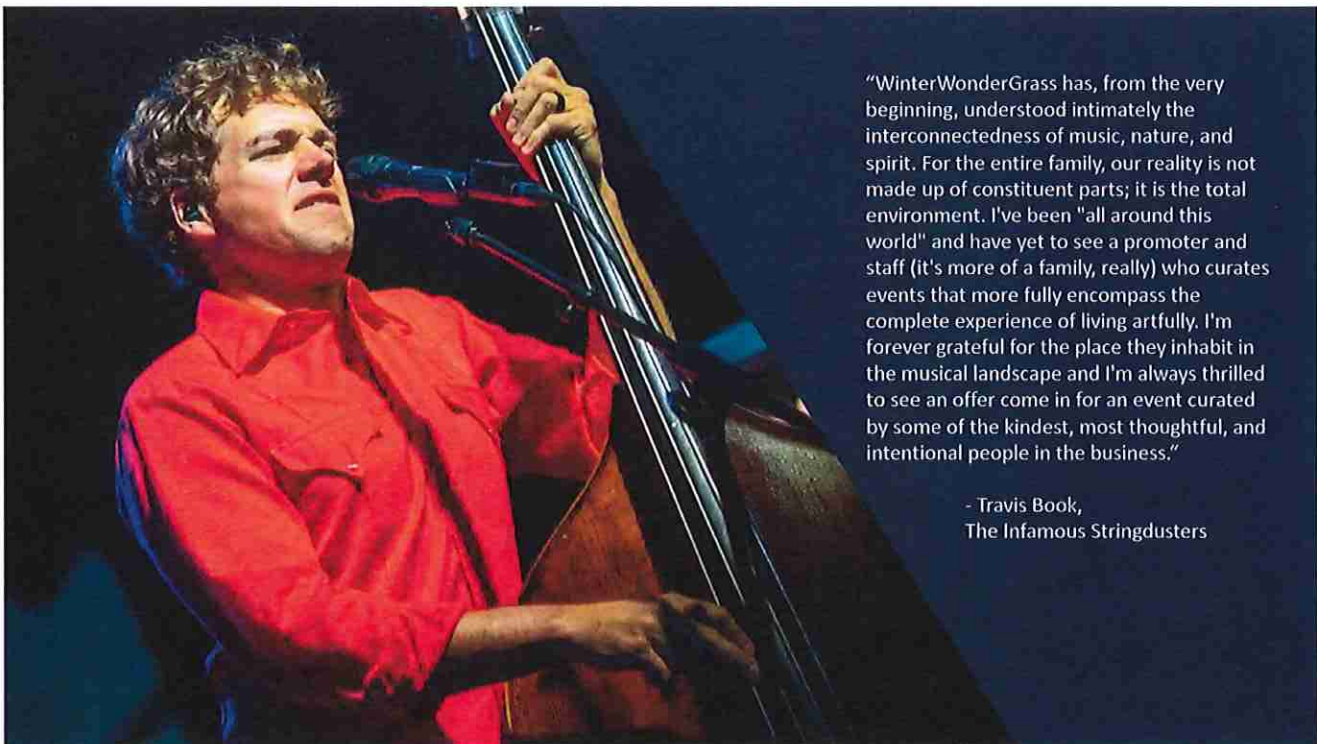
- WWG CA will be sure to tag @tahoenorth for more region exposure in all Social posts
- WWG will promote North Lake Tahoe micro transit heavily on their channels
- Instagram Live Opportunity on Tram Jam

NLTRA to provide:

- o Sponsor shall contribute in cash support for the Event (with a certain amount earmarked towards Transportation, and a certain amount earmarked towards sustainability), with the sponsorship due no later than January 20, 2022.
- o Public relations, content, marketing and social media assistance to promote the event to the North Lake Tahoe audience.
- o Ten street banners to be hung in Tahoe City two weeks prior to event through event conclusion. Event producers will produce the banners; sponsor will pay for banner space.

# WINTERWONDERGRASS TAHOE

2022 Lodging Partner Opportunities  
Palisades Tahoe | April 1-3, 2022



"WinterWonderGrass has, from the very beginning, understood intimately the interconnectedness of music, nature, and spirit. For the entire family, our reality is not made up of constituent parts; it is the total environment. I've been "all around this world" and have yet to see a promoter and staff (it's more of a family, really) who curates events that more fully encompass the complete experience of living artfully. I'm forever grateful for the place they inhabit in the musical landscape and I'm always thrilled to see an offer come in for an event curated by some of the kindest, most thoughtful, and intentional people in the business."

- Travis Book,  
The Infamous Stringdusters

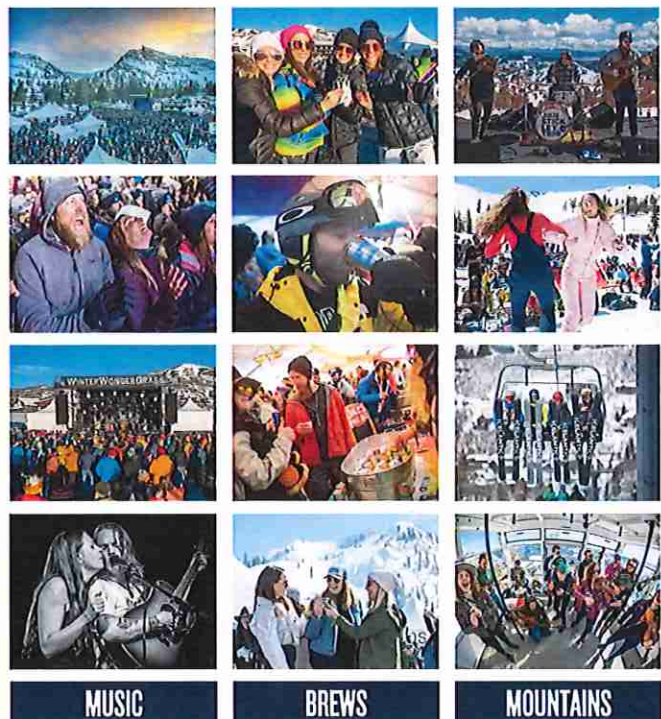
“WWG is coming back in full force following two cancelled years. The challenges of shutting down what became a very iconic event were nearly insurmountable, but we prevailed. By reorganizing and making the move into early April, we hope to provide incremental visitor business to the area for many years to come. We kindly ask for your support to help us, as independent producers, to continue to bring the magic of WinterWonderGrass to Tahoe for many years to come.”

- Scotty Stoughton,  
Founder WinterWonderGrass



WinterWonderGrass was founded in 2013, in Eagle, CO by Scott Stoughton, while seeking the perfect marriage of music, winter sports, craft beer, fresh eats and family. With roots in Colorado, California and Vermont, the event has established itself as a leader in winter lifestyle, where the quality of experience outweighs the notion of quantity.

WinterWonderGrass is an intimate gathering, where inspiration, connection and sustainability sit at its core. Since its inception, the festival continues to cultivate the relationship between nature, roots music and community. It has established itself as a vehicle for inspiration, a place where open hearts and minds—along with a dissolved illusion of separation—creates a true, authentic platform for artists, vendors, attendees and the planet to connect as one.



MUSIC

BREWS

MOUNTAINS

**MUSIC**  
At the core of the WinterWonderGrass experience is music; the best in bluegrass, folk and Americana.

**OUTDOORS**  
Our home is in the outdoors, within the arms of Mother Earth; where we ski, where we paddle, where we are nurtured.

**BREWS**  
We strive and thrive upon relationships with the local craft beer scene, giving our fans a taste of the finest brews.

**SUSTAINABILITY**  
We always strive to keep our environmental impact to a minimum. We know it's not perfect, but it's a step in the right direction!

**COMMUNITY**  
Our love of community is deep; where we have contributed +\$100K to nonprofit partners over the years.



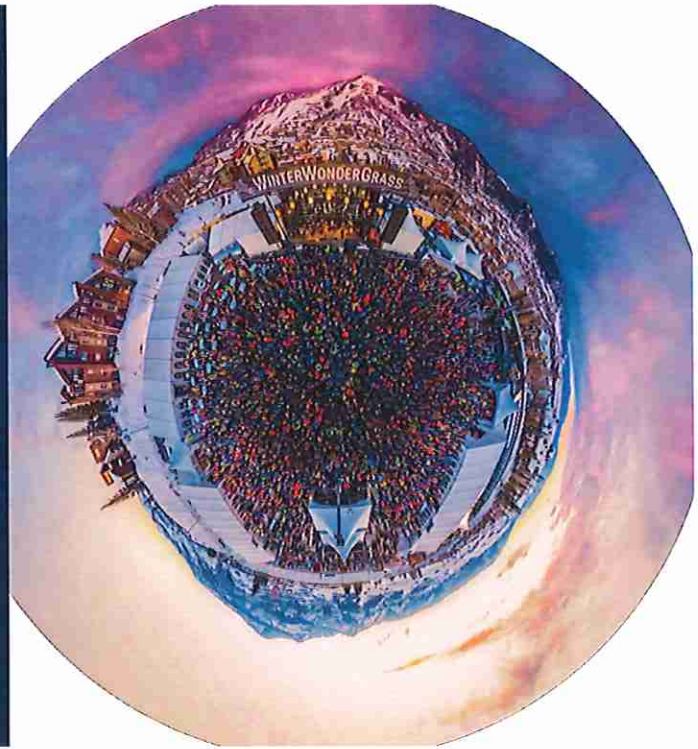
**WWG SOCIAL MEDIA & REACH**

**FACEBOOK:** 48K Followers  
**INSTAGRAM:** 22.5K Followers  
**WEBSITE:** 352K users, 581K sessions  
**EMAIL:** 41.9K subscribers, 20% opens, 2.7% clicks  
**WWG TV:** 14.2K views (YouTube), 168K views (Facebook)

## THE WORLD OF WINTERWONDERGRASS\*

- 82% likely to return
- 835 Room nights booked annually
- 46% new to file customers year over year
- 74.25 net promoter score
- 80% would not have visited if not for the festival
- 85% stayed in paid lodging with 65% staying +3 nights
- 50 states and 9 countries represented
- 75% of festival attendees skied (43% on an Ikon Pass)
- 80% skied 2+ days

\*based on 2019-2020 data



## MARKETING

Social Media: Tahoe (March 28 – 31, 2019)

### FACEBOOK

# of Posts: 16  
Total Reach: 62.4K  
Avg Reach/post: 3.9K  
Avg post clicks: 524  
Avg Reactions, Comments, Shares: 209

### IG STORIES

# of Stories: 103  
Total Impressions: 121,754  
Avg Impressions/story: 1,182

### IG POSTS

Number of Posts: 26  
Total Impressions: 144,906  
Avg Reach: 5,573  
Total Engagements (likes, comments, sends, saves): 8,627

# MARKETING

Paid Social: Recap and ROI (All 3 resorts, 2018-2019)



# STATISTICS





# STATISTICS



**3**  
Nights  
Average Stay



**50/50**  
Female Male  
Ratio



**42%**  
25-34  
23% 25-44  
15% 45-54  
12% 55-64  
3% over 65



**12%**  
With Children



**TOP  
MARKETS**  
SF / DENVER  
RENO / OAKLAND  
SAN JOSE / LA



## 2019 WinterWonderGrass

*March 29 – 31, 2019*

*Location: Squaw Valley*

*Funded: \$15,000*

Attendance: 4,500

Avg. Economic Impact: \$795,262

Economic Impact ROI: 53:1

Media Exposure: National

### Results:

Overall the event was very successful in 2019. A new addition to the event was shuttle transportation from Truckee to Squaw Valley and Tahoe City to Squaw Valley which WWG coordinated and paid for. The evening shuttles were full and proved to be successful. It aligns with WWG's green initiatives along with regional efforts to minimize traffic and also offered safe options for guest who had been drinking at the event. Through our contract with The Abbi Agency, we were able to promote WinterWonderGrass through North Lake Tahoe's PR, social and content channels with a primary goal of driving ticket sales, showcasing the vertical of arts and culture (year-round), and bringing attention to North Lake Tahoe's natural backdrop. We hosted three journalists on-site at the event and secured 22 media placements including coverage on NBC Los Angeles, NBC Bay Area, NBC San Diego, 7x7 Magazine and Connect Meetings. We also did a Tahoe Treasure around WinterWonderGrass to promote the winter Arts & Culture scene.

**Overall notes:**

- 618 total responses this year
- Had 456 last year
- Charts on the left are for this year – with comparisons from last year on the right

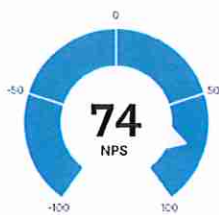
# 2019 WinterWonderGrass - Squaw

Tuesday, April 23, 2019

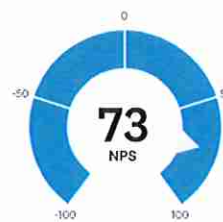
618 Total Responses

## Q2: How likely is it that you would recommend the WinterWonderGrass festival to a friend or colleague?

Answered: 606 Skipped: 12



• No change in NPS YOY

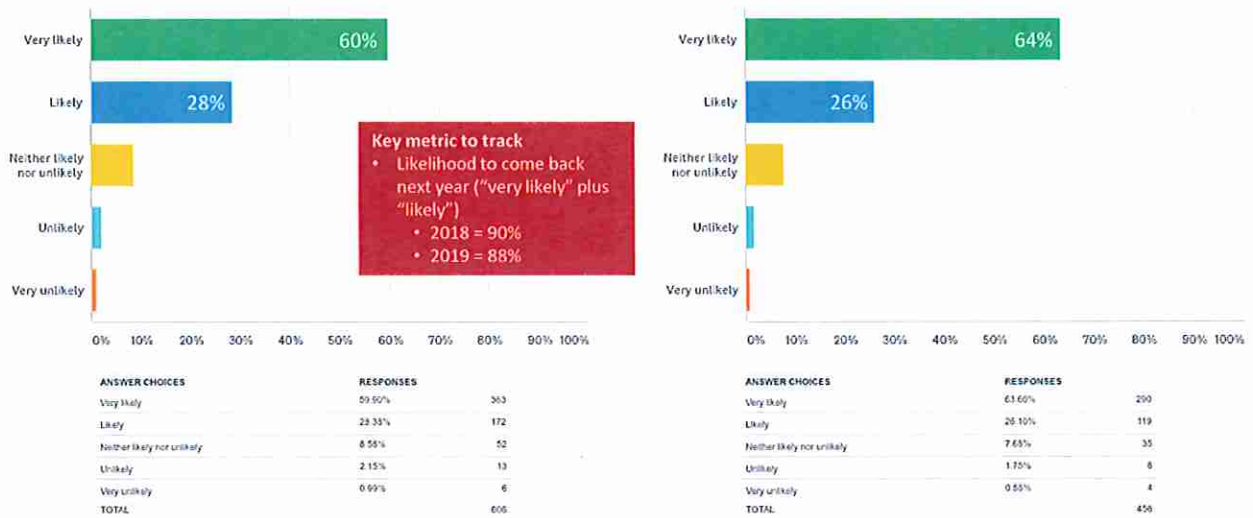


DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
4% 22	19% 115	77% 469	74

DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
5% 22	17% 77	78% 357	73

## Q9: How likely are you to return for WinterWonderGrass in Tahoe in 2020?

Answered: 606 Skipped: 12

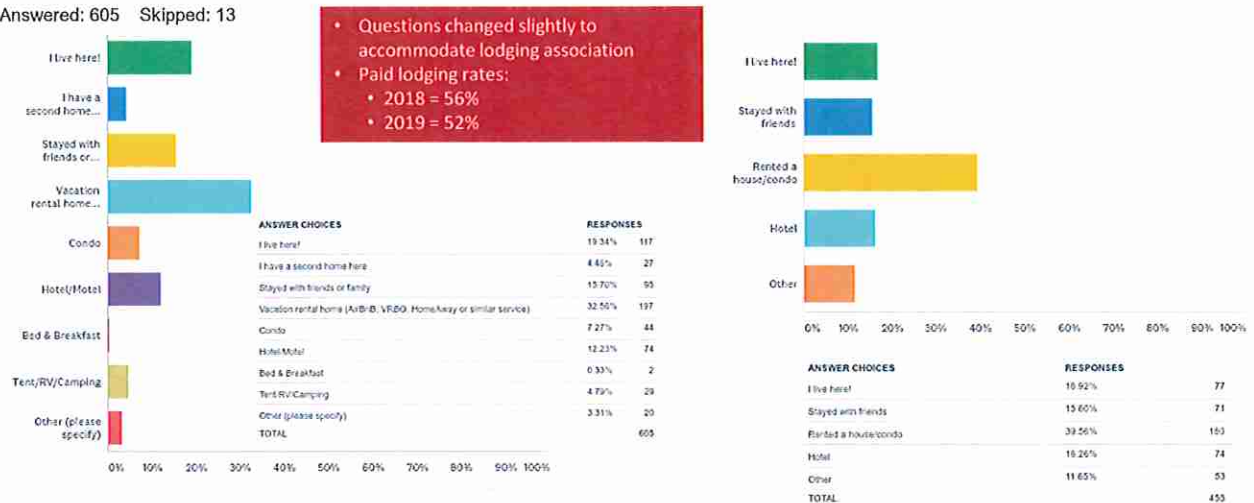


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3

## Q15: What best describes your lodging for the festival weekend?

Answered: 605 Skipped: 13

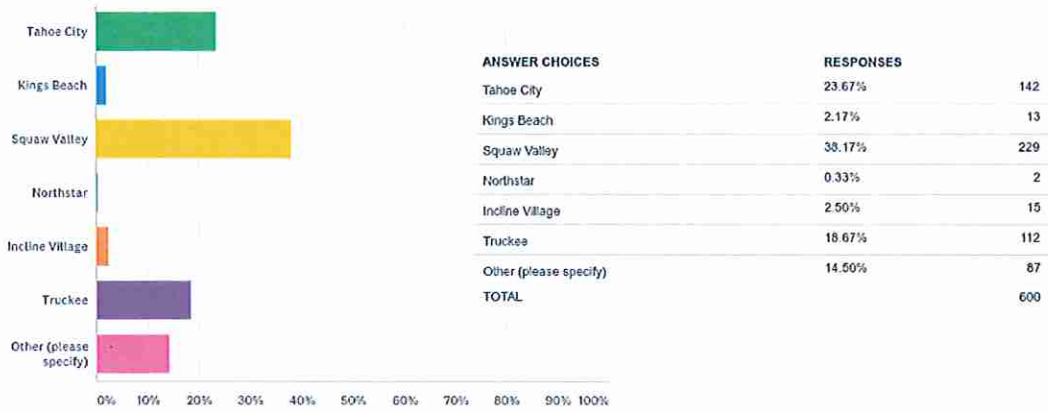


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## Q16: Where was your lodging located?

Answered: 600 Skipped: 18



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5

## Q17: How many nights did you stay?

Answered: 599 Skipped: 19

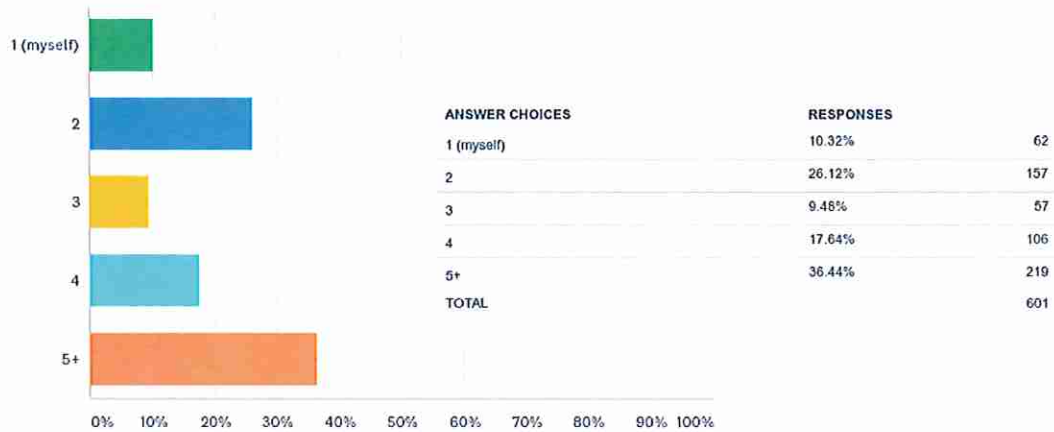


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## Q18: How many people were in your immediate travel party?

Answered: 601 Skipped: 17

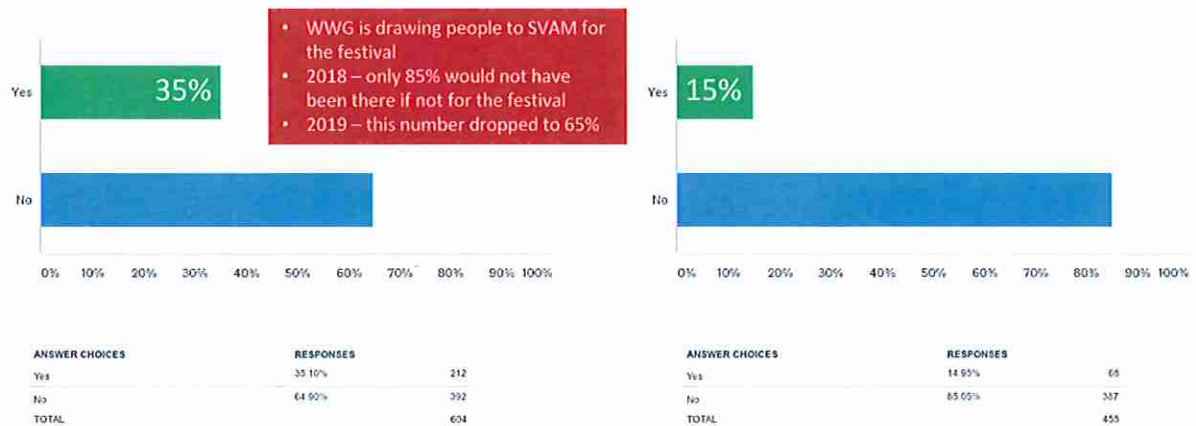


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## Q21: If not for the WinterWonderGrass, would you have been in Tahoe the weekend of the festival?

Answered: 604 Skipped: 14

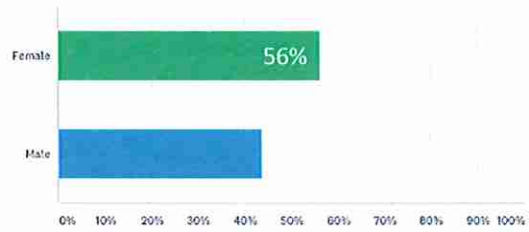
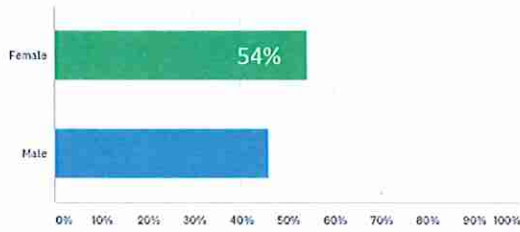


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## Q51: What is your gender?

Answered: 595 Skipped: 23



ANSWER CHOICES	RESPONSES	COUNT
Female	54.29%	323
Male	45.71%	272
TOTAL		595

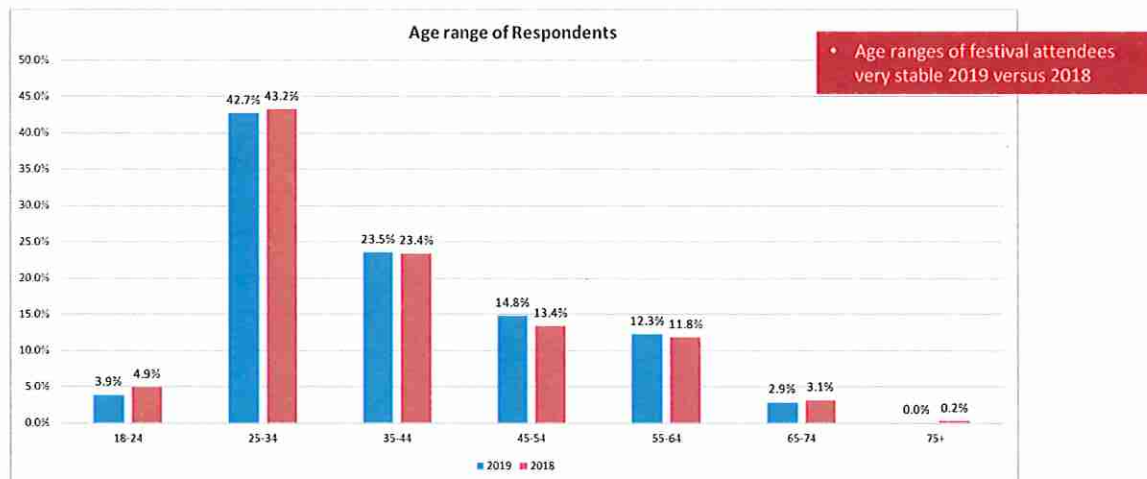
ANSWER CHOICES	RESPONSES	COUNT
Female	56.35%	253
Male	43.65%	196
TOTAL		449

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9

## Q52: What is your age?

Answered: 595 Skipped: 23

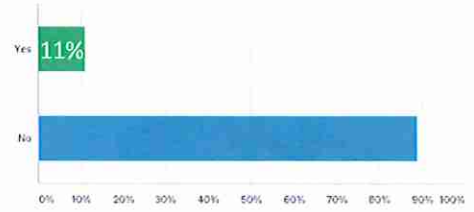
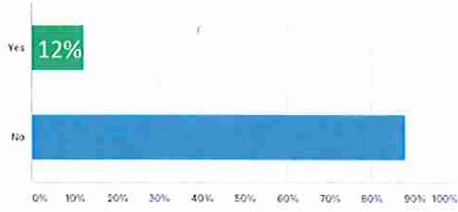


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### Q53: Were there children under the age of 13 in your festival party?

Answered: 594 Skipped: 24







north lake tahoe

Chamber | CVB | Resort Association

## MEMORANDUM

Date: November 23, 2021  
TO: NLTRA Tourism Development Committee  
FROM: Katie Biggers, NLTRA Sr. Event Specialist  
RE: 2022 Summit Lacrosse Classic

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### Action Requested:

Review and possible approval of an agreement with ADVNC Lacrosse and Summit Lacrosse Ventures to sponsor the 2022 Lake Tahoe Summit Classic Lacrosse Tournament taking place in North Lake Tahoe and Truckee, June 18-19, 2022 with a \$8,000 sponsorship.

### Background:

The NLTRA has sponsored the Lake Tahoe Summit Lacrosse Tournament since its inception in 2014. The event has consistently drawn large numbers of out of town guests to the North Lake Tahoe region and is becoming a staple in the North Lake Tahoe event calendar. The event has seen teams consistently returning year over year to attend the event. Teams attend from all over CA, including San Francisco Bay Area, Napa Valley, Sacramento and Los Angeles, and also OR, ID, TX and CO.

- Tourism Development Committee wanted us to pitch the idea of an awards ceremony at a facility on the lake (NTEC) to get one more night of lodging at the end.
- Explore how we can better facilitate welcoming messaging at businesses (and airport) – solicit deals from businesses in advance to distribute to players/teams
- Look into welcome banners in Tahoe City and Kings Beach

### Fiscal Impact:

\$8,000

Staff allocated a \$8,000 cash sponsorship in the 21.22 Special Event Budget.



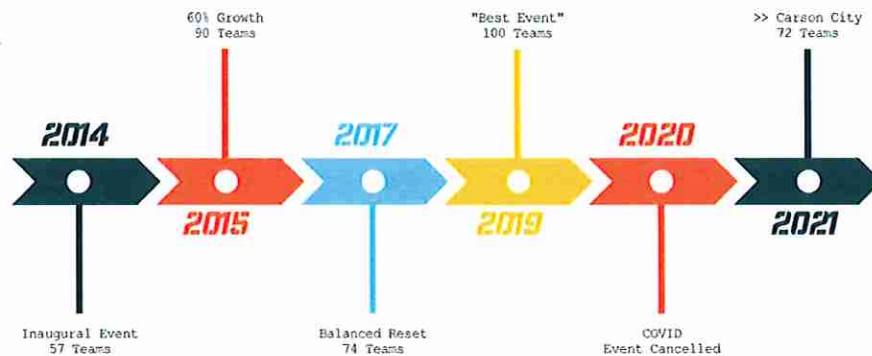
## WE ARE ADVNC + SUMMIT

ADVNC Lacrosse, headquartered in San Francisco, was established in 2011 and is the west coast's premier youth lacrosse club. Summit Lacrosse Ventures, established in 1990, is a leader in nationwide lacrosse destination events, to include one of the world's most prestigious events, the 32-year-old Lake Placid Summit Classic. The lacrosse demographic's travel orientation and financial means make it a prime target for repeated destination visitation and recreation.

## NORTH LAKE TAHOE

Truckee Incline  
 Olympic History Tahoe City Regional Access  
 Biking Kayaking  
 Paddling Hiking  
 Dining

## LTSC OVER THE YEARS



## LOOKING AHEAD TO 2022

98 Teams  
 1,765 Players  
 5,924 Total Participants  
 2.5 Days Avg. Stay Duration

\$2.1MM Est. Direct Economic Impact

