

## NLTRA Mission

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

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**Committee Members:**      **Chair:** **Caroline Ross**, Squaw Valley Business Association

**Stephen Lamb**, PlumpJack Inn | **Kylee Bigelow**, 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 | **Julie Malkin-**

**Manning**, Incline Village 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:** **Carlynn Fajkos**, Tahome Marketing | **Vice Chair:** **Becky Moore**, **Granite Peak Management**

**Brit Crezee**, Sotheby's International Realty | **Christine Horvath**, Palisades Tahoe

**Kressa Olguin**, Hyatt Regency | **Melissa Burin**, The Ritz-Carlton, Lake Tahoe,

**Ray Villaman**, Tahoe Restaurant Group | **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

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## AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/89829338624?pwd=dE1oZUEra0RXenFmbHRKTWJyaEw2dz09>

Meeting ID: 898 2933 8624

Passcode: 645800

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**
- 5. Approval of In-Market Tourism Development meeting minutes from Nov 23, 2021** **Page 4**

- 1:10 p.m.      6. Election of Committee Chair/Vice Chair for 2022
- 1:20 p.m.      7. Update on Partnership Funding and Reallocation of Open Funds - Katie Biggers **Page 6**
- 1:35 p.m.      8. Update on In-Market Media Plan - Augustine Agency/Amber Burke **Page 7**
- 1:55 p.m.      9. Committee Member Reports/Updates from Community Partners (1-2 mins each)
- 2:00 p.m.      10. 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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## **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 4<sup>th</sup>, 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 5<sup>th</sup> 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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## **In-Market Tourism Development Draft - Meeting Minutes – Tuesday Nov 23, 2021**

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

**BACC Committee member that joined via teleconference:** Caroline Ross, Sahra Otero, Greg Long, Patrick Lacey, Julie Malkin-Manning

**NLTRA Board of Directors member:** Ray Villaman

**Tourism Development Committee:** Brit Creeze, Christine Horvath, Vinton Hawkins, Tyler Gaffaney, Melissa Burin, Kressa Olguin, Carlyne Fajkos,

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

**Other in attendance:** The Augustine Agency (Cathy Nanadiego and Yulianna Cisneros)

1. Meeting called to order at 1:04pm. A quorum was not established for the In-Market Tourism Development Committee.
2. Public Comment: None
3. **Agenda Amendments and Approval**  
The agenda was accepted as presented.
4. **Motion to approve the In-Market Meeting minutes from May 25, 2021.**  
This will be tabled until our next meeting.

**Action: Add the approval of the In-Market TDC meeting to our next meeting agenda.**

5. Approval of Partnership Funding Recommendation  
Biggers reviewed the 2022 Special Event Partnership Funding allocation. The selection panel met on Nov 4<sup>th</sup> and reviewed all applications and allocated the funds. A spreadsheet of events funded was shared with the committee. There were 13 applications submitted, a total of \$119,500 being requested. The panel is recommending funding to 11 of the applicants at a total of \$50,000.

Motion made by the Tourism Development Committee as a quorum was established for this committee.

**Motion to approve the recommended allocations to the NLTRA Board of Directors for Partnership Funding  
M/S/C VILLAMAN/OLGUIN/UNANIMOUS.**

6. In-Market Advertising Update – Augustine/Amber  
Nanadiego gave an update on the In-Market campaigns, and they include Sustainability Campaign, Yiftee Holiday Campaign and the Winter Wow Campaign. She shared examples of the Sustainability creative including the TART Connect and the Traveler Responsibility Pledge. No comments were made by the committee members.

Cisneros reviewed the Yiftee Holiday Campaign. The display and social campaigns are both performing well. They 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 next month's recap. The Yiftee Gift Card imagery was updated as a result from the feedback from the meeting in September. Cisneros also reviewed the creative for the Winter Wow Campaign. Olguin gave positive feedback on the Winter Wow campaign.

Ross questioned how the Yiftee Gift Card participation is going? Biggers stated there are currently 35 businesses signed up. Burke stated there were a dedicated newsletter that went out recently on this and encouraged the business associations to share this as well. The window clings will be ready soon.

7. Review of 2022 Meeting Schedule

Ross highlighted the dates outlined in the memorandum. The 2022 proposed meeting dates include: January 25<sup>th</sup>, March 29, May 24, September 27 and November 29. The committee member did not have any conflicts with the proposed meeting dates.

8. Committee Member Comments

Olympic Valley: Holiday Tree Lighting in the village on November 26<sup>th</sup> with Santa coming to visit. The businesses in the village have specials for Black Friday and Small Business Saturday.

Resort at Squaw Creek: Tree lighting on Friday November 26<sup>th</sup> at 6:45pm.

Incline Village: Santa Crawl is happening this year and is part of the Northern Lights Festival. There will be a free shuttle. Although Incline does not have an official tree lighting, they do have the Tahoe Blvd. lit up and it's an incredible display.

Homewood: The West Shore Café is hosting a murder mystery on New Years Eve.

Burke reminder every one of the Tahoe Film Festival taking place Dec 3 and 4.

9. Adjournment

The meeting adjourned at 1:45pm.



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## MEMORANDUM

Date: January 25, 2022  
TO: NLTRA In-Market Tourism Development Committee  
FROM: Katie Biggers, NLTRA Sr. Event Specialist  
RE: 2022 Special Event Partnership Funding Updates

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### Action Requested:

Approval of reallocation of the \$5,000 remaining in the 2022 Special Event Partnership Funding budget.

### Background:

Previously approved Partnership Funding allocations:

- Lake Tahoe Paddle Racing Series | June 18, July 23, August 27 & 28, September 17, 2022 | North Lake Tahoe | Sponsorship: \$7,000
- Lake Tahoe Dance Collective | July 27-29, 2022 | Tahoe City | Sponsorship: \$2,500
- Snowfest! | February 25-March 6, 2022 | North Shore – Lakeside | Sponsorship: \$5,000
- Skate the Lake | August | Tahoe City | Sponsorship: \$5,000
- TaHoeNalu | August 6-7, 2022 | Kings Beach State | Sponsorship: \$3,500
- Haight Ashbury Concert | September 2022 | Tahoe City | Sponsorship: \$1,000
- The Great Ski Race | March 6, 2022 | Tahoe | Sponsorship: \$7,000
- Concours d'Elegance | August 12-13, 2022 | West Shore | Sponsorship: \$5,000
- Made in Tahoe, May/October 2022 | Palisades Tahoe | Sponsorship: \$5,000
- Oktoberfest | September 17, 2022 | Palisades Tahoe | Sponsorship: \$4,000

Tahoe Spark originally received \$5,000 however, they cancelled the event due to COVID concerns. The \$5,000 can now be reallocated.

NLTRA staff has reached out to the Partnership Funding panel to receive their recommendation on reallocating these funds.

In November the Panel suggested funding 11 of the 13 applications. All applications can be found here: <https://www.dropbox.com/sh/xxceywe8f69mpha/AAA1oM8chjDSx3xs37GNmZFda?dl=0>

### Fiscal Impact:

No fiscal impact. The \$50,000 budget was already approved and allocated. Funds were returned and are now being reallocated.



# North Lake Tahoe In-Market Media Plan FY 21/22 and Summer FY 22/23



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# **AGENDA**

**OBJECTIVES**

**DIGITAL MEDIA OVERVIEW**

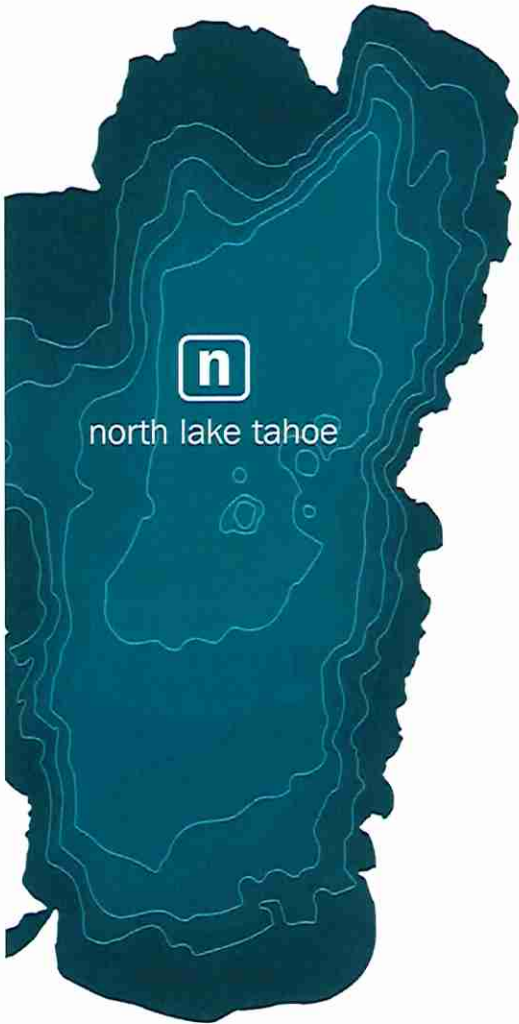
**TRADITIONAL MEDIA OVERVIEW**

**MEDIA PLAN AND BUDGET**



## OBJECTIVES & TACTICS

- Promote sustainable tourism practices
  - Highlight TART Connect, and Traveler Responsibility Pledge
  - Drive mountainside activities during the summer and lakeside during the winter to disperse travel throughout the region.
  - Encourage locals to lead by example
- Increase purchases of NLT Gift Cards through the Yiftee program
- Support regional events through paid media efforts
- Align placements with peak in-market visitation (i.e., holidays, weather, events, etc.).



## DIGITAL CAMPAIGN OVERVIEW

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

- **Timing** –  
11/1/2021-8/31/2022
- **Digital Media Budget** –  
\$34,000
- **Target** –  
Locals, nearby locals (Reno, Carson City, Truckee), visitors in-market
- **Geotarget** –  
North Lake Tahoe + 50 mi.
- **Tactics** –  
Paid Social (Facebook, Instagram)  
Programmatic Display
- **Media Goals** –  
Awareness (Reach)  
Traffic (CTR)

# Yiftee Creative Examples

**North Lake Tahoe** Sponsored

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

**North Lake Tahoe Gift Card** [SHOP NOW](#) **North Lake Tahoe Gift Card** [SHOP NOW](#)

Shop Local. Support Local.

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GOTAHOENORTH.COM  
**North Lake Tahoe Gift Card** [SHOP NOW](#)  
Shop Local. Support Local.

Like Comment Share

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GOTAHOENORTH.COM  
**North Lake Tahoe Gift Card** [SHOP NOW](#)  
Shop Local. Support Local.

Like Comment Share

## TRADITIONAL CAMPAIGN OVERVIEW

Select publications with appropriate reach and key features that align with NLTRA initiatives.

Vendor	Run Dates
Tahoe Weekly	11/17 issue
Tahoe Weekly	6/8 issue
Tahoe Weekly	January - February
Tahoe Quarterly	7/1
Moonshine Ink	November Issue
Moonshine Ink	4/14 - 5/11
Moonshine Ink	7/14 - 8/10
Moonshine Ink	2/21, 4/17, 5/30, 7/4
Tahoe.com	June
Tahoe.com	2/21, 4/4 - 4/25, 5/30 - 7/11
Tahoe.com	May-Dec



# TRADITIONAL MEDIA CREATIVE EXAMPLES

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**SEASON'S TREATINGS**

**SHOP LOCAL SUPPORT LOCAL**

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Give back to the community, view a list of participating businesses and get your gift card at [GoTahoeNorth.com/GiftCard](http://GoTahoeNorth.com/GiftCard)

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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 Travel 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 sled litter and drink Tahoe Tap from a reusable bottle.

**SHOP LOCAL SUPPORT LOCAL**

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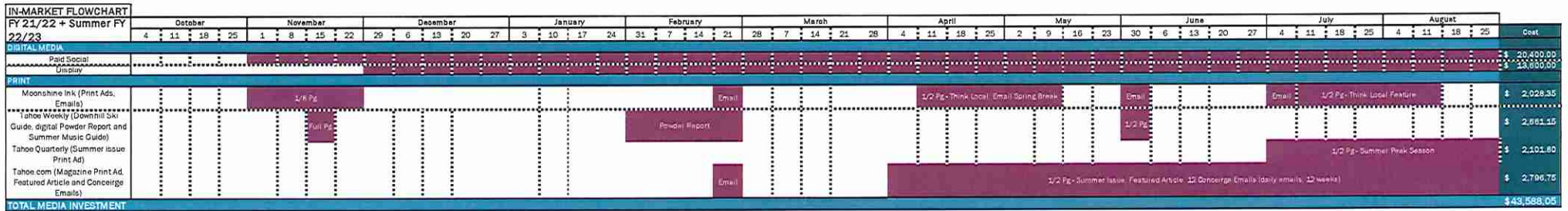
**n** north lake tahoe

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](http://GoTahoeNorth.com/TWDownhillGuide)



# MEDIA TIMING AND BUDGET



TACTIC	TOTAL	% OF OVERALL BUDGET
Digital	\$34,000	50%
Traditional	\$9588	14%
<b>TOTAL</b>	<b>\$43,588</b>	<b>64%</b>



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An aerial photograph of a vibrant turquoise lake. The water is crystal clear, revealing dark rocks and patches of green algae or seaweed. Lush green trees, likely pines or firs, are scattered along the shoreline, their branches extending over the water. A large, semi-transparent white rectangular box is centered over the middle of the image, containing the text "THANK YOU!".

**THANK YOU!**