



NLTRA Mission

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

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 | **Ray Villaman**, Tahoe Restaurant Group

Vinton Hawkins, MJD Capital Partners/The Boatworks at Lake Tahoe | **Wendy Hummer**, EXL Media

Advisory Board Member: Stephanie Holloway

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Meeting ID: 898 2933 8624

Passcode: 645800

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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 Nov 23, 2021 **Page 1**
- 2:10 p.m. 5. Election of Chair/Vice Chair for 2022
- 2:15 p.m. 6. Recommendation of new Tourism Development Committee Members **Page 4**
- 2:20 p.m. 7. Spring Media Recommendation & Discussion **Page 23**
- 2:45 p.m. 8. Spartan and Gravel event update
- 2:50 p.m. 9. Event Sponsorship Action Items: **Page 49**
 - a) Lake Tahoe Dance Festival **Page 52**
 - b) Made in Tahoe **Page 62**

- 3:50 p.m. 10. 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
11. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report
- 3:50 p.m. 12. Committee Member Comments
- 4:00 p.m. 13. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

Tourism Development Meeting Draft - Meeting Minutes – Tuesday November 23, 2021

The Tourism Development Meeting was held via Zoom video conferencing.

Committee Members that joined via teleconference: Christine Horvath, Tyler Gaffaney, Vinton Hawkins, Wendy Hummer, Carlyne Fajkos, Brit Creeze, Ray Villaman, Kressa Olguin, Melissa Burin

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

Others in attendance: Cathy Nanadiego, Kristen Bartlett, Kevin Leville, Scotty Stoughton

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 GAFFANEY/VILLAMAN/UNANIMOUS
4. **Approval of meeting minutes from Oct 26, 2021**
Motion to approve the meeting minutes from Oct 26, 2021 M/S/C GAFFANEY/VILLAMAN/UNANIMOUS
5. **Committee Recommendations of Pool B Renewals**
Burke recommended approval to the NLTRA Board of Directors to renew Tourism Development Pool B members for an additional term through 2024. The two members in this pool still interested in remaining on the committee are Becky Moore and Wendy Hummer. Tyler Gaffaney was recently appointed to the Incline Village Crystal Bay Board of Directors and will focus his efforts on that committee and is not looking to renewal his seat for the Tourism Development Committee. Burke thanked Gaffaney for serving on this committee for the last 3 years. This leaves one spot open for Pool B and Burke stated a call for applications will go out soon for this seat and for Susan Whitman's departure in Pool A.

Motion to recommend for NLTRA Board of Directors approval to renew Wendy Hummer and Becky Moore term on the Tourism Development Committee CREZEE/HORVATH/UNANIMOUS
6. **Approval of the 2022 Tourism Development Committee Meeting Schedule**
Burke reviewed the 2022 Tourism Development Meeting Schedule. Typically, this committee goes dark in July and December, but the June meeting falls close to the 4th of July holiday and having a meeting in July would be beneficial.

Motion to approve the 2022 Tourism Development Committee meeting schedule VILLAMAN/HAWKINS/UNANIMOUS
7. **Event Sponsorship Action Items:**
 - a) **Review and Approval of WinterWonderGrass 2022 Sponsorship for up to \$50K.**
Biggers gave a brief overview of the 2022 Sponsorship and background on previous sponsorships. This year's event takes place in Olympic Valley on April 1-3, 2022. This event contributes to the region both culturally and in the food and beverage category. This festival has expanded over the years and are now in Colorado, California and Vermont. It's also a very environmentally conscious event that works with Waste Free Earth on sustainability efforts.

Biggers highlighted a few of the new deliverables being asked of WinterWondergrass and they include:

- Sponsor information included in a minimum of two WWG consumer emails prior to the event.
- Two destination specific Instagram Stories leading up to the event. Sponsor will provide content and will be approved by both parties.
- WWG CA will be sure to tag @gotahoenorth for more region exposure in all social posts.
- WWG will promote North Lake Tahoe micro transit heavily on their channels.
- Instagram Live Opportunities on Tram Jam.

Stoughton gave a presentation on the 2022 WinterWondergrass event. For over 10 years he has been bringing together the best in bluegrass, Americana, and roots music with community-minded independent brewers. These events are held in some of the most welcoming and majestic mountain communities and built around community, sustainability, and family. He thanked North Lake Resort Association for the wonderful partnership for the past 10 years for giving him this opportunity. WinterWondergrass TV launched in March 2020, during the Covid-19 global pandemic. The team successfully developed five full length episodes at approximately an hour each. These episodes had 14.2K views on YouTube and 173K views on Facebook.

Stoughton shared some of the ROI with the committee members such as 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 and 80% skied 2+ days. WWG social media and reach has grown substantially over the years. Facebook has 48K followers, Instagram 23.5K followers, Website 352K users, 581K sessions.

WWG spends an estimated \$260K on local vendors leading up to and during the show on lodging, catering, concessions and other miscellaneous items. He also shared indirect spending of an estimated \$1,620,000 on the 2022 event. 5000 tickets have been sold, 450 of those are VIPs. The sponsorship ask is higher than previous year due to increased costs. WWG did just sign a 3-year agreement with Palisades Tahoe.

Comments:

- Villaman questioned profitability and if he could elaborate a little more on the budget. Stoughton stated the first couple of years the event broke even, and it was projected that 2020 would turn a profit. The margins were between 6-12%. Things are a bit more complicated as they carried over the 2020 ticket price, but cost for fuel, tents, labor, staging has increased anywhere from 30-50%. He is very cognizant of not increasing the tickets price to the consumer.
- Villaman asked if he could share what he has learned regarding marketing, advertising and strategic partners over the years. Stoughton shared the level of national recognition from a press perspective has been impressive and has inspired a lot of other people to get onboard. He did a lot of podcasts and tv which has gained a lot earned PR behind the scenes, along with exposure to their brand without any costs. As far as marketing, they continue to stay local with a focus on drive market utilizing Instagram as a platform and hired professionals to handle advertising, content and social.
- It was questioned if he uses mostly local businesses/vendors for support. Biggers and Burke stated he uses local food vendors, breweries, local restaurants for late night shows and Crux Event for the production along with Moonlight and Sound out of Reno.

Motion to approve the 2022 WinterWondergrass sponsorship contract of \$50,000 GAFFANEY/HAWKINS/Carried with Horvath abstaining.

b) Review and Approval of Lacrosse Tournament 2022 Sponsorship

Biggers gave a brief overview of the 2022 Summit Lacrosse Classic. The dates this year for the tournament is June 18-19, 2022 in North Lake Tahoe and Truckee with a \$8000 sponsorship ask. The NLTRA has been sponsoring this event since it's inception in 2014. The event has consistently drawn large numbers of out-of-town guests to the region and is becoming a staple in the North Lake Tahoe event calendar. The event has seen teams consistently returning year over year from our drive market but also OR, TX, ID and CO.

Leville stated he used to work with the NLTRA's sales team with lodging blocks which was very successful. Last year due to CA guidelines they had to move the event to Carson City. Lake Tahoe Summit Lacrosse is expecting 98 teams, 1765 players, 5924 total participation and 2.5 days average stay duration. 2.1 MM estimated in direct economic impact. Leville stated they have changed the format for next year to 4 games per team and they are looking for the teams to get out and experience the community, the local restaurants and businesses. There are discussions on different activations in terms of a possible award ceremony, opening ceremony in Northstar, a digital passport program for discounts with NLTRA and Visit Truckee. Leville stated he is thankful for all the support over the years.

Comments:

- Horvath questioned since most fields are in Nevada County, lodging should be steered towards Placer County Properties. Burke stated this tournament has always had a lodging block in Northstar and NLTRA will make sure Placer County is pushed first.

**Motion to approve the 2022 Lacrosse Tournament Sponsorship of \$8,000
GAFFANEY/CREZEE/UNANIMOUS**

8. Departmental Reports these reports can be viewed on our [website](#).
9. Standing Reports- these reports can be viewed on our [website](#).
10. Committee Member Comments
Gaffaney thanked everyone for the last three years with this committee.
11. Adjournment – The meeting adjourned at 4:08pm.

Minutes submitted by,
Anna Atwood
NLTRA



MEMORANDUM

Date: January 18, 2022

TO: North Lake Tahoe Tourism Development Committee

FROM: Amber Burke, Director of Marketing

RE: 2022 Tourism Development Committee Applications

Action Requested:

A recommendation to the NLTRA Board of Directors to fill open seats on the Tourism Development Committee. We ask this committee to review all applicants and recommend for the current open seats:

- Pool A: The current seats are set to expire in December 2023.
 - 1 open seat for the two-year term
- Pool B: The current seats are set to expire in December 2024
 - 1 – 2 open seats for the three-year term
- Pool C: The current seats are set to expire in December 2022
 - 1 open seat for the one-year term

Information:

Staff put out a call for applicants in December and received seven letters of interest by the January 14, 2022 deadline. All letters of interest and resumes are attached for review. The following are the new applicants:

1. Adam Wilson, Vail Resorts
2. Brandon "DJ" Ewan, Granlibakken Tahoe
3. Caroline Craffey, Tahoe Truckee Community Foundation
4. Chaco Mohler, Self-Employed/Media Industry
5. Connor McCarthy, Homewood
6. Kristy Olk, Resort at Squaw Creek
7. Rob Megnin, Retired from the Ski Industry

Attachments:

Please see the attached applications for review.

January 14, 2022

To: Bonnie Bavetta, Interim CEO
Amber Burke, Director of Marketing

RE: Letter of Interest to Serve on the Tourism Development Committee

Dear Bonnie and Amber,

This letter will serve as my request to be considered for a committee member seat on the Tourism Development Committee on behalf of Northstar California.

I have had the opportunity to be engaged in sales and marketing in the travel industry for more than 30 years. I am very familiar with the landscape of our region as it relates to sales and marketing. I have served on the NLTRA Board for more than 8 years and have Chaired or Vice Chaired the board for more than 4 years. I was fortunate enough to be on the executive committee and was heavily involved in the shaping of the TBID. I understand the vision as we transition the organization as a whole, including Tourism Development.

I believe the above qualification would allow me to contribute at a high level.

Thank you for your consideration.

Sincerely,

Adam Wilson

Sr. Director of Sales, Vail Resorts/Northstar California

P O Box 6329
Tahoe City, CA 96145

Anna Atwood
NLTRA

December 17, 2021

Hello Anna

I am applying for the position on the Tourism Development Committee at the NLTRA. I currently hold the position of Director of Business Development at Granlibakken Tahoe. I have and continue to work at a strategic level within the hospitality and tourism industry. My heart is in the right place, as my family and I seek to have our roots grow deep in North Lake Tahoe. I have spent many years living in a tourist town prior to moving back to Tahoe, after having lived here many years ago.

I believe that I can contribute as someone who has been a member of a number of marketing teams, I work in a strategic planning position right now, and I am used to being part of a team both remotely and in person. I have business degree with many years of work experience tagged onto that. I am currently working on creating business strategies for the various entities that Granlibakken Management Company is involved in, as we work our way through this pandemic.

I would love to meet with you, or other committee members to answer further questions that you may have.

Thanks
DJ

DJ Ewan
Director of Business Development
Granlibakken Management Company
Mobile 704 733 0678

Brandon "DJ" Ewan

Tahoe City, CA
USA

Mobile/Cellphone 704 733 0678
e-mail brandon.ewan@gmail.com

Career summary

I am a seasoned professional, having worked in vice president of operations positions for the past 17 years. The last 10 years have been at a multi-location, multi-venue conference and events organization. I have broad and solid experience in many facets that make up a successful business. My greatest value-add comes through me being analytical, as well as creative. I have strategized with marketing teams, interfaced with contractors and agencies, to deliver numerous successful marketing programs. I am detail driven, highly relational, and a very quick learner.

Experience

February 2021 – present **Granllbakken Management Company**
Director of Business Development

Taking on the challenge of discovering a way forward for the business interests of the company, in a time of constant change and disruption. Working with marketing, operations, strategy, finance and people, to ensure that GMC not only survives but thrives in the future.

July 2010 – March 2020 **Grace Enterprises**
VP of Operations and Projects

Spent ten years leading operations in different parts of this rapidly growing, multi-location, successful organization. Venues hosted regular events, as well as special ad hoc events on a regular and ongoing basis. Venue sizes ranged from 1,000-seater state of the art live performance rooms to small meeting rooms. Worked with local authorities to ensure compliance with health and safety legislation (OSHA.) I was initially recruited to head-up expansion from one to multiple locations. Set, refined and led the group IT strategy. Created new white papers, policies and procedures to facilitate growth. Successful, ongoing financial control of group and branch P&Ls, and creation and adherence to budgets. Improved asset maintenance and control. Reviewed and co-created strategies for departments, and locations, in a matrix environment. Managed three successful construction projects for expansion. Successfully led the rebuilding of the staff culture. Clifton Strengths coaching of staff. Implemented and maintained HR policies and procedures. Recruitment, disciplinarys and terminations. Delivered talks and presentations to large audiences.

June 2009 – June 2010 **Sabbatical leave**

Took a year out to backpack around the world with my wife. Started off in London and headed East until we arrived back in the UK a year later.

July 2002 – May 2009 **Sage**
VP Sales and Operations

Sage are market leaders in developing, selling and supporting best of breed business and payroll software for small and mid-sized businesses. During my years at Sage, the teams that I led were delivering double digits growth percentages each year, and I was managing ever increasing headcount to deal with the incredible growth. We maintained the market leader position for our products during this time. I led my region to make record-breaking sales and state of the art training venues. I was responsible for nurturing key accounts which featured in the top accounts nationally each year. Managed and grew relationships with major retailers including strategies for training, promotions and incentives. Cross departmental interaction within the business to strategize and provide valuable feedback loops for product and process enhancements. Management of fixed assets through the region. Recruitment, training, disciplinarys and HR within the region.

Education

University of the Witwatersrand

Johannesburg, South Africa

- Bachelor of Commerce
 - majoring in Business Information Systems and Business Economics and Marketing

- Awarded the Andersen Consulting (now Accenture) Third-year Project Prize.

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CAROLINE CRAFFEY

CarolineCraffey@gmail.com • 201-788-8069 • Truckee, CA • [linkedin.com/in/carolinecraffey](https://www.linkedin.com/in/carolinecraffey)

January 9, 2022

Dear Anna,

I am writing to express my interest in serving as a volunteer on the North Lake Tahoe Resort Association (NLTRA) Tourism Development Committee. While working in the Marketing Department at Northstar, I was introduced to the NLTRA through Autumn Food & Wine and the Enduro World Series. During the development process of these large-scale events, I learned firsthand how they are evaluated in order to receive sponsorship. As a marketer, this partnership forced me to analyze every detail of event plans to assess how that could potentially drive more revenue for our local economy and find opportunities for growth.

Currently, I am the Communications Manager for the Tahoe Truckee Community Foundation and know how much tourism impacts the livelihood of our community members. After seeing the ripple effect of damages caused by the pandemic and this recent fire season, I would love to be a part of a group working to better the North Lake Tahoe region through a more sustainable economy. As a partner of the NLTRA, I could help disseminate messaging and help ideate creative solutions knowing the challenges that our community is facing.

Please see my resume on the following page and I hope to speak with you soon!

All the best,

Caroline

CAROLINE CRAFFEY

CarolineCraffey@gmail.com • 201-788-8069 • Truckee, CA • linkedin.com/in/carolinecraffey

PROFESSIONAL SUMMARY

A multifaceted communications and marketing professional with 10 years of experience in developing and executing integrated campaigns to build awareness or drive revenue. Passionate about the Tahoe Truckee community and inspired to make a difference.

AREAS OF EXPERTISE: Event and Project Management, Experiential Marketing, Brand Communication, Partnerships, Hospitality, Storytelling, Custom Content, Leadership, Budgeting, Analytics and Presentations

RELEVANT EXPERIENCE

COMMUNICATIONS MANAGER

Tahoe Truckee Community Foundation

Truckee, CA
August 2020-Present

- Manage TTCF's website, social media platforms, blog, press outreach, newsletters, content, advertising and marketing efforts, presentations, publications and communications strategy
- Serve as project and marketing lead the "Give Back Tahoe" end-of-year fundraising campaign with 60 nonprofits

BRAND EXPERIENCE

Vail Resorts- Northstar

Truckee, CA
May 2019-August 2020

- Responsible for bringing the Northstar brand to life across multiple touchpoints of the guest's journey including events, exclusive experiences, digital channels, in-resort signage and giveaways
- Led cross-functional departments and event vendors to deliver a successful guest experience on large-scale events, such as Beerfest & Bluegrass, Autumn Food & Wine and New Year's Eve Music and Fireworks
- Nominated and selected for a 5-month North-Tahoe Leadership Program

PRODUCT SALES & SERVICE

Vail Resorts- Keystone

Keystone, CO
January 2019-April 2019

- Cross-trained with Kids Ski School and the Adventure Center to gain knowledge of different products, perform daily sales, capture guest data and service guests throughout their experience

INDEPENDENT CONTRACTOR

Social Eventure LLC.

Frisco, CO
July 2018-May 2019

- Provided marketing, event and partnership support to five clients in various industries

PARTNERSHIP MARKETING AND INTEGRATION MANAGER

Red Bull

Los Angeles, CA
January 2015-March 2018

- Worked cross-functionally to develop a go-to-market strategy in alignment with sales and marketing goals
- Developed integrated marketing campaigns for more than 35 annual brand partnerships utilizing Red Bull events, content and media platforms (RBTv, YouTube, social media, RedBull.com, Red Bulletin magazine)
- Recruited, interviewed, trained and managed the Partnership Specialist after being promoted to Manager
- Oversaw the budgeting and execution of all marketing campaigns by the Partnership Marketing Specialist, field teams, production partners and creative agencies

PARTNERSHIP MARKETING AND INTEGRATION SPECIALIST

Red Bull

Los Angeles, CA
July 2014-December 2014

EVENT COORDINATOR

IMG

Los Angeles, CA
May 2012-June 2014

VOLUNTEER EXPERIENCE

ARTS FOR THE SCHOOLS

Board Member

Truckee, CA
October 2019-Present

BIG BROTHERS BIG SISTERS

Mentor

Truckee, CA
December 2020-Present

EDUCATION

UNIVERSITY OF MIAMI

Bachelor of Science in Communication & International Studies, Marketing Minor

Coral Gables, FL
August 2008-May 2012

CHACO MOHLER—MEDIA & MARKETING SPECIALIST
P.O. Box 5444, Tahoe City, CA
530-583-9460
chacocmohler@gmail.com

BRIEF

I am a semi-retired writer, editor, publisher and television producer with 42 years of experience producing regional and national media while based in North Lake Tahoe. My knowledge of the area's communities and businesses, assets and image within the travel and tourism industry, and my experience as a journalist reporting on many of the world's best-known leisure designations, would allow me to bring a unique perspective to serving on the North Lake Tahoe Resort Association Marketing Committee. I believe I can contribute in the search for practical and creative solutions that balance the needs and desires of our tourism businesses with the concerns of residents and second-home owners, while fostering an atmosphere of mutual respect and productivity.

WORK EXPERIENCE

Freelance writer, photographer, editor (1979-2000):

Author of over 100 travel articles during this period for national and international publications, including articles in *Westways*, *Motorland/Via*, *S.F. Chronicle*, *Powder Magazine*, *Windsurf Magazine*, *City Sports*, and various travel guides. I was hired by the Carville Corporation to create Olympic Valley's first newspaper, *The Villager*, and wrote the first national travel articles on Northstar, Homewood and Ski Incline (now Diamond Peak).

Media Consultant/Editor, California Ski Industries Association (1982-2002):

Created and edited the organization's *Ski the Californias* magazine (later re-titled *California Snow*), twice named "Best Publication" by the Department of Tourism. Consultant and editor of the association's first website and television commercials. Served on Visit California's publication review committee.

Contributor Editor/California Editor, *Skiing Magazine* (1986-2000):

Author of over 50 national features for (at the time) the world's largest circulation ski publication, reporting on major destination resorts and winter sports topics on five continents. Developed and edited the magazine's first California Section. Presented annual seminars for South American resorts on "Marketing to North American Visitors" for Times Mirror Corporation.

Managing Partner, *Tahoe Quarterly*/First Tracks Publishing (2000-2013):

Created *Tahoe Quarterly*'s existing format as its first Editor-in-Chief and was also part of the management team at various times of *Big Sky Journal*, *Western Art & Architecture*, *Las Vegas Magazine*, *Wasatch Journal*, *Tahoe Traveler*, and custom publications that included the first *Official North Lake Tahoe Visitor Guide* for the NLTRA. Created and produced "TQTV," which aired on KRON-4 in San Francisco weekly for 30 minutes every Sunday afternoon for 3 years. Co-founded and managed VTour virtual reality technology (now Xplorit), winner of *Ad Age*'s "Media Innovation Award." Publications and websites under my direction during this period were nominated for over a dozen national and regional awards, including *Tahoe Quarterly* being named a three-time finalist for the MAGGIES' "Best Regional Magazine."

Group Publisher/Editor, Morris Visitor Publications/Where (2015-2019):

Managed this international corporation's Northern Nevada/California operations, including producing custom tourism publications for the RSCVA, LTVA, Visit Lodi and North Lake Tahoe Co-op and publishing *Reno Tahoe Where Guestbook*. In 2020, I purchased Morris' assets in this region and folded them into my C2M Media LLC company.

OTHER RELEVANT EXPERIENCE

Mountain Stock Photography and Film (1986-2002):

Co-Founder and President of Tahoe City-based photo stock agency that marketed the work of 40 photographers world-wide.

Sports Channel/Extreme Sports (1994-1997):

Tour director and television producer of Big Mountain Extreme Tour, creating the first "free ride" ski and snowboard contests at Squaw Valley (now Palisades Tahoe), Kirkwood, Jackson Hole and Bridger Bowl. Produced and edited 2, hour-long television specials for Sports Channel's national markets (now Fox Sports), winning the 1996 International Ski Film Festival, and the 1996 & '97 "Modern Media" awards from Far West Ski Association.

Book Author

Heavenly Dreams (1995), winner "Best Publication," California Tourism Department.

Tahoe's Gilded Age (2001), introduction.

Memories of Tahoe (2005), introduction.

Creekside Charter School (1999):

Co-founder of this region's first charter elementary school, which (proudly) continues to serve our area's families.

Full-Time Resident (1979-Present)

I have lived in a variety of the region's communities: Tahoma, Ward Canyon, Tahoe City, Lake Forest, Agate Bay, Alpine Meadows, Truckee and Russel Valley, and have rented business space in Tahoe City, Incline Village and Truckee. I am currently a full-time resident and homeowner in Tahoe Park.

EDUCATION

B.A. w/Honors, English Writing, University of California at Davis (1977)

Graduate work, Writing/Humanities, University of Kent, U.K. (1978)

REFERENCES

Bob Roberts, former Executive Director, California Ski Industries Association and former Vice-Chairman, Visit California. 415-860-9718

Caroline Betata, President and CEO, Visit California. 916-444-4429

Douglas Dale, owner, Wolfdales. 530-448-3633

Dave Wilderotter, owner, Tahoe Dave's. 530-320-6416

Julie Maurer, former V.P. Marketing, Northstar California. 530-448-1000

Todd Jackson, owner, Big Blue Adventure. 530-546-1019

Ed Coleman, co-owner, Christy Hill. 530-613-0612

Andrew Laughlin, owner, Tahoe City Kayak/Sand Harbor Kayak. 530-414-0263

January 10, 2022

Anna Atwood
NLTRA

To whom it may concern,

I'm pleased to have the opportunity to apply for a seat on the Tourism Development Committee for the NLTRA. I have lived in the Tahoe/Truckee area for 13 years and have been an active member in the community during that time. I am currently the Resort Services Director for Homewood Mountain Resort where I oversee the daily operations of the ski resort, including all guest relations departments. My position at the resort not only allows me to connect with the community daily, but it makes me an excellent candidate for the Tourism Development seat.

In my current role at Homewood, I am responsible for managing daily visitation to the resort, in addition to all retail, rental and guest services outlets as well as our boutique hotel. I work closely with our marketing team to plan events, promote our products, and grow our base. I am passionate about connecting the guest with the right product which I believe is the foundation of tourism.

If given this opportunity, I will commit to working with other committee members to work towards community vitality and economic health as well as promote year-round tourism. I believe I am an ideal candidate for this seat and thank you for your consideration.

Best,

Connor McCarthy

Connor McCarthy

cmacc83@gmail.com

(415) 717-4298

PO Box 5541, Tahoe City, CA, 96145

SUMMARY

- Goal Oriented, Diligent Leader and Contributor. Proven Loyalty, Adaptability and Dependability.
- Energetic, Charismatic, Hardworking and Dedicated Team Member.

EXPERIENCE

Resort Services/Business Solutions Director, Homewood Mountain Resort, 2009-Present

- Manage daily operations, resort services and training for the ski resort, restaurant, hotel and marina.
- Oversee product development and maintenance for all POS, PMS, and eCommerce Platforms.
- Manage and administer daily lodging rates, inventory control, budgets, and revenue streams.
- Directly oversee a team of 75 people and 10 departments.
- Member of Leadership Team, Senior Team and Revenue Management Team.
- Other previous positions include Revenue Manager, Guest Services Manager and Food & Beverage Manager.

Ski & Snowboard School Sales, Alpine Meadows, 2009-2010

- Daily Management of Instructors, Group and Private Lessons, and clinics.
- Daily Management of phone and email inquiries, cash handling, customer service and general office responsibilities.

Aquatics Coordinator/Lifeguard, Osher Marin Jewish Community Center, 2002-2009

- Supervised daily operations of two pools, thirty lifeguards and ten instructors.
- Organization of Group and Private Swim Lessons, Skills Testing and Camp Activities.

Editorial/Features Page Assistant, Long Beach Press-Telegram, 2005-2006

- Wrote daily "Speakout" column, a compilation of public opinions based on community phone calls.
- Oversaw page layout of television listings, movie guide and a "What-to-do-around-town" guide featuring theater, arts, community festivals and children's activities.
- Designed and formatted "Letters to the Editor" page.

SKILLS & CERTIFICATIONS

- POS, PMS and eCommerce Administrator
 - RTP Resort Management Software, Aspenware eCommerce Management, Mews PMS, Aloha POS, Toast POS, Molo MMS, Square POS
- Background in Television News Production, Editing and Reporting
- Proficient at Microsoft Word, Excel, PowerPoint, SharePoint, Teams
- Eagle Scout, Boy Scouts of America
- CPR, First Aid and AED Certifications

EDUCATION

California State University, Long Beach, 2004-2008

Broadcast Journalism Major

REFERENCES AVAILABLE UPON REQUEST

Kristy Olk
kristy.olk@destinationhotels.com
C: 530-906-4470

Anna Atwood
NLTRA
anna@gotahoenorth.com

NLTRA:

Please consider my service for the Tourism Development Committee. As a 31-year resident and Hospitality Sales Person in the North Lake Tahoe area I would bring a wealth of experience and area knowledge to the Committee. I am passionate about the North Lake Tahoe area and understand our dependence on tourism for economic sustainability.

My background includes positions as Director of Sales with both large and small lodging properties as well as the NLTRA Conference Sales department. Previous community positions include NLTRA Conference Committee, President of the Tahoe Truckee School District Board of Trustees, Squaw Alpine Foundation, North Tahoe Little League, AYSO, NTPUD Recreation Committee.

It would be my pleasure to work with the committee and provide input in the areas of marketing, public relations, sales efforts as well as event sponsorships. Thank you for your consideration.

Best regards,

Kristy Olk

Kristy Olk
Email: kristyolk@att.net C: 530-906-4470

QUALIFICATIONS SUMMARY

Accomplished professional with over twenty-five years of experience in both branded and independent hotels & resorts

- Demonstrated success in achieving revenue objectives
- Proven track record in training and developing Sales professionals.
- Strong business evaluation and contract negotiation skills.
- Excellent customer relationship skills.
- Strong connections throughout the North Lake Tahoe community.

PROFESSIONAL EXPERIENCE

Resort at Squaw Creek
Director of Sales
Senior Sales Manager

(AAA Four Diamond)

Lake Tahoe, California
June 2010 to Present

- Responsible for assisting the Director of Sales & Marketing with all aspects of revenue generation at the 405 room Condo/Resort with total revenues exceeding \$40M.
- Manage a team of nine Sales Managers generating over 40,000 group room nights and over \$13M rooms and F&B revenue annually
- Increased sales productivity, improved efficiencies and deployed our sales force to our strongest markets.

Achievements:

- 2016, 2017 and 2018 Definite Group Room Nights of 40K and exceeded the highest annual group room night production each year since 2004, highest group room revenue since 2002
- Achieved Two Roads Hospitality – Pacesetters Club (2016, 2017, 2018, 2019)
- Achieved Destination Hotels- *Chairman's Club* (2013, 2014, 2015) & *President's Club* (2011, 2012)
- Destination Hotels- *Sales Executive of the Year* nominee (2013, 2014, 2015, 2016, 2018)
- Resort at Squaw Creek- *Leader of the Quarter*, Second Quarter 2016
- Destination Hotels- *Spirit of Lowe* Award nominee (2015)
- Sales team nominated for Destination Hotels- *Sales Team of the Year* (2014, 2015, 2016)

Hyatt Regency Lake Tahoe
Senior Sales Manager

(AAA Four Diamond)

Incline Village, NV
June 1993 to July 2000

- Responsible for assisting the Director of Sales & Marketing with all aspects of group revenue generation at the 412 room Resort with total revenues exceeding \$40M
- Managed East Coast Corporate, Insurance and Financial markets.

Achievements:

- Achieved Hyatt Masters Recognition (1997, 1998, 1999)

Squaw Valley Lodge
Assistant General Manager/Director of Sales

Olympic Valley, CA
June 1992 to June 1993

- Responsible for assisting the General Manager with all aspects of management and revenue generation at the 200 room Resort with total revenues exceeding \$10M

Tahoe North Visitors and Convention Bureau
Director of Sales

Tahoe City, CA
June 1991 to June 1992

- Responsible for prospecting and generating Group leads for the North Lake Tahoe Resort Association
- Reported to the Board of Directors

Los Angeles Airport Marriott

(AAA Four Diamond)

Los Angeles, CA

June 1987 to June 1991

Group Sales Manager

Executive Meeting Manager

Front Office Supervisor/Rooms Controller

Concierge Supervisor

- Managed the SMERF market

Achievements:

- Exceeded sales quota each year
- Promoted from Concierge Supervisor to Front Office Supervisor/Rooms Controller to Sales Manager

Self Employment

Business Consultant

Carnelian Bay, CA

July 2000 to June 2010

- Budgeting, payroll, human resource policy development, medical benefits, setting up bookkeeping systems.
- Clients include OnTrack Scheduling, Tahoe Valuation Services, JCTS Enterprises, Baldwin Construction and Olk Electric.

EDUCATION:

California State University, Northridge

Northridge, CA

Bachelor of Science Marketing

Graduated Cum Laude

(Self-financed 100% of education)

COMMUNITY:

North Lake Tahoe Resort Association- Conference Sales Committee	2016 to 2020
Squaw/Alpine Foundation - Treasurer	2016 to 2018
TTCF – Queen of Hearts Leadership Team	2013 to 2015
Tahoe Truckee Unified School District – Board Trustee – President	2004 to 2010
North Tahoe AYSO - Treasurer	2003 to 2010
North Tahoe Little League – Area Vice President	2002 to 2008
North Tahoe PUD Recreation Commission – Chairperson	2003 to 2004
Measure a Parcel Tax Campaign	2000 & 2004
Kings Beach Elementary PTO -- Treasurer	2001 to 2003
Measure J Bond Campaign – Chairperson	2002

REFERENCES:

Available upon request



ROB S. MEGNIN

RESORT INDUSTRY EXECUTIVE

DEAR MS. ATWOOD,

I understand that you're looking for a resort executive to join your volunteer Tourism Development Oversight Committee? I would very much appreciate your consideration for this committee. My career highlights are as follows:

- 38 years of mountain resort industry experience in various capacities, including but not limited to: Board of directors' management, sales & marketing management and senior executive leadership.
- I have served on numerous tourism boards and organizations in marketing & sales capacities.
- I have commanded multi-million-dollar budgets with emphasis on digital space campaigns.
- I was intimately involved in developing the largest ski race on the continent with the Woman's World Cup @ Killington, VT.
- Under my leadership our teams have won numerous N.S.A.A. marketing awards. Specifically for video programming, learn to ski, and overall excellence in marketing resorts.
- I have worked for large resort companies and independents, worked for a demanding board of directors, and led large teams to significant gains in bottom line growth.
- I am presently semi-retired and live in Vermont (soon to move to Reno where my wife and I have acquired a new condo). My wife and I also own a time share at the Hyatt Residence Club. Also, our three children are all in the region.
- I am intimately familiar with the region's tourism assets, having spent years skiing, hiking, kayaking and biking the area of North Lake Tahoe.

If you are intrigued by my life experiences then I would like to talk to you! I plan to be in the area in March and then make a move in the spring permanently settling in the area.

I would appreciate your consideration for this exciting opportunity.

CONTACT

@ megninrob@gmail.com

802.342.8297


Killington, VT



Anna Atwood
North Lake Tahoe Resort
Chamber/CVB/ Resort
Association
Attention: Tourism
Development Committee
PO Box 884
Tahoe City, CA 96145
anna@gotahoenorth.com

Thank you for taking the time to review my resume. I look forward to talking with you.

Sincerely,

A handwritten signature in black ink that reads "Robert S. Megnin". The signature is written in a cursive style with a prominent flourish at the end of the name.

Robert S. Megnin

Enclosure

ROB S. MEGNIN

55 Fox Hollow Village, Unit A-4
Killington, VT 05751

Cell: 802.342.8287 • E-mail: megninrob@gmail.com



RESORT EXECUTIVE/EDUCATOR

Sales & Marketing Management / Training & Education Development and Team Building / Resort Operations Leadership / Customer Relationship Management / Profit & Loss Management / Strategic Business Planning / Partnership Management / Affinity Programs / Senior Management Team Leadership Experience / Collaborative Marketing / Brand Management / E-commerce / Hospitality marketing / Board Leadership and Management

VISIONARY EXECUTIVE with many years of experience in strategic planning, P&L / budgeting, marketing, development and innovative leadership of hospitality and mountain resort organizations. Turnaround agent with proven success in program, process and marketing revitalization that accomplishes bottom-line organizational growth. Exceptional customer-focus skills netting repertoire of "moment-of-truth" service management encounters from which to draw. Key strengths in leveraging high technology to consolidate processes, strengthen communications and boost financial results. Articulate and direct communicator, team-builder and motivator with expertise in galvanizing large, diversified groups toward common goals and objectives. Leader, organizer and facilitator committed to and absolutely passionate about skier and rider development. Leader of sales teams hitting and exceeding goals in multiple settings.

PROFESSIONAL EXPERIENCE

CASTLETON UNIVERSITY, Castleton/Killington, VT

July 2019-Present

Executive In Residence

After retiring from the resort industry, I now teach in the innovative Resort, Hospitality Management (RHM) program on the Killington Resort Campus. Teaching courses in: Events Management, Marketing, Marketing Research and Retail Management.

KILLINGTON/PICO RESORTS, Killington VT.

August 2010 to July 2019

\$73M+ full-service mountain resorts servicing primary markets in New York City, Boston and other Northeastern markets.

Director of Sales, Marketing, Communications, Reservations, Snowsports, Rentals & Events

Direct Sales & Marketing for Killington & Pico Resorts. Member of Killington executive management team. Resort spokesperson. Lead efforts to expand season pass and pre-sold programs. Helped drive sales in Conference and Leisure segments to new highs inside of Powdr tenure. Drove initiatives to develop customer service and marketing programs. Executed (2) Dew Tours & (3) Woman's World Cup Races. Worked with Powdr Enterprises (parent company) to bring major category sponsors and bottom-line revenue growth to the resort. Oversee one of the industry's largest call center operations. Network of over 60 properties involved and 2,500 beds in immediate region. Oversee Snow Sports School (400+ instructors). Responsibility for hospitality marketing to include: F & B as well as Lodging.

Significant Achievements:

- 2019 NSAA Best Overall Marketing Campaign / 2018 NSAA Best Bring A friend Killington campaign / 2017 NSAA Best Overall Marketing program / 2017 NSAA Best Bring a friend campaign Pico / 2015 NSAA Conversion Cup winner / 2014 NSAA Golden Eagle Award / 2013 NSAA Best Use of Video Award
- Developed promo/marketing mix for FIS World Cup Race w/ largest attendance ever in U.S. for a Woman's race 2016, 2017, & 2018, 30K, 34K, & 39K spectators, respectfully.
- Worked with team to drive innovative tracking systems to benchmark newbie retention and conversion of core skiers and riders.
- Developed FREE LT ski and snowboard hard good offers in learn to lesson programs, which is driving a 97% retention rate. Evangelized industry wide to show new growth possibilities. Partnered with Elan Skis and Burton Snowboards to drive top line retention numbers in the industry.
- Team doubled sales growth in Leisure segments, helped direct almost 50% growth in conference sales during tenure.
- Helped bring on a summer program that has seen significant growth in Mt biking, and adventure center.
- Helped develop 424' Magazine, the region's leading resort publication in partnership with Killington Chamber of Commerce
- Working with team at Snow Operating, introduced Terrain Based Learning (TBL) in FY2015
- Worked with entire team to help open and christen the New England's premier mountain top lodge; "The Peak Lodge at Killington".
- Work with sponsor line-up that includes: Jeep, BMW, Coke, Monster, Heff, Dos Equis, AB, Under Armour, Spy, & Go Pro, among others.
- Responsibility for hospitality marketing including 2,000+ beds in the region and 13 on and off mountain eateries.

MOUNTAIN CREEK RESORT, Vernon, NJ

July '08 to August '10

\$21+M full-service mountain resort in Intravest portfolio serving metroplex and Northern NJ regions.

Director of Sales

Direct group sales, call center and hospitality marketing. Developed innovative beginner program/s. Used PURL technology to win back guests through a unique program that offers personal web content. Also, developed bus line runs from the NYC metro area. Helped sell through one of the largest and most innovative pre-sold campaigns in the industry in excess of 50,000 units sold. Developed radio campaigns for all facets of annual sales campaigns. Operational responsibilities and reports: Beginner Experience, ticketing & Guest Services. Worked with Intravest's central CRM program. Used retargeting technology, SEM and other web based technologies to increase reach and impressions.

HUNTER MOUNTAIN RESORT, Hunter, NY

2002 to July 2008

\$19+M Full-Service mountain resort servicing primary markets in New York City and the metro-plex region.

Director of Marketing and Sales

Direct and lead marketing activities for Hunter Mountain Resort. Developed programs to drive sales for launch of innovative and industry leading Learning Center. Developed service culture for guests and staff. Led efforts to expand season pass and value cards to highest sales ever. Resort spokesperson. Spearheaded initiatives in resort community to develop customer service and marketing programs. Developed events designed for youth initiatives. Applied for and won an NSAA award for Learning Center marketing programs. Part of senior management team which developed strategic direction for the resort. Helped direct marketing activities for 25 million dollar hotel with unique fractional ownership concept, from opening to full operations. **Significant Achievements:**

- Compounded growth in Season pass sales over five years by over 75%. Grew Value card programs overall revenue by and card holders by 400% in less than 2 years.
- Developed innovative tracking systems to benchmark retention and creation of core skiers and riders.
- Worked with partners and sponsors including: American Express, Chevrolet, Pepsi, Aspen Ski Company, Burton, among others.

ELDDRA MOUNTAIN RESORT, LLC, Nederland, Colorado

\$7+M full-service mountain resort directing services across the Front Range of Colorado

Director of Marketing & Sales

2000 to 2002

Expansive scope of responsibility included strategizing and leading innovative marketing programs and other initiatives from concept to planning to execution while maintaining budget parameters. Managed / motivated sales staff to achieve quotas, led guest services & group fulfillment team, and collaborated with skier services and resort management to boost profitability. Developed collateral marketing materials, built media kits, purchased media and managed / liaised with other professional marketing agents. **Significant Achievements:**

- Drove multiple innovative marketing, image-rebuilding and branding initiatives in partnership with a newly recruited creative agency.
 - Secured sponsorship equity from Pepsi, Subaru and Vans Snowboards with minimal outlay.
 - Penetrated new market, capturing 15+ school participants in first-year of "Cool School Program."
 - Broke previous records for season pass sales after executing new sales campaign.
- Built company Web site and managed e-commerce initiatives below budget to achieve record sales.

SKI AREAS OF NEW YORK, INC., Tully, New York

Trade association representing the New York-State (NYS) mountain resort industry

Executive Director / President

1988 to 2000

Full strategic, marketing, administrative and P&L accountability for non-profit organization. Oversaw association representing winter sports industry that drove \$250M in direct impacts and \$750M indirect multiplier impacts. Performed as liaison between multiple public agencies including economic development and regulatory entities, administrative and legislative offices, committee structures and boards. Wrote grants securing 10s of thousands of dollars in financing. Drove innovative media-focused programs to cultivate relationships, national press stories and generate ski program participation.

Significant Achievements: Turnaround Management / Market Penetration

- Reversed declining growth to achieve climbing gross receipts (tripled gross receipts over tenure).
- Grew statewide ski reporting network to #1 ranking, from providing 140 to 550+ primary outlets.
- Engineered creative profit centers: landed corporate sponsorships including Chevrolet, Mountain Dew/Pepsi, Fleet Bank, Amtrak, Rossignol Ski Co. and Avalanche Ski Wear.
- Enticed 100s of thousands of new skiers / riders to NYS mountain resorts through proprietary demand-building innovations such as "Learn to Ski 1.2.3@ and 4-4-Free@."
- Improved ski area attendance at NYS industry seminars / trade shows by 250%.

Media and Technology Advancements

- Instrumental in orchestrating multimillion-dollar television and print ad campaign to link promotion of NYS winter tourism product with "I Love New York" brand.
- Built state-of-the-art database (integrating T-1 telecommunications, database and digital call-center technology) to maximize statewide ski reporting data dissemination across to media and public.

EDUCATION

Master of Science in Hospitality, Tourism & Resort Management / *Cum Laude*
 Bachelor of Science in Hotel and Resort Management / Minor in Environmental Economics
 Rochester Institute of Technology (RIT), Rochester, New York

PROFESSIONAL AFFILIATIONS

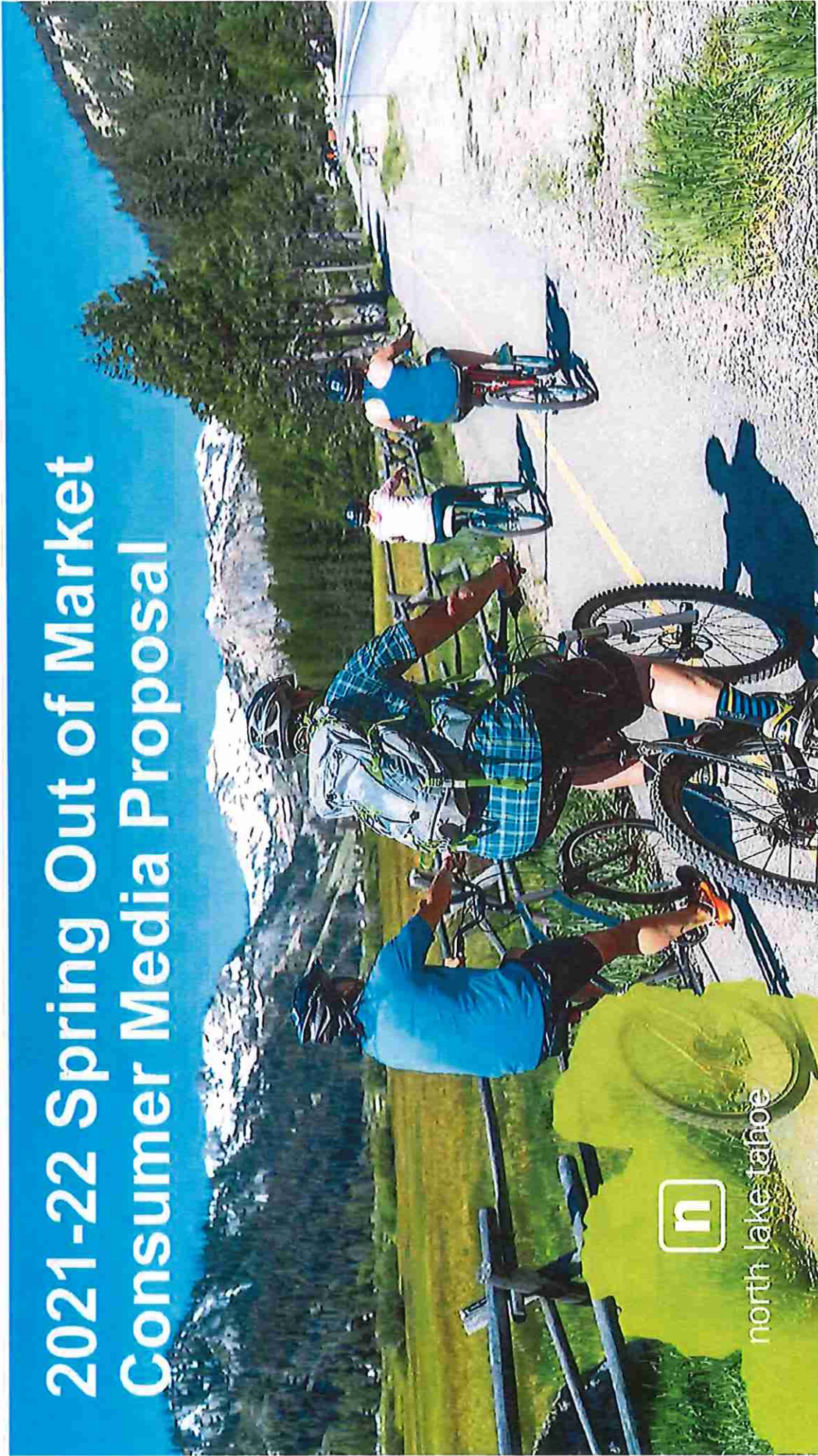
- Secretary, SnoCountry Reports, The industry's leading snow reporting service
- Marketing Committee, Vermont Ski Areas Association
- Killington Chamber of Commerce, BOD member
- Board / Executive Committee, Tourism Industry Coalition of New York State
- Member / Sub-committee Chair; Greene County Tourism Economic Development Task Force. Also, Liaison to Main Economic Development Committee for County.
- Board member: First VP, Vernon Chamber of Commerce
- Chairman Marketing Committee: Ski Areas of New York
- First VP & Chairman Marketing Committee: Greene County Chamber of Commerce
- Board / Marketing and Internet Committees, New York State Travel and Vacation Association
- Super Committee, Colorado Ski Country USA. *Key Initiative:* Participated in the re-positioning the ski & snowboard industry of Colorado nationwide to youth markets.
- Ski Patrol: 12 years at Toggenberg Ski & Snow Board Center & Song Mountain
- Certified Level One P.S.I.A. member
- Vermont Real Estate School grad

TEACHING AFFILIATIONS

- Genesee Community College, Batavia, N.Y. 1985-88; Director of Hospitality Management Program: Full Time
- Agriculture & Technical College, S.U.N.Y. Morrisville, N.Y. 1995-99; Ski Resort Management Program: Adjunct
- Green Mountain College, Castleton University, Poultney & Killington, VT. 2014-19; Resort Management Program: Executive in Residence

Hobbies include: Skiing, Running, Hiking, Biking, & Kayaking! And most of all spending time with my family, and especially spending time with my grandson in North Lake Tahoe!

2021-22 Spring Out of Market Consumer Media Proposal



north lake tahoe



AGENDA

CAMPAIGN STRATEGIES

MEDIA STRATEGIES

TARGET MARKETS

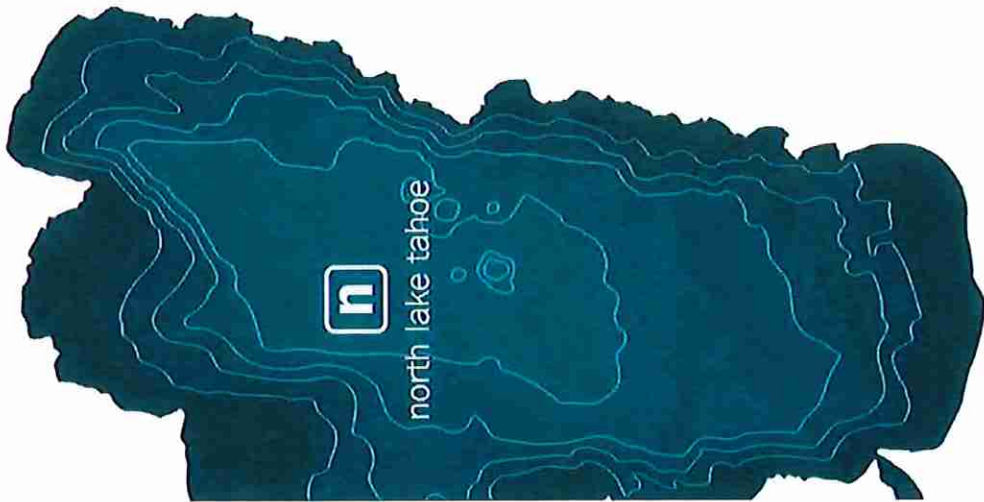
TACTICS

CREATIVE EXAMPLES



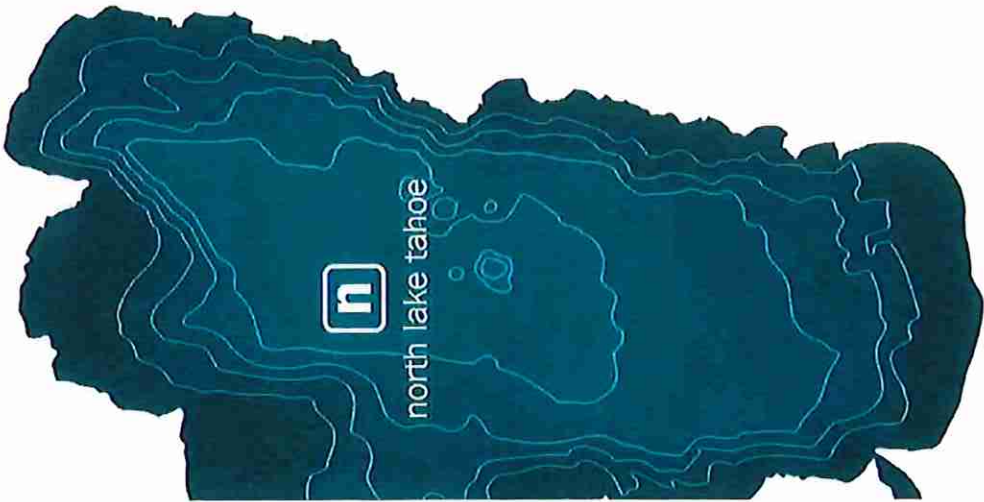
NLTRA MISSION

North Lake Tahoe Resort Association (NLTRA) promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental sustainability to benefit our residents, businesses, and visitors.



Stewardship Principles

1. Elevate the experience of Lake Tahoe for All
2. Honor our region's history and culture
3. Ensure that our natural resources are cared for by visitors and residents
4. Create opportunities that support a balance for business owners, workers, and residents
5. Engage our partners in collaborations toward common outcomes

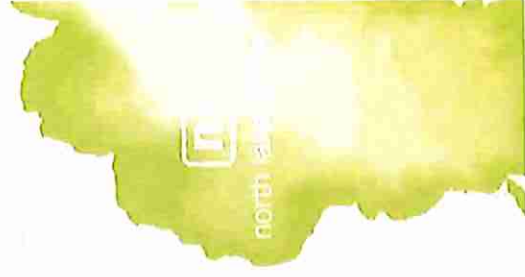


Supporting NLTRA Stewardship Principles

- **Elevate the experience of Lake Tahoe for all**
 - Increase visitation and in-marketing spending during spring season
 - Promote the NLT Know Before You Go Guide
- **Honor our region's history and local culture**
 - Winter Olympics themed pitching
 - WinterWonderGrass social media contest

Supporting NLTRA Stewardship Principles

- **Ensure that our natural resources are cared for by visitors and residents**
 - Promote Traveler Responsibility Pledge
 - Sustainability messaging (TART Connect, Backcountry Safety, Sledequitte)
 - Pitching eco-friendly adventures
- **Engage our partners in collaboration toward common outcomes**
 - Spring Expedia campaign opportunity



Supporting NLTRA Stewardship Principles

- Create opportunities that support a balance for business owners, workers & residents
 - Increase length of stay and mid-week visitation
 - Work from Nature messaging
 - Target national high value visitors
 - Lead generation campaign with Meetings Today targeting planners to drive MCC leads
 - Increase in-market spending and support local businesses
 - North Lake Tahoe Gift Card promotion



CAMPAIGN STRATEGIES

Tier 1:

- Increase length of stay
- Increase mid-week visitation

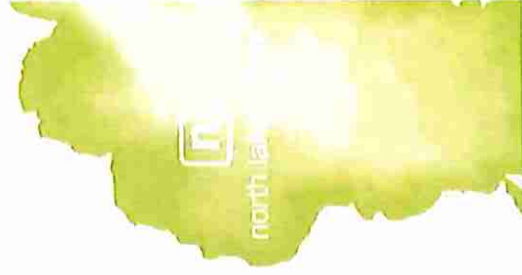
Tier 2:

- 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

- Omicron/COVID considerations
 - Continue flexibility in plan.
 - Prioritize media channels that can be easily adjusted vs traditional media.
- Seasonality focus during Spring/Fall.
 - Spring media is 42% of annual media budget.
- Visitation data used to guide decisions (Fusion7, Arrivalist, etc).
 - Target markets.
 - Media channels.
 - Audience segments, persona's, etc.
 - High value visitors.
- Maintain Sustainability messaging.



FUSION7: OUT OF STATE ONLY

<u>2019</u>	<u>2020</u>	<u>2021</u>	
• New York	• Dallas	• Dallas	4.1k
• Denver	• Houston	• Phoenix	3.7k
• Dallas	• Phoenix	• Portland	3.5k
• Phoenix	• Portland	• Houston	3.3k
• Houston	• Salt Lake City	• Salt Lake	3.3k
• Seattle	• Seattle	• Seattle	3.3k
• Chicago	• New York	• Chicago	3.1k
• Salt Lake City	• Chicago	• New York	2.9k



ARRIVALIST: OUT OF STATE ONLY

2019 Standout Markets:

	DMA Name	% of Total Arrivals
- Phoenix	Phoenix	6.30%
- Dallas	Dallas/Fort Worth	5.30%
- Seattle	Seattle/Tacoma	5.10%
- Denver	Denver	4.80%
	Salt Lake City	4.60%
	Chicago	3.90%
	New York	3.80%
	Portland-Or	3.50%

2020 Standout Markets:

	DMA Name	% of Total Arrivals
- Phoenix	Phoenix	10.60%
- SLC	Salt Lake City	7.20%
- Dallas	Dallas/Fort Worth	5.90%
- Seattle	Seattle/Tacoma	5.40%
	Houston	4.80%
	Denver	4.40%
	Portland-Or	3.90%
	Chicago	3.00%



FUSION7: IN STATE ONLY

<u>2019</u>	<u>2020</u>	<u>2021</u>
• San Fran	• Sacramento	• San Fran 129k
• Sacramento	• San Fran	• Sacramento 89k
• LA	• LA	• LA 31k
• Monterey	• Chico	• San Diego 9.6k
• San Diego	• Monterey	• Monterey 9.1k
• Fresno	• San Diego	• Chico 6.8k
• Chico	• Chico	• Fresno 5.3k
• Santa Barb	• Santa Barb	• Santa Barb 3.5k



ARRIVALIST: IN-STATE ONLY

2019 Standout Markets:

- Sacramento
- San Francisco
- Los Angeles
- Reno

DMA Name	% of Total Arrivals
Sacramento/Stockton/Modesto	44.70%
San Francisco/Oakland/San Jose	36.00%
Los Angeles	7.90%
Reno	2.50%
Chico/Redding	2.10%
San Diego	2.00%
Fresno/Visalia	1.80%
Monterey/Salinas	1.60%

2020 Standout Markets:

- Sacramento
- San Francisco
- Los Angeles
- Fresno

DMA Name	% of Total Arrivals
Sacramento/Stockton/Modesto	41.90%
San Francisco/Oakland/San Jose	39.00%
Los Angeles	9.00%
Fresno/Visalia	2.00%
Monterey/Salinas	1.90%
San Diego	1.70%
Chico/Redding	1.60%
Reno	1.10%

DIRECT FLIGHTS

Reno - RNO		
Airport	Total Direct Flights/day	Average Flight Cost
LA - LAX	12	\$ 202
Las Vegas - LAS	8	\$ 163
Phoenix - PHX	7	\$ 271
Denver - DEN	6	\$ 282
SLC - SLC	4	\$ 249
Seattle - SEA	4	\$ 280
San Diego - SAN	2	\$ 235
New York - JFK	2	\$ 311
Portland - PDX	2	\$ 378
Houston - IAH	1	\$ 365
Chicago - ORD	1	\$ 375
Dallas - DAL	0	-

Sacramento - SMF		
Airport	Total Direct Flights/day	Average Flight Cost
LA - LAX	21	\$ 253
San Diego - SAN	17	\$ 199
Seattle - SEA	14	\$ 211
Phoenix - PHX	13	\$ 316
Las Vegas - LAS	12	\$ 162
Denver - DEN	11	\$ 296
Portland - PDX	6	\$ 210
SLC - SLC	6	\$ 289
Chicago - ORD	4	\$ 381
Dallas - DAL	1	\$ 269
New York - JFK	1	\$ 418
Houston - IAH	1	\$ 439

Google Analytics

Metro	Acquisition	Users	New Users	Sessions
		86.39%	90.73%	86.37%
		150,670 (14.5%) 35,535	155,526 (14.5%) 33,544	193,143 (14.5%) 101,492
1. San Francisco-Oakland-San Jose CA				
Mar 1, 2021 - May 31, 2021	23,789 (14.56%)	23,282 (14.55%)	28,010 (14.81%)	
Mar 1, 2020 - May 31, 2020	19,261 (22.24%)	18,887 (22.55%)	22,714 (22.85%)	
% Change	23.51%	23.27%	23.32%	
2. Los Angeles CA				
Mar 1, 2021 - May 31, 2021	20,512 (12.57%)	20,107 (12.40%)	23,087 (12.17%)	
Mar 1, 2020 - May 31, 2020	8,565 (9.93%)	8,402 (10.24%)	10,135 (9.95%)	
% Change	139.49%	139.31%	127.79%	
3. Dallas-Ft. Worth TX				
Mar 1, 2021 - May 31, 2021	17,780 (10.85%)	17,684 (11.20%)	19,657 (10.52%)	
Mar 1, 2020 - May 31, 2020	1,153 (13.24%)	1,116 (13.35%)	1,327 (13.11%)	
% Change	1,442.06%	1,484.59%	1,396.38%	
4. Sacramento-Stockton-Modesto CA				
Mar 1, 2021 - May 31, 2021	17,598 (10.76%)	16,767 (10.51%)	21,293 (11.25%)	
Mar 1, 2020 - May 31, 2020	14,099 (16.35%)	13,456 (16.14%)	16,721 (16.45%)	
% Change	24.82%	24.24%	27.34%	
5. Houston TX				
Mar 1, 2021 - May 31, 2021	13,892 (8.51%)	13,937 (8.72%)	15,391 (8.14%)	
Mar 1, 2020 - May 31, 2020	626 (0.72%)	514 (0.75%)	720 (0.71%)	
% Change	2,119.17%	2,169.87%	2,037.64%	
6. Reno NV				
Mar 1, 2021 - May 31, 2021	10,268 (6.29%)	9,677 (6.27%)	13,603 (7.19%)	
Mar 1, 2020 - May 31, 2020	3,328 (4.66%)	7,922 (8.27%)	10,605 (10.43%)	
% Change	22.29%	22.15%	28.27%	
7. San Diego CA				
Mar 1, 2021 - May 31, 2021	8,358 (5.12%)	8,222 (5.15%)	9,495 (5.23%)	
Mar 1, 2020 - May 31, 2020	2,452 (3.34%)	2,355 (3.22%)	2,924 (2.85%)	
% Change	240.86%	249.13%	224.73%	
8. (not set)				
Mar 1, 2021 - May 31, 2021	4,395 (2.68%)	4,222 (2.55%)	4,804 (2.54%)	
Mar 1, 2020 - May 31, 2020	2,933 (3.40%)	2,304 (2.35%)	3,259 (3.21%)	
% Change	49.85%	50.57%	47.41%	
9. New York, NY				
Mar 1, 2021 - May 31, 2021	2,860 (1.75%)	2,827 (1.77%)	3,204 (1.65%)	
Mar 1, 2020 - May 31, 2020	3,808 (4.42%)	3,596 (4.23%)	4,134 (4.07%)	
% Change	-24.89%	-21.17%	-22.50%	
10. Monterey-Salinas CA				
Mar 1, 2021 - May 31, 2021	2,262 (1.39%)	2,228 (1.42%)	2,499 (1.22%)	
Mar 1, 2020 - May 31, 2020	780 (9.00%)	754 (10.20%)	956 (9.24%)	
% Change	190.00%	195.49%	161.40%	

TARGET MARKETS & AUDIENCES SUMMARY

Markets

Dallas/Houston

Los Angeles

Audiences

Personas

Local (Sustainability)

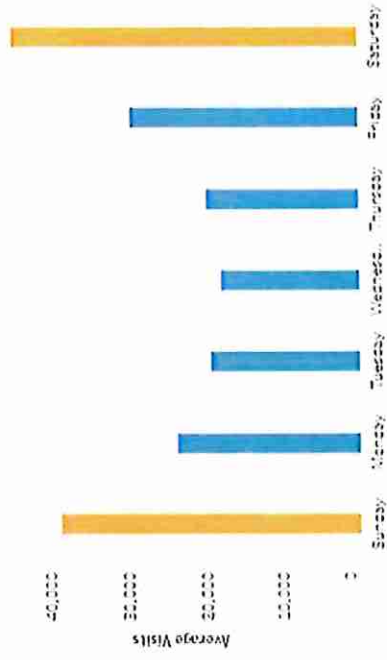
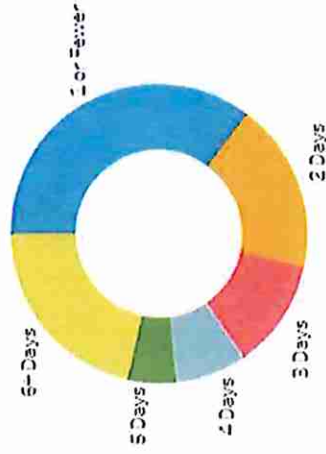
- Reno
- Local NLT/Visitor

3 Year Visitor/High Value



HIGH VALUE VISITORS

- Length of stay = 4+ nights.
- Includes some mid-week.
- Origin city = any fly market (national).
- Has higher spending percentage.



CONSUMER FLOWCHARTS



CONSUMER MEDIA FLOWCHART – DIGITAL, SOCIAL & VIDEO

NLT 2021-22 MEDIA PLAN	4Q 2022												Gross Total	
	March			April			May			Spring				
CAMPAIGN: CONSUMER	14	21	28	7	14	21	28	4	11	18	25	2	9	
DIGITAL														
Programmatic Display PT														
Programmatic Display RT														
Native (programmatic)														
Search Marketing														
Digital Total														\$66,511
SOCIAL														
FB/IG PT														
FB/IG RT														
IG Stories														
Twitter														
Social Total														\$25,983
VIDEO														
OTT.CTV														
Facebook Video														
TikTok														
Youtube PT														
Youtube Search RT														
Video Total														\$15,924

CONSUMER MEDIA FLOWCHART – OTA'S, MISC & PLEDGE

NLT 2021-22 MEDIA PLAN		4Q 2022													
		March			April			May			Gross Total				
		14	21	28	7	14	21	28	4	11	18	25	2	9	
		Spring													
OTA'S															
TripAdvisor (Desktop/Mobile/Audience/etc)															
Expedia															
OTA's Total															\$46,330
MISC															
Email															
Weekend Sherpa (LA)															
Programmatic Display (High Value / National)															
FB/IG (High Value / National)															
MISC Total															\$31,640
SUSTAINABILITY/PLEDGE/TARI/etc															
FB/IG (In-Market Travelers 75%; Locals 25%)															
Sustainability/Pledge Totals															\$1,695
Adserving															\$2,825
Total Media Investment															\$290,758

CREATIVE EXAMPLES



2021 CREATIVE – DUAL DAYS SOCIAL

North Lake Tahoe Sponsored

Elevate your senses and refresh with adventures that are twice the fun.



GETAWAYNORTH.COM
Explore Midweek Lodging Specials
Your Safety Is In Our Nature

Learn More

Like Comment Share

North Lake Tahoe Sponsored

Refresh during spring's dual days. Take in scenic open spaces and explore more with midweek lodging specials.




GETAWAYNORTH.COM
Your Safety Is In Our Nature
Get Back to Nature

Learn More

Like Comment Share

North Lake Tahoe Sponsored

Get back to nature, reconnect and have twice the fun.



GETAWAYNORTH.COM
We're Prepared to Welcome You Safely
Discover Spring's Dual Days.


Learn More

Like Comment Share

MILLENNIAL

North Lake Tahoe Sponsored

Explore dual day adventures and lodging specials.



GETAWAYNORTH.COM
We're Prepared to Welcome You Safely
Get Back to Nature

Book Now

Like Comment Share

BOOMER

North Lake Tahoe Sponsored

Explore crystal blue lakes and snowcapped mountains this spring. Plan ahead and get back to nature safely and responsibly.



GETAWAYNORTH.COM
Know Before You Go
Get Back to Nature

Learn More

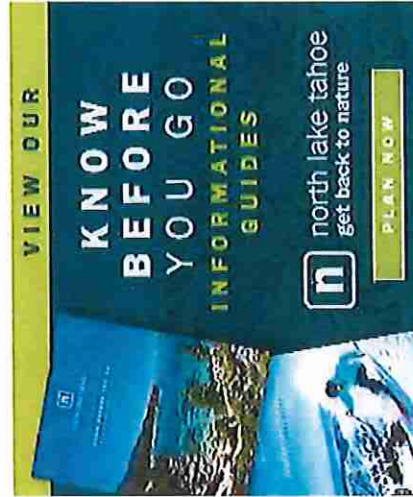
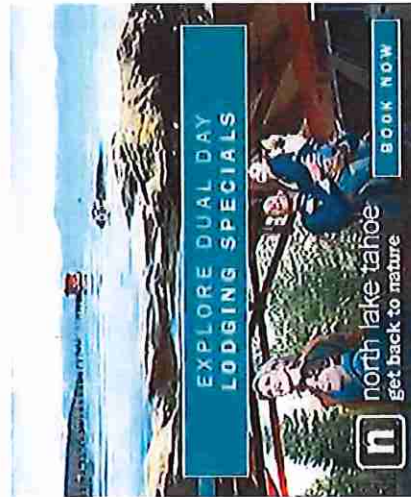
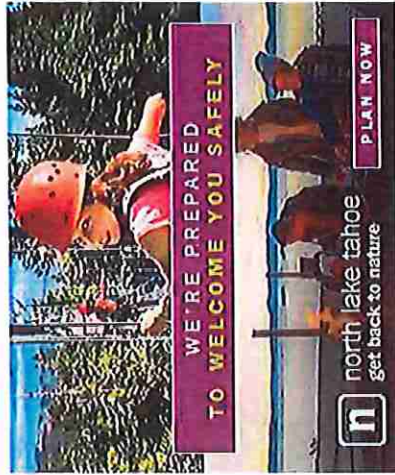
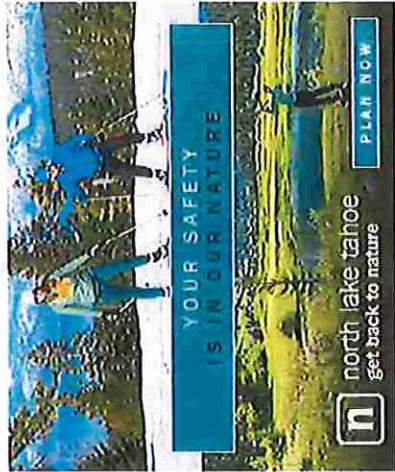
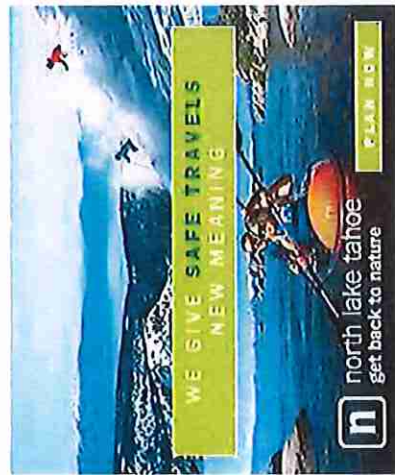
Like Comment Share

FAMILY

RETARGETING / LODGING

KNOW BEFORE YOU GO

2021 CREATIVE – DUAL DAYS DISPLAY



2022 CREATIVE – SUSTAINABILITY

North Lake Tahoe
 From sparkling crystal blue waters and snow-capped mountains, North Lake Tahoe's natural beauty starts with you.

GET TO KNOW NORTH LAKE TAKE THE TRAVELER RESPONSIBILITY PLEDGE

Like Comment Share

LEARN MORE

North Lake Tahoe
 The TAZT Connect app offers a free and easy way to get around North Lake Tahoe. Get loading info at 150+ ski lifts, 75+ beaches, 50+ campgrounds, 150+ trails, and more. Download the app from the App Store or Google Play.

GET TO KNOW NORTH LAKE TAKE THE TRAVELER RESPONSIBILITY PLEDGE

Like Comment Share

LEARN MORE

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

GET TO KNOW NORTH LAKE TAKE THE TRAVELER RESPONSIBILITY PLEDGE

Like Comment Share

LEARN MORE

North Lake Tahoe

Help us reduce a carbon footprint and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge.

Take the Pledge

North Lake Tahoe

Help us reduce a carbon footprint and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge.

Reduce & Reuse

North Lake Tahoe

Help us reduce a carbon footprint and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge.

Recycle

North Lake Tahoe

Help us reduce a carbon footprint and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge.

Stay Hydrated

North Lake Tahoe

Help us reduce a carbon footprint and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge.

Stay Educated

North Lake Tahoe

Help us reduce a carbon footprint and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge.

Keep Wildlife Wild

North Lake Tahoe

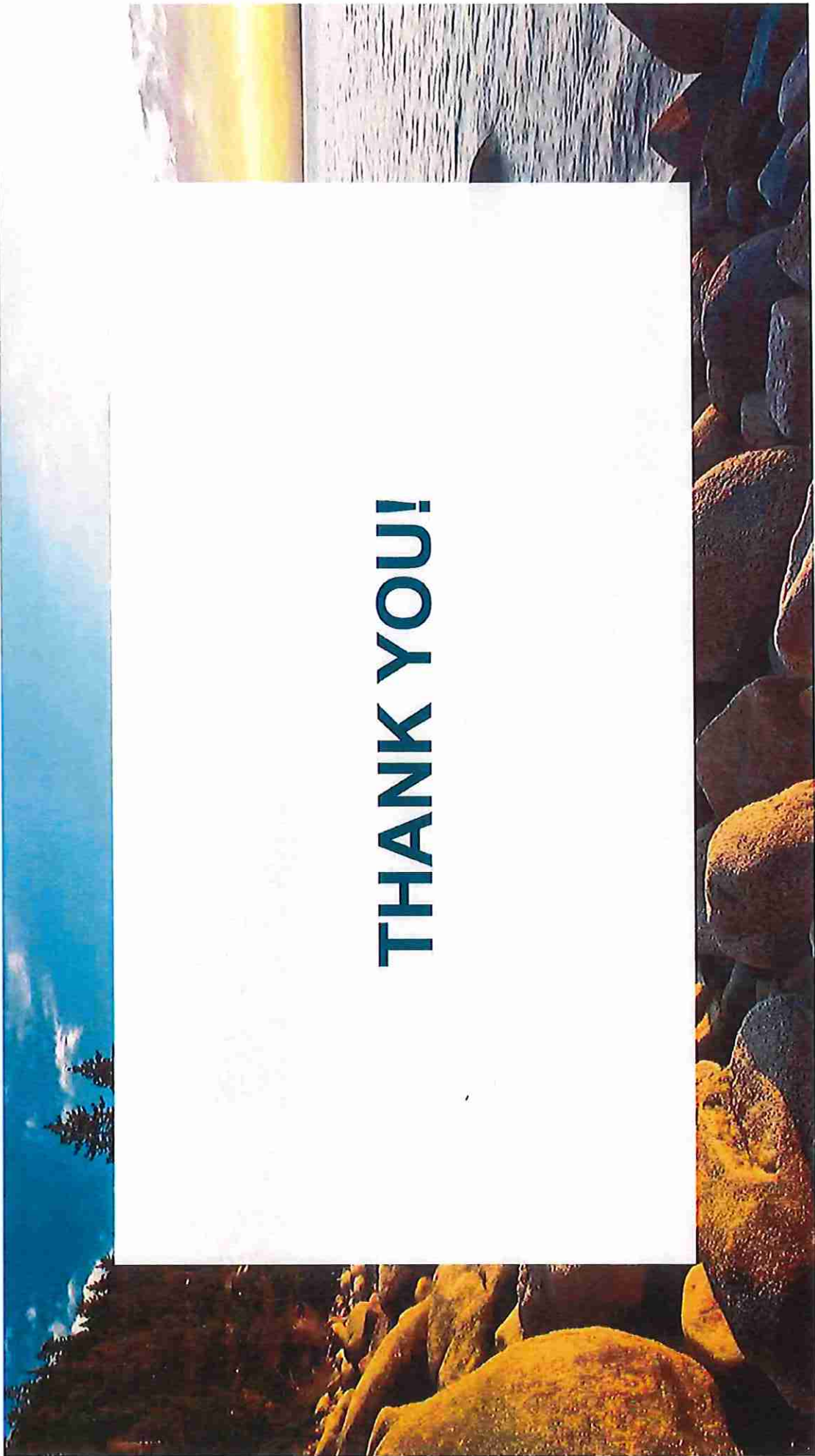
Help us reduce a carbon footprint and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge.

Be Pledge Ready

North Lake Tahoe

Help us reduce a carbon footprint and preserve the natural wonders of our region by taking the Traveler Responsibility Pledge.

Learn More



THANK YOU!



MEMORANDUM

Date: January 25, 2022
TO: NLTRA Tourism Development Committee
FROM: Katie Biggers, NLTRA Sr. Event Specialist
RE: 21.22 Opportunistic Event Sponsorship Funds Allocations

Action Requested:

The Tourism Development committee will hear proposals from three (3) events in January and four (4) events in February requesting event sponsorships from the remaining 21.22 FY opportunistic funds. There is approximately \$74,500 unallocated in the approved 21.22 FY event budget. This remaining amount is a combination of previously allocated event funding and opportunistic funds. The total of all the asks for all event presentations January-February is \$103,500.

Background:

JANUARY PRESENTATIONS

The following are applicants for opportunistic funds

Made in Tahoe - \$25,000 request - Review and possible approval of SVNC's request for an additional \$25,000 in support of their 2022 Made in Tahoe Festivals taking place May 28-29, 2022 and October 8-9, 2022 in Olympic Valley, CA

- Made in Tahoe celebrates all things LOCAL. The Village at Palisades Tahoe will host a wide array of offerings that are made in or inspired by the Lake Tahoe Basin and Truckee areas: local artisans, businesses, chefs, organizations, and entertainers. Discover, explore, and experience our rich community full of talented creators.
- Background: Within the 20.21 fiscal year, the NLTRA committed to funding a Fall 2021 Made in Tahoe with \$10,000 in sponsorship funds.
- Typically, a Memorial Day Weekend event. This is one of the communities' biggest and most anticipated events of the year. Made in Tahoe (MIT) was postponed from May 2020 to October 2020 and both events were cancelled due to Covid-19. Last year was the first time they added a second date in October, and it was wildly successful. With the NLTRA support, they hope to make this a biannual event in 2022.
- The event historically brings in over 5,000 people per day to the North Tahoe / Truckee region. Participating vendors rave that Made in Tahoe generates significant revenue and awareness for their businesses.
- Proceeds from the MIT Bar have generated over \$40K, over 8 years for the Tahoe Food Hub who provide a large number of volunteers to help make the event successful.
- This event aligns with NLTRA cultural pillars and is proven to produce room nights. It also supports our shopping initiatives. As the main sponsor of the event last year, we had a very visible booth in the middle of the village with great exposure. We were able to give out a ton of visitor information and promote our sustainability pledge.
- For 2022 Made in Tahoe, they would like to request an additional \$12,500 for each event (Fall & Spring 2022) out of the Opportunistic Fund - for a total of \$25K for both events.
- Within this fiscal year, MIT already received a Partnership Funding Marketing Grant for \$5,000, \$2,500 for each event. The Partnership Funding panel recommended an additional \$15,000 (\$7,500 per event) out of Opportunistic Funds to assist with operational expenses.

Oktoberfest - \$6,000 request - Review and possible approval of SVNC's request for \$6,000 in support of their 2022 Oktoberfest Festival taking place September 17, 2022, in Olympic Valley, CA

- Oktoberfest in Olympic Valley draws over 6,000 people for one day in late September. It has shown growth from both visitors and locals since 2002.
- This annual event transforms the Village at Palisades into the largest Bavarian playground in North Lake Tahoe, complete with authentic German beer and Bavarian music and dance, plus the ever-popular Oktoberfest Games and plenty of family fun.
- Proceeds from this event benefit the High Sierra Lacrosse Foundation, which was founded in 2007 to support and grow the sport of lacrosse across Northern Nevada, Truckee, and the Tahoe Basin by raising and providing resources. HSLF provides approximately 150 volunteers to help with the event and draws a family demographic.
- Entertainment at this event is top notch, with Authentic Entertainment by Joe Smiell and his 20-piece band, Almenrausch Shuhplattler, Apentanzer Shuhplattler and Alpen Tanz Kappel. Entertainment costs exceed \$20,000.
- NLTRA sponsored this event last year. It is in a need time period; the event brings people from all over.
- Background: SVNC received \$10,000 in 2021 for the event that was then cancelled due to Caldor Fire/Covid. This funding helped offset incurred costs, like glassware / marketing and SVNC still had a loss of \$12,000. This year they reduced the infrastructure line item by the cost of glassware, paid for in 2021 for the 2022 event. They have received a Partnership Funding Marketing Grant for \$4,000 in this fiscal year. The Partnership Funding Panel recommended an additional \$2,500 out of Opportunistic to assist this event with operational costs.

Lake Tahoe Dance Festival - \$27,500 request - *Review and possible approval of Lake Tahoe Dance Collective's request for \$27,500 in support of their 2022 Lake Tahoe Dance Festival taking place July 27-29, 2022 at Gatekeepers Museum, Tahoe City, CA.*

- Lake Tahoe Dance Collective is the only presenter and producer of a professional dance production in the North Lake Tahoe Region. LTDC has produced nine years of previous festivals, fifteen years of annual winter seasons, and six presentations of visiting dance companies.
- In 2021, most ticket sales were in late spring when vaccinations were widely available and audiences were hungry to get back to in-person events, particularly those outside and deemed safe by the state and the CDC.
- Background: In 2021, LTDF received \$5,000 from Partnership Funding and an additional \$20,000 in NLTRA Event Sponsorship monies, which enabled them to re-hire a PR firm and social media manager specializing in performing arts events on a national level. Additionally, they grew partnerships with lodging entities for the event which resulted in an overwhelmingly positive response from audiences traveling to the area. Of survey respondents, 75% stayed three nights or more in North Lake Tahoe, 96% of which stating they'd return to Tahoe. Furthermore, they have a Net Promoter Score of 87, far above industry standard.
- This year, the partnership funding panel awarded them \$2,500 and recommended \$5,000 out of Opportunistic funds.

FEBRUARY PRESENTATIONS

[More background information to follow at the next meeting](#)

High Sierra Archery - \$5,000 request - *Review and possible approval of Team Whiskey's request for \$5,000 in support of their 2022 High Sierra Archery event taking place June 25-26, 2022 at Homewood Mountain Resort.*

- The production company Team Whiskey requested \$5,000 during the 2022 Partnership Funding process and was awarded \$0. The Partnership Funding panel liked the fact that they had a different audience. They bring a unique audience. We realized they didn't need marketing, as they sold out last year. The panel recommended funding \$5,000 out of opportunistic funds that could be used on operations.

Tahoe SUP Series - \$3,000 request - *Review and possible approval of Waterman's request for \$3,000 in support of their 2022 Lake Tahoe Paddle Racing Series events taking place June 18, July 23, August 27 & 28, September 17, 2022 in North Lake Tahoe.*

- Watermans requested \$10,000 during the 2022 Partnership Funding process and was awarded \$7,000. They are requesting the additional \$3,000 from Opportunistic funds. The panel liked the marketing value and regional exposure the event brings.

Tahoe 100 - \$10,000 request - *Review and possible approval of Northstar's request for \$10,000 in support of their 2022 Tahoe 100 event taking place July 16, 2022 at Northstar California Resort.*

- The Tahoe Trail 100 offers athletes a 2-loop, 50-kilometer course filled with beautiful views of Lake Tahoe. Rocky summits and breathtaking pine forests are found in every direction from the host location of Northstar California.

- Northstar requested \$10,000 last year and was awarded the full amount for the July event. Northstar offers a world-class bike park which is a differentiator for the North Lake Tahoe region and is a desired visitor amenity. It is part of the Leadville Race Series, which brings people from all over the country.

Concours d'Elegance - \$5,000 request - *Review and possible approval of Tahoe Yacht Club Foundation's request for \$5,000 in support of the 47th Annual Lake Tahoe Concours d'Elegance event taking place August 12-13, 2022 on the West Shore.*

- The production company, Liquid Blue Event's, requested \$10,000 during the 2022 Partnership Funding process and was awarded \$5,000. The Partnership Funding Panel recommended an additional \$5,000 out of Opportunistic funds.
- As a sponsorship deliverable, the panel asked that NLT be highlighted in out-of-market advertising and want to sponsor their boat archive. In addition, staff will negotiate benefits for pre-event communications to push lodging. Tahoe Luxury Properties is their main lodging sponsor.

Adventure Van Expo - \$5,000 request

Review and possible approval of Tahoe Adventure Van's request for \$5,000 in support of their 2022 Adventure Van Expo event taking place September 2022 at Homewood Mountain Resort.

- A traveling event series gearing back up in June as a four state, seven-stop run from California to Tennessee, Oregon, Utah, and Colorado. The Tahoe Show draws guests from the following areas: Bay Area, Los Angeles, Portland, OR, Salt Lake City, UT and Denver, CO.
- The expo is a consumer show and free to the public. The main attraction is the custom-built adventure rigs, and all the latest tech gear, builds, racks, and accessories.
- At last year's events, they hosted over-landing classes, solar technology courses, mountain bike rides, beer gardens and added music!
- Website traffic is now over 100k unique visits a year, and Instagram followship is over 26k, with a base of email subscribers is now at 8,000+
- Most of the funding will be used to go towards advertising; social media, local radio, out of area radio, local and out of area print, mail out cards, digital partner advertising.

Fiscal Impact:

Up to \$74,500

LAKE DANCE TAHOE COLLECTIVE

LAKE TAHOE
DANCE
COLLECTIVE,
INC

PO BOX 1766
TAHOE CITY, CA
96145

CHRISTIN
HANNA
FOUNDER,
ARTISTIC/
EXECUTIVE
DIRECTOR

TIMEA
GRISSET
PRESIDENT

KATHLEEN
DALE

MICHAEL
GELBMAN

HILLARY
LANE

KATHY
NICHOLAS

MARJIE
PRISCO
BOARD OF
DIRECTORS

October 29, 2021

To the ladies and gentlemen of the North Lake Tahoe Resort Association,

Our small but mighty event was started in 2013 and modeled after Jacob's Pillow in Western Massachusetts, the most prestigious dance festival in the country. Since our inception, the Lake Tahoe Dance Festival has experienced double digit growth every year, thanks to an innovative approach to programming, marketing and community engagement. The backdrop to which our artists create their work is literally the stunningly beautiful Lake Tahoe.

The Lake Tahoe Dance Collective is a 501c3 Nonprofit whose mission is to promote classical, modern and contemporary dance of the finest quality in the North Lake Tahoe. Through performance, education and outreach, the LTDC enriches our community as a whole and perhaps more importantly, has established North Lake Tahoe as a legitimate cultural destination. We are one of, if not the only, locally-based, year-round performing arts organizations that is known not only in our community, but throughout the dance world as a destination for unique programming and performances.

The vision for the LTDC began when I took my first ballet class at the Old Truckee Community Center in the 80s. A born-and-raised Tahoe local, I left the area during my teenage years, as there were no cultural outlets for ballet. After a professional career in New York City, I came back to Tahoe City to explicitly create and foster what I wished had existed during my youth. Through the eyes of a local, I knew what such an organization could add to my community - one which I live and run multiple businesses in. The LTDC is something that adds value to our community on a holistic and rewarding level that defies traditional metrics.

In 2020, we were also widely recognized as being one of the more forward-thinking programmers and presenters of artists and works from the BIPOC community. Since the company's inception in 2008, we have worked closely with artists, dancers, teachers and choreographers from all backgrounds to bring world class dance from all walks of life to our community in order to educate our students and audience. Diversity is an integral part of our history, culture, and identity.

Our approach to programming - offering a variety of styles and works on stage - is reflected in our audience. Our event offers both visitors and residents alike a unique experience, not only for LakeTahoe, but in the larger, national calendar of dance performance offerings.

In appreciation of your time and consideration,



Christin Hanna
Founder, Artistic Director

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 NLTDA Board of Directors.

Please refer to the "2022 Special Event Partnership Funding: Application Explanations" document for details and tips about the application. Also 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: LAKE TAHOE DANCE FESTIVAL 2022

Event Date: JULY 27, 28 & 29, 2022

Event Host Organization: LAKE TAHOE DANCE COLLECTIVE, INC

What other events have been produced by event promoter or host organization? *Lake Tahoe Dance Collective is the only presenter and producer of professional dance production in the North Lake Tahoe Region. LTDC has produced nine years of previous Festivals, thirteen years of annual winter seasons, and five presentations of visiting dance companies.*

Event Mailing Address: PO BOX 1766, TAHOE CITY, CA, 96145

Event Office Phone: (530) 386-4136

Event Director or Producer: CHRISTIN HANNA & CONSTANTINE BAECHER

Title: CO-DIRECTORS, FOUNDERS

Email: INFO@LAKE TAHOE DANCE COLLECTIVE.ORG

Phone: CHRISTIN HANNA, (530) 613-4363

Person Completing Application: CHRISTIN HANNA

Title: FOUNDING ARTISTIC DIRECTOR, LAKE TAHOE DANCE COLLECTIVE

Email: INFO@LAKE TAHOE DANCE COLLECTIVE.ORG

Phone: (530) 613-4363

Event Website URL: WWW.LAKE TAHOE DANCE COLLECTIVE.ORG

Unique Visitors in Past 12 Months: 22, 786

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

Number of Facebook "Likes": 1,255

Instagram Handle: @laketahoedancecollective

Number of Instagram Followers: 1367

Twitter Handle: Facebook & Instagram are commonly identified as the premiere platforms for performing arts organizations, according to Capacity Interactive's "2016 Arts Number of Twitter Followers: Industry Digital Marketing Benchmark Study."

Q9.3 Provide the names of events Board of Directors, if applicable.

- Timea Griset, President
- Michael Gelbman, Treasurer
- Kathleen Dale
- Hillary Lane
- Kathy Nicholas
- Marjorie Prisco

Section 10: Sponsors

Q10.1 Identify the top 5 sponsors of the 2021 event.

- North Lake Tahoe Resort Association
- Tahoe Truckee Community Foundation
- Arts Council of Placer County
- Google Grants
- Interwest Insurance Services

Q10.2 Identify the top 5 sponsors that the event will target for 2022.

- North Lake Tahoe Resort Association
- Tahoe Truckee Community Foundation
- Arts Council of Placer County
- First Republic Bank
- Truckee Tahoe Airport District

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)

YouTube URL: Due to added protections for copyrights, we use Vimeo:
<https://vimeo.com/laketahoeanddancecollective>

Section 2: Event Overview

Q2.1 Where will event take place? Previous years have taken place at William B Layton Park in Tahoe City & West End Beach, Donner Lake in Truckee

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? This will be the 10th Annual Event

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.) ✓

No \$75. Main Stage performance tickets are general admission: \$20/students & seniors 65+, \$25/adults. Ticket prices increase \$5 at the door. An essential part of our organization's mission is making sure the event is accessible with an affordable ticket price.

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: \$30,000 - \$20K for marketing, \$10K for Guest Artists

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.)

The Lake Tahoe Dance Festival (LTDF) has grown and prospered since its inception in 2013, and is a locally-conceptualized and has proven itself highly successful and has established itself as a unique cultural experience.

LTDF, held annually in July, is a presentation of the Lake Tahoe Dance Collective, a 501(c)3 non-profit organization whose mission is to promote classical, modern and contemporary dance of the finest quality in the Lake Tahoe area through performance, education and outreach, enriching the community as a whole and as a cultural destination.

In 2021, LTDF received \$5000 from the Special Event Marketing Grant and an additional \$20,000 in NLTRA Event Sponsorship monies, which enabled us to re-hire an excellent PR Firm and Social Media Manager specializing in performing arts events on a national level. Additionally, we grew partnerships with lodging entities for the event which resulted in an overwhelmingly positive response from audiences traveling to the area. Of survey respondents, 75% stayed three nights or more in North Lake Tahoe, 96% of which stated they'd return to Tahoe. Furthermore, our Net Promoter Score was an 87, far above industry standard.

Because our event is nonprofit and holds a mission to provide a world-class event at affordable ticket prices, we seek funding from the North Lake Tahoe Resort Association to once again assist us in marketing this unique cultural gem.

These funds from the North Lake Tahoe Resort Association would enable us to continue the path forward laid in 2019 in marketing an event that has proven itself highly successful and has established itself as a unique cultural experience. Our "product" is proven, we seek your assistance to broaden our reach and continue to grow awareness for this iconic Festival on a national and international scale.

Section 6: Lodging Partnerships

Q6.1 Identify the event's Placer County lodging partners in 2021. In 2021, Lake Tahoe Dance Festival partnered with the following Placer County Lodging Properties who offered specials for Lake Tahoe Dance Festival attendees.

BASECAMP HOTEL

Basecamp Tahoe City is a boutique hotel featuring stunning views of the surrounding mountains and lakes. Our accommodations are located in the heart of the city, just a short walk to the lake and right next to Downtown Tahoe City.

Our 24-hour rooms are designed for comfort and relaxation, featuring amenities with the amenities and style of a modern resort, but at more reasonable prices. Book your stay today and your stay will be unforgettable for your Lake Tahoe adventure.

BOOK NOW!

TAHOE GETAWAYS

Let Tahoe Getaways, with its extensive list of vacation homes throughout North Tahoe and Truckee, help you find the perfect rental in Tahoe to enjoy this special time of year. Our diverse selection of properties offers the perfect mix of amenities and outdoor adventures.

Enjoy a 10% discount using the code TDFEST21 on all bookings made before the start of the Lake Tahoe Dance Festival.

BOOK NOW!

PEPPERTREE INN

Located across the street from the famed Blue Lake, Peppertree Inn is conveniently located in central Tahoe City just 2 blocks from the lake. The inn features a full-service restaurant, bar, and lounge, and offers a variety of amenities and outdoor adventures.

Peppertree Inn, located at the heart of the Lake Tahoe experience, is a perfect choice for attendees in anticipation of the 2021 winter Olympics, with its mountain views, amazing views of the Summit, and Lake Tahoe. Peppertree Inn is the perfect choice for your Lake Tahoe adventure.

The Peppertree Inn has a history of supporting the Lake Tahoe community and is proud to announce a special 20% savings to guests attending the 2021 Lake Tahoe Dance Festival in July!

Enter code DANCE21 when booking using the link below.

BOOK NOW!

Section 7: Attendance

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

- Unique Individuals: 922
- Overall Event Attendance: 922

Q7.2 2021 Participants in Attendance: Workshop students/guest artists/production staff/teachers/volunteers: 84

Q7.3 Explain how 2021 attendance (Q7.1 and Q7.2) was calculated. Ticket Sales + Giveaways + hired performances/production staff

Section 4: Marketing, Advertising, Public Relations

Q4.1 2022 In-Market Paid Advertising Budget: \$2500

Q4.2 2022 Out-of-Market Paid Advertising Budget: \$27,500

Q4.3 Optional: 2020 Out-of-Market/Paid Advertising Budget: \$27,500

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

Section 6: Partnership Funding

Q6.1 If Partnership Funding is not awarded, will the event still take place?

- Yes ✓
- No (If "no", explain why)

Section 7: Sponsorship

Q7.1 If event does not receive Partnership Funding, or does not receive the full requested amount, summarize the effect to specific programs or promotional strategies.

Should our request not be funded, or only partially funded, we will not be able to engage our excellent marketing team from 2020 & 2021 who have been building steady momentum in gaining national and international recognition of the Lake Tahoe Dance Festival, and our plan in moving forward with growing the awareness and reach for the event and North Lake Tahoe as a cultural destination as a whole.

Section 8: Additional Information

Q8.1 Despite the challenges to performing arts organizations during the COVID-19 pandemic, one of the hardest-hit industries, the knowledge of the Lake Tahoe Dance Festival spread far and wide through our 2020 online presentation and our successful return to the stage in 2021, thanks in huge part to our marketing plan.

Section 9: Additional Information

Q9.1 Will event solicit additional sponsors, either cash or in-kind?

- Yes ✓
- No (If "no", explain why)

Section 10: Additional Information

Q10.1 Identify the event's anticipated Placer County lodging partners for 2022. List type of partnership if one has already been established. We are extremely happy with our current lodging partnerships and will continue to foster new relationships within Placer County Lodging availabilities.

- Unique Individuals: 922
- Overall Event Attendance: 922

Section 11: Additional Information

Q11.1 2021 Participants in Attendance: Workshop students/guest artists/production staff/teachers/volunteers: 84

Q11.2 Explain how 2021 attendance (Q11.1 and Q11.2) was calculated. Ticket Sales + Giveaways + hired performances/production staff

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:

Self: Since our online Dance Festival presentation in 2020 (necessitated by COVID), we have been praised for our online presentation. Much like the rest of the performing arts world is experimenting, we are looking ahead to evolve our organization into the future of streaming arts platforms. We have had initial talks with independent producers and production companies regarding the live-capture of the work presented at the Lake Tahoe Dance Festival.

Currently, our performance is filmed and then presented on our website, with registration required to view, following the in-person performances and available for a limited amount of time.

- Air Dates: Currently scheduled for streaming July 30th through August 6th.
- Program Length: Approximately 1.5 hours
- Remarks, if any:

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

- Yes (Provide details) 22K views of trailer & program stream across 51 countries
- No

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

- Yes In the current model, yes. Should we be acquired by a streaming platform, there is discussion to be had where NLTRA would be possibly a type of co-producer.
- No

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

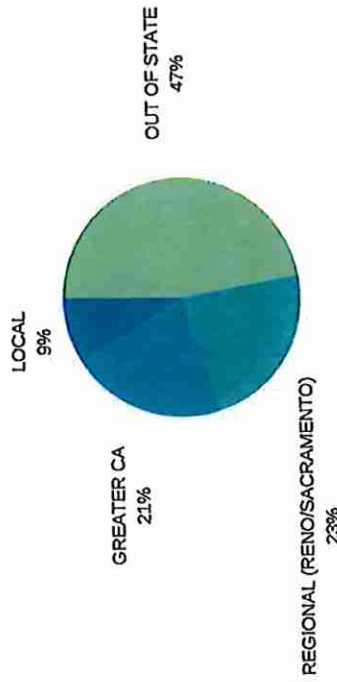
- Yes In the current model, yes. Additional options to be discussed as the streaming develops.
- No

Q5.8 If complementary commercial time and/or promotional exposure is available to the NLTRA, summarize opportunities. Lake Tahoe Dance Festival would welcome a local angle, possibly including artists interviews or something else creative, that we could partner with the NLTRA to produce, as long as its quality remains within the branding of the Lake Tahoe Dance Festival.

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)

Audience attendance is assessed by a cross check of billing ZIP code and questionnaire in ticket purchase. Our Out-of-Area attendance for 2021 was 14% greater than our last in-person performance in 2019, reflecting our credible marketing team's approach to highly targeted PR and social media.

AUDIENCE BREAKDOWN



Q7.5 Participants: Based on the 2021 participants attendance figures (Q7.2), what percentage was from out-of-market? (Explain how percentage is calculated)

Workshop students/guest artists/production staff/teachers: 84, 36 = 43% These numbers are calculated by volunteer sign-ups and engaged artists, production staff, and workshop attendees.

Q7.6 2022 Projected Spectator/Fan Attendance:

- Unique Individuals: 1500
- Overall Event Attendance: 1600

Q7.7 2022 Projected Participants: 110

Q7.8 Explain how 2022 attendance (Q7.6 and Q7.7) was calculated.

2018 to 2019 growth of 86% was calculated based on same amount of funding, while also recognizing that 2018 to 2019 was a spectacular jump, as well as event capacity, we would like to project an audience attendance of 1600.

We were very pleased with our attendance in 2021, given all the odds put against us. The majority of our ticket sales were in late spring, when vaccinations were made widely available and audiences were hungry to get back to in-person events, particularly those outside and deemed safe both in the state of California but also by the CDC.

In a complete reversal of a usual year, ticket sales didn't increase as we neared the event, with growing concern over the Delta Variant coming more and more prominent in the news. Ticket sales dropped off completely when the smoke from the Caldor Fire made it's way to North Lake Tahoe on July 20th. Not only did ticket sales halt, but our inbox filled with emails of cancellations from out of town guests cancelling their trips to Tahoe.

On the morning of our Gala, a thunderstorm swept away the smoke, and ticket sales returned. We were able to perform all 4 shows with no risk of endangering our dancers or our audience with smoke inhalation.

I have used our original numbers originally calculated for 2020 as I write this because the Delta Variant seems to be on the decline and vaccinations for younger people are right around the corner. However, as this past year and a half has taught us, we must manage expectations in a new way.

Section 8: Room Nights

- Q8.1 2021 Placer County Room Nights
 - Paid Room Nights: 23 Nights booked by event volunteers/staff/etc. Estimated between 627 and 1273 paid room nights in Placer County by audience based on survey results
 - Complimentary Room Nights: 148 room nights donated by volunteers/hosts for artists/visiting production staff
- Q8.2 Explain how 2021 room nights were calculated.

Projections based on scale utilizing reporting from ticket sales and survey results from 2021.

PROJECTION FROM TICKET SALES

- Total audience: Unique Attendees 922
- Local (NLT/Truckee) 9%
- Regional (Sacramento to Reno) 23%
- Other CA/Out of State/International 68%

IF ONLY THE 50% of Out of Area attendees pay lodging, that's 627 people, 313 couples*. If that's all couples and they each stay two nights, we will have 627 room nights.

PROJECTION FROM AUDIENCE SURVEY - Where did you stay?

- Total audience: Unique Attendees 922
- Friends/Family in the Area 11%
- Second Home/Vacation Unit 19%
- Lodging 80%

OF THIS LODGING, ONLY 5% WAS LISTED OUT OF PLACER COUNTY, MEANING 75% OF LODGING WAS PURCHASED IN TAHOE CITY, WEST SHORE, KINGS BEACH, NORTHSTAR AND SQUAW VALLEY.
80% of 922 attendees = 738

"HOW MANY NIGHTS DID YOU STAY" within this percentage?

- 1 Night - 5%; 5% of 738 = 36 ppl.
- 2 Nights - 16%; 16% of 738 = 118 ppl.
- 3 Nights - 30%; 30% of 738 = 221 ppl.
- 4 Nights - 5%; 5% of 738 = 36 ppl.
- 5+ Nights - 40%; 40% of 738 = 295 ppl.

OF THIS MODEL, assuming all attendees are couples*, as done in the ticket sales model:

- 36ppl = 18 couples in 1 room night = 18 rooms
- 118ppl = 59 couples in 2 room nights = 118 rooms
- 221ppl = 110 couples in 3 room nights = 330 rooms
- 36ppl = 18 couples in 4 room nights = 72 rooms
- 295ppl = 147 couples in 5 room nights = 735 rooms

*calculations based on couples because over 50% of survey respondents stated their party was 2 persons

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: **Christin Hanna** Date: **October 29, 2021**

Required Supplemental Documents

Document #1: Event Overview

- Yes, will submit ✓
- No, will not submit

Document #2: 2021 Profit & Loss Statement

- Yes, will submit ✓
- No, will not submit

Document #3: 2022 Event Budget

- Yes, will submit ✓
- No, will not submit

Document #4: Marketing/Promotional Plans – Part A: Marketing Plan Without Receipt of Funding, Part B: Marketing/Promotional Initiatives to be implemented with Receipt of Funding

- Yes, will submit ✓
- No, will not submit

Document #5: Potential Sponsorship Amenities to NLTRA

- Yes, will submit ✓
- No, will not submit

Document #6: OPTIONAL PR Equivalency for Out-of-Market

- Yes, will submit
- No, will not submit ✓

Required Supplemental Documents

Document #1: Event Overview

The Lake Tahoe Dance Festival, held annually in July, is a presentation of the Lake Tahoe Dance Collective, whose mission is to promote classical, modern and contemporary dance of the finest quality in the Lake Tahoe area through performance, education and outreach, enriching the community as a whole and as a cultural destination.

Through the Festival, we offer the finest professional dance and dance instruction in North Lake Tahoe. This includes a three-week workshop for young dancers, who then perform alongside some of the finest international guest artists and choreographers in the three performance evenings of the Festival.

The Festival is directed by longtime friends and collaborators, Constantine Baecher (Royal Danish Ballet) and Christin Hanna (Founding Artistic Director, LTDC), whose friendship started in 1998 at American Ballet Theatre's summer program in New York.

To further collaboration between professional artists and young dancers, the festival offers three days of main stage performances, audience participatory demonstrations, site-specific installations, meet-the-artists talks and more.

The festival celebrates a variety of innovative new works while preserving beloved classics of the past: including works by George Balanchine, Lester Horton, Erick Hawkins, and most recently, the rarely-performed work of Agnes DeMille, "The Other."

In 2021, the Lake Tahoe Dance Festival presented an evening of entirely newly-commissioned works in support of our artists who had been without work for over a year due to the COVID-19 pandemic.

In its first 9 years, the Festival has established itself within the dance world for taking risks and fostering groundbreaking new works by up-and-coming choreographers. The Festival's diverse offerings in programming represent a wide range of dance styles and disciplines. First-rate dancers from New York City Ballet, Billy Elliott (Broadway), Dance Theater of Harlem, Martha Graham Dance, Dresden-Frankfurt Dance Company, Ballet Black (London), SFDanceworks, Aspen Santa Fe Ballet, Frankfurt Ballet, San Francisco Ballet, Los Angeles Ballet, Paul Taylor American Dance, and Robert Moses KIN have graced the Lake Tahoe Dance Festival stage, to name a few.



Ellen Lindok, 22, in this pre-performance installation, which begins as the gates open to the event. The audience is greeted by dances utilizing improvisational techniques in the performance and audience spaces.



Lloyd Knight, principal dancer with Martha Graham Dance Company, performed "Complete the Revolution" set to the words of Malcolm X, choreographed by internationally-renowned choreographer Christopher Wheeldon.

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

Including our links to our three lodging partners mentioned above, our survey results yielded that 27% of attendees stayed on the West Shore, 41% stayed in Tahoe City, 3% in Kings Beach, 17% in Northstar, and 7% in Olympic Valley.

Q8.4 2022 Placer County Room Nights

- Projected Paid Room Nights: 796 - 1617
- Projected Complimentary Room Nights: 150

Q8.5 Explain how 2022 room nights were calculated.

In our application for 2021, we utilized projections based on scale utilizing reporting from ticket sales and survey results from 2019 (since 2020 was an online event), with a growth percentage estimate of 27%.

Based on 2021 ticket sales & audience survey, estimated sold room nights between 627 and 1273 increase by 27% arrive at projected growth estimations of 796 to 1617 potential Placer County room nights.

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.

Production Team:

- Christin Hanna - Founder, Artistic Director, Producer, Curator *paid staff
- Constantine Baecher - Royal Danish Ballet, Carolyn Carlson Company, Copenhagen International Choreography Competition - Festival Co-Founder, Producer, Curator, Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist *paid independent contractor
- Kristina Berger - Erick Hawkins Dance Company/Lester Horton Dance Theater/Dawn College - Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist *paid independent contractor
- Traci Finch - New Chamber Ballet, Suzanne Farrell Ballet, CelloPointe - Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist *paid independent contractor
- Daniel Baudendistel - American Ballet Theater, Jeffrey Ballet, Bar Lubovitch Dance Company - Master Teacher & choreographer for the Young Dancer's Workshop *paid independent contractor
- Damien Johnson - Dance Theater of Harlem, Ballet Black, Suzanne Farrell Ballet, Washington School of Ballet, School of American Ballet Fellowship Recipient - Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist *paid independent contractor

Gala Opening Night Committee/ Front of House/Box Office Volunteers

- Kathleen Dale - Guest Liaison, Volunteer Coordinator *volunteer - board member
- Kathleen Hanna - Guest Liaison, Floral Design & Aesthetics Coordinator, Bartender *Volunteer
- Charlene Barr - Guest Liaison, Floral Design & Aesthetics Coordinator, Bartender *Volunteer
- Scott Horan - Aesthetics Coordinator, Setup Coordinator, Bartender *Volunteer
- Jennifer Snathoff - Bartender, server *Volunteer
- Tony Clark - Bartender, server *Volunteer
- Elena Prisco - Bartender, server *Volunteer
- Debi Pierce - Bartender, server *Volunteer
- Sierra Walsh - Bartender, server *Volunteer
- Catherine Paolillo - Caterer, food purveyor, chef, server *Volunteer
- Carmine Paluso- Caterer, food purveyor, chef, server *Volunteer
- Vince, Allyson, Steve, Maria, Tony - production team/stage builders *Volunteers
- John Pang, Sound engineer *Volunteer
- Lynda Walsh - Box Office

Goals for the 2022 Lake Tahoe Dance Festival

In 2022, we envision yet another outstanding Festival in continuance of our highly successful model of presenting phenomenal guest artists in our uniquely beautiful world-class setting.

The Lake Tahoe Dance Festival will continue to include international guest dancers and choreographers, exceptional new and classic works, and a three-week Young Dancers Workshop. Our young dancers will also realize the opportunity to perform alongside professional Festival artists.

In 2020, we also evaluated our organization's support of artists of color and diverse backgrounds. We bring world class dance from all walks of life to our community in order to educate our students and audience. Diversity is an integral part of our history, culture, and identity. Inclusion is the way we welcome and embrace all differences. We aim to create an inclusive culture across our entire organization where all forms of diversity are valued and given an authentic sense of belonging. We believe dance is a human right that we are fostering, facilitating and offering to all students, audience members and artists, and will continue to foster artists from all backgrounds.

Tenets of the LTDF Model of Success:

- Maximize performances: increase marketing reach and continue to engage the finest professional artists who in turn will draw additional audiences, thus benefiting the entire community through cultural tourism.

- A-List guest performers: This is the key to our success. These artists lend greater credibility to our growing Festival because of their strong, established reputations within the dance world. The works these artists perform are often items in their "bucket lists," that may not be the kind of repertory that is performed in their regular companies, so the audience then has the chance to see these artists in works not seen anywhere else.

Project Feasibility, Accessibility, Management & Evaluation:

LTDF has grown to three performance evenings in two locations. This growth has been accompanied by several challenges that we have met: we now own our own portable staging; enjoy a consistently growing audience base; and present a well-rounded artistic program that offers a diverse 'sampling' to our audiences who may be seeing dance for the first time. We have accomplished all this while keeping our ticket prices at affordable rates as we feel strongly that we do not want to price our performances out of the range of affordability for many.

In addition to our performances, we present a range of exciting opportunities for our audiences to engage with our artists and programs that are always free. These include: Meet the Artist talks, Post-Show Q&As, Pre-Performance talks, and Open Rehearsals.

Our evaluation process includes tracking attendance by ticket purchases to attend the event and gauging audience response with a post-event survey.

Who Are We:
Christin Hanna is the founding Artistic Director of the Lake Tahoe Dance Collective, the producing entity of the Lake Tahoe Dance Festival. Christin is invested in the community, her home town, and has served on the Board of Directors of the Tahoe City Downtown Association. Her background as a successful professional dancer and teacher as well as her personal relationships with the families, business owners, and leaders in the community have benefited the creation of the Festival many times over. Her connections in the professional dance world link the finest dance and dance artists to the beautiful stage setting of Lake Tahoe.

Co-Director Constantine Baecher has enjoyed an international career in dance (Royal Danish Ballet, Hamburg Ballet, Compagnie du Carolyn Carlson), as well as having founded the Copenhagen International Choreography Competition.

Constantine's extensive personal relationships with dancers, choreographers and companies around the world coalesce with his desire to foster a place where artists come to share their works with a new community and are inspired by the beautiful surroundings of Lake Tahoe.

The artists we have brought to the Lake Tahoe Dance Festival possess backgrounds and expertise that span an entire spectrum from classical to contemporary, offering both new works and a commitment to the preservation and performance of beloved classics.

How Your Project Would Be Adapted if Only Partially Funded:
If only partially funded, our Festival would scale our guest artists and marketing budgets accordingly to continue to grow slowly but surely. Because we find ourselves in a beautiful but rural area that does not often showcase the level of performing arts seen in more affluent, urban areas, we look to the North Lake Tahoe Resort Association to champion a cultural event to diversify experiential offerings and incentives for visiting North Lake Tahoe. We believe this partnership will become an integral part of our mission to grow the Lake Tahoe Dance Festival.



LTDF Founders Christin Hanna and Constantine Baecher welcoming the first Festival audience in 2019



LTDF founder Christin Hanna and Stachion Hanna, formerly with New York City Ballet, in Marco Pollci's 'Giacca D'Amore'



Choreographer Christin Hanna, Dance Theatre of Harlem, in a solo commissioned by emerging choreographer Dyrans, Nevada

Document #2: 2021 Profit & Loss Statement of Event

10/12/21 Lake Tahoe Dance Collective
Profit and Loss Standard
August 1, 2020 through October 15, 2021

	Aug 1, '20 - Oct 15, '21
Ordinary Income/Expense	
Income	
4000 — Revenue from Direct Cont.	1,332.97
4010 — Individ, Small Bus. Cont.	228.98
4020 — Corporate Contributions	52.70
Total 4000 — Revenue from Direct Co...	2,114.65
4200 — Revenue from Non-Gov Grant	1,321.49
4230 — Foundation Support	977.00
Total 4200 — Revenue from Non-Gov ...	2,298.49
5100 — Program Income	283.74
5110 — Workshops/Master Classes	8,167.75
5120 — Ticket Sales	6,358.88
Total 5100 — Program Income	15,810.37
5400 — Revenue from Other Sources	16,418.13
Retail Sales Net	443.85
5410 — Retail Sales	443.85
Total Retail Sales Net	443.85
Total 5400 — Revenue from Other Sou...	17,862.28
Total Income	39,683.39
Gross Profit	39,683.39
Expense	
7200 — Salaries & related Expenses	52,558.56
7250 — Payroll Taxes, etc	25.99
7500 — Contract Service Expenses	500.00
7540 — Professional Fees - Other	810.00
7541 — Public Relations	11,000.00
7550 — Artist Fees	33,248.56
7560 — Videography	1,500.00
7570 — Photography	6,000.00
Total 7500 — Contract Service Expen...	52,558.56
Total 7250 — Payroll Taxes, etc	25.99
Total 7500 — Contract Service Expen...	52,558.56
Net Ordinary Income	-11,601.95
Net Income	-11,601.95

Document #2: 2021 Profit & Loss Statement of Event

10/12/21 Lake Tahoe Dance Collective
Profit and Loss Standard
August 1, 2020 through October 15, 2021

	Aug 1, '20 - Oct 15, '21
Ordinary Income/Expense	
Income	
4000 — Revenue from Direct Cont.	7.00
4010 — Individ, Small Bus. Cont.	22,500.00
4020 — Corporate Contributions	22,507.00
Total 4000 — Revenue from Direct Co...	45,014.00
4200 — Revenue from Non-Gov Grant	17,496.67
4230 — Foundation Support	17,496.67
Total 4200 — Revenue from Non-Gov ...	34,993.34
5100 — Program Income	12,300.00
5110 — Workshops/Master Classes	18,003.74
5120 — Ticket Sales	30,303.74
Total 5100 — Program Income	60,607.48
5400 — Revenue from Other Sources	443.85
Retail Sales Net	443.85
5410 — Retail Sales	443.85
Total Retail Sales Net	443.85
Total 5400 — Revenue from Other Sou...	443.85
Total Income	106,061.67
Gross Profit	106,061.67
Expense	
7200 — Salaries & related Expenses	52,558.56
7250 — Payroll Taxes, etc	25.99
7500 — Contract Service Expenses	500.00
7540 — Professional Fees - Other	810.00
7541 — Public Relations	11,000.00
7550 — Artist Fees	33,248.56
7560 — Videography	1,500.00
7570 — Photography	6,000.00
Total 7500 — Contract Service Expen...	52,558.56
Total 7250 — Payroll Taxes, etc	25.99
Total 7500 — Contract Service Expen...	52,558.56
Net Ordinary Income	53,503.11
Net Income	53,503.11

Lake Tahoe Dance Festival

This budget, and the corresponding P&L given in the application, only reflect income and expenses related directly to the Lake Tahoe Dance Festival. For a more full picture of our organization's year-round operating budget, please email us!

INCOME	W/O NLTRA	WITH NLTRA
FOUNDATION GRANTS	\$10,000	\$15,000
SPONSORSHIPS (CASH)	\$5,000	\$30,000
SPONSORSHIPS (IN-KIND)	\$12,500	\$12,500
EVENT INCOME (TICKET SALES, WORKSHOP TUITION)	\$30,000	\$40,000
TOTAL INCOME	\$57,500	\$97,500

EXPENSE	W/O NLTRA	WITH NLTRA
NON-PERSONNEL EXPENSES (COSTUMES, ETC)	\$3,000	\$3,000
FACILITIES & EQUIPMENT (PAID VENUE & REHEARSAL SPACE, EQUIPMENT RENTAL/PURCHASES)	\$3,000	\$3,000
FACILITIES (IN-KIND)	\$6,000	\$6,000
TRAVEL & MEETINGS (INCLUDES GUESTS FLIGHTS, MEALS, AND CATERING FOR GALA EVENT)	\$16,000	\$16,000
CONTRACT SERVICE EXPENSES (ARTISTS FEES)	\$33,500	\$38,500
ADVERTISING/MARKETING EXPENSES	\$4,000	\$34,000
TOTAL EXPENSES	\$65,500	\$100,500

DRAFT MARKETING PLAN - WITHOUT NLTRA SPONSORSHIP MONIES

ITEM	NOTE	COST
MARKETING COLLATERAL	Posters, Postcards, Rack Cards, Banners	\$500.00
MAILING	Nonprofit mailing - our list	\$500.00
PAID ADVERTISING	OUT OF MARKET: Conversations on Dance Podcast Sponsorship & Sponsored Content Episodes, LOCAL/IN-MARKET: Moonshine Ink, NLT Visitor's Guide	\$1000.00
SOCIAL MEDIA/DIGITAL ADVERTISING	Facebook & Instagram post and event promotion; Google targeted ads	\$1000.00
PUBLIC RELATIONS	RKF Social Media Management	\$2000.00
TOTAL WITHOUT NLTRA MONIES		\$5000.00

DRAFT MARKETING PLAN - WITH NLTRA SPONSORSHIP MONIES

ITEM	NOTE	COST
MARKETING COLLATERAL	Posters, Postcards, Rack Cards, Banners	\$2000.00
MAILING	EDM Nonprofit mailing, 15,000+ Mailing List	\$2000.00
PAID ADVERTISING	OUT OF MARKET: Conversations on Dance Podcast Sponsorship & Sponsored Content Episodes, SF Gate, SF Ballet Program, NYCS Program, SF Chronicle/Databook picks, LOCAL/IN-MARKET: Moonshine Ink, NLT Visitor's Guide	\$7000.00
SOCIAL MEDIA/DIGITAL ADVERTISING	Facebook & Instagram post and event promotion; Google targeted ads	\$12000.00
PUBLIC RELATIONS	Michelle Tabnick Public Relations & RKF Social Media Management	\$12000.00
TOTAL WITH NLTRA MONIES		\$35000.00

Document #5: Potential Sponsorship Amenities to NLTRA

- Name/logo included in all marketing materials with in "brought to you by" billing in all marketing materials: print ads, postcard mailings, rack cards, performance program, posters, banners, etc
- Inclusion of NLTRA logo and hyperlink in event's e-newsletters
- Invitation to one private rehearsal with guest choreographers for NLTRA Board of Directors & Staff & Special Guests
- 8 Tickets to the Lake Tahoe Dance Festival Opening Night Gala to be used at NLTRA's Discretion (Giveaways/client hosting/etc)
- 25 General Admission ticket vouchers to be used at NLTRA's Discretion (Giveaways/etc)
- Opportunity for NLTRA specific messaging (content provided by NLTRA) in event's e-newsletter
- Specific descriptive message and link from event website to GoTahoeNorth.com
- Opportunity to interact with out-of-market journalists that may be scheduled to attend the event
- Ad space in event's program guide
- Opportunity for opening/closing remarks during performance
- Dedicated Instagram/Facebook Posts promoting attending the Festival with specific messaging/tagging Go Tahoe North to drive visitorship - will rely on consultant to illuminate the best way to manifest this concept.



*Respectfully submitted by Christin Hanna, Artistic Director,
on behalf of the Board of Directors, artists and students of the Lake Tahoe
Dance Collective's Lake Tahoe Dance Festival.*



MADE IN TAHOE EVENT PROPOSAL

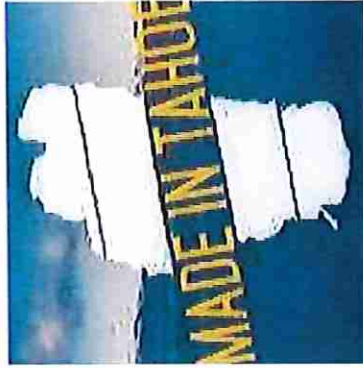
PRESENTED BY: SQUAW VILLAGE NEIGHBOURHOOD COMPANY

FESTIVAL STATS

Made in Tahoe has been celebrating all things LOCAL for over 9 years with hundreds of local vendors; artisan crafts, non profits, food, drink and entertainment. Made in Tahoe brings visitors and members of the Tahoe Truckee area together to celebrate our community, which is rich with talented creators.

7K+ ATTENDANCE
\$50K MONEY RAISED

9+ YEARS
100+ LOCAL PARTICIPANTS





MADE IN TAHOE

Made in Tahoe celebrates all things LOCAL. The Village at Palisades Tahoe will host a wide array of offerings that are made or inspired in the Lake Tahoe Basin and Truckee areas - local artisans, businesses, chefs, organizations and entertainers. Discover, explore and experience our special community rich with talented creators.

- **Two Events in One Year!**
- Successful 1st-ever fall Made in Tahoe October 2021
- Cancelled May 2021
- We intend to make this a bi-annual event in the Spring & Fall with community and NLTTRA support

STRATEGY

GOAL 1

ORGANIZE (2) TWO-DAY EVENTS IN THE SPRING & FALL

May 28 & 29, 2022

October 8 & 9, 2022

GOAL 2

SUPPORT LOCAL & HIRE TALENTED LOCAL ENTERTAINMENT

100 TAHOE & TRUCKEE artisans, entrepreneurs and organizations

Hire 20+ Local Entertainers, Musicians and DJs

GOAL 3

SHOWCASE TAHOE-TRUCKEE FOOD & BEER

We support a variety of local food and beer offerings from Alibi Ale Works, FiftyFifty Brewing, Starkey's Food Truck, Mountain Lotus, Little Truckee Ice Creamery and many more!

GOAL 4

VISITATION & LODGING GUESTS TO TAHOE IN MAY & OCTOBER

Capture interest from visitors with the potential for additional overnight stay with Monday being a holiday.

BUDGET AND 2022 P&L

REVENUE:		EXPENSE:	
Booth Fees (2021 #s)	\$20,000	Entertainment	\$12,500
Bar Revenue	\$10,000	Infrastructure	\$10,000
NLTRA support	\$10,000	Bar Expense	\$6,000
Total Revenue	\$40,000	Marketing	\$7,500
		TFH Proceeds	\$4,000
		Total Expense	\$40,000
		Net Rev Over (Under) Exp	\$0

*Budget is for each event weekend

2022 Marketing Breakdown

Marketing:	Notes:
Sierra Sun // Full Page Ad	\$975
The Weekly // Full Page Ad	\$1,895 Full page ad - 2 issues
Moonshine Ink	\$1,170 Full page ad
Peach Jar - TTUSD E-blast	\$175 Two, 8/12 x 11 Spanish/English (all schools)
Truckee Tahoe Radio (101.5)	\$985 slight increase from 2021
SVR - Digital Media Campaign	\$2,000
KVMR Public Radio	Increase from 2021 due to discount we received, price \$300 will go back up in 2022
MARKETING TOTAL	\$7,500

BY FUNDING THIS COMMUNITY EVENT

You will give SVCN the necessary budget to move forward with the planning of this Fall (and Spring) event. We can express with confidence to our talented community that we are going to make this a bi-annual event moving forward.



FUNDING REQUEST OF \$10,000 per event \$20,000 total

We are producing a tried and true event and adding a new shoulder season date in October. Partnership funding from the NLTRA would help us make this BI-ANNUAL EVENT even more successful for our local community.

- Post-Pandemic life has solidified additional costs; including labor, equipment rentals and permit fees.
- We need additional budget for promotion to bring more people to North Tahoe for these events.
- Made in Tahoe aligns with NLTRA's goals and generates significant revenue & brand awareness for our participating vendors.



ALLOCATION OF FUNDS

PROMO

MARKETING & PROMOTIONAL COSTS

Additional funding would allow us to target a larger audience and potentially participants, vendors and local community members through a digital advertising campaign

MUSIC

BANDS & DJS

We support and only hire local Lake Tahoe and Truckee artists. It is our goal to showcase the wide-array of local talent.

RENTALS

EQUIPMENT RENTALS

We partner with a local event logistics company to help provide all the equipment needs for our events. Costs for event production have gone up significantly post-pandemic.

ENTERTAINMENT

HIRE TALENTED LOCAL PERFORMERS

Performing artists that we have supported in the past and plan to continue to do so: Tahoe Truckee School of Music, Tahoe Flow Arts and Truckee Dance Factory.



THANK YOU
FOR YOUR CONSIDERATION

SQUAW VILLAGE NEIGHBOURHOOD COMPANY

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: Made in Tahoe Festival

Event Date: May 28 & 29, 2022 & October 8 & 9, 2022

Event Host Organization: Squaw Village Neighbourhood Company

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

Tahoe Truckee Earth Day, Bluesdays, Brews, Jazz & Funk Fest, Foam Fest, Alpen Wine Fest, Guitar Strings vs Chicken Wing

Event Mailing Address: PO Box 3735, Olympic Valley, CA 96146

Event Office Phone: 530.584.6266

Event Director or Producer: Caroline Ross

Title: Executive Director

Email: caroline@squawvnc.com

Phone: 530.584.6267

Person Completing Application:

Title: Executive Director

Email: caroline@squawvnc.com

Phone: 530.584.6267

Event Website URL: palisadestahoe.com

Unique Visitors in Past 12 Months:

Facebook Page URL: https://www.facebook.com/events/3621190951315384/?acontext=%7B%22event_action_history%22%3A

Number of Facebook "Likes":

Instagram Handle: MadeinTahoeFestival

Number of Instagram Followers: 1,538

Twitter Handle:

Number of Twitter Followers:

YouTube URL:

Section 2: Event Overview

Q2.1 Where will event take place? The Village at Palisades Tahoe

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? 9

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.)

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: \$20,000 \$10,000/per event weekend - Summary attached

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.) attached

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.

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: attached

Q4.2 2022 Out-of-Market Paid Advertising Budget: attached

Q4.3 Optional: 2020 Out-of-Marketing Public Relations Equivalency:

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.
The Village at Palisades Tahoe

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

The Village at Palisades Tahoe

Section 7: Attendance

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

- Unique Individuals: 7,500
- Overall Event Attendance: 8,000

Q7.2 2021 Participants in Attendance: 7,500

Q7.3 Explain how 2021 attendance (Q7.1 and Q7.2) was calculated. 7.1 is estimate, 7.2 is the amount of vendors we accepted

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) Unknown, details were not collected to attend

Q7.5 Participants: Based on the 2021 participants attendance figures (Q7.2), what percentage was from out-of-market? (Explain how percentage is calculated) 0% - this event is for local vendors only, must live/work within Nevada

Q7.6 2022 Projected Spectator/Fan Attendance:

- Unique Individuals: 7,500
- Overall Event Attendance: 7,500

Q7.7 2022 Projected Participants: 8,000

Q7.8 Explain how 2022 attendance (Q7.6 and Q7.7) was calculated. We estimate the anticipated amount of people to be the same

Section 8: Room Nights

Q8.1 2021 Placer County Room Nights

- Paid Room Nights: 5/24 & 5/25/2019, 72% and 94%, 118 & 153 respectively in room nights | 10/8 & 10/9/
- Complimentary Room Nights: 0

Q8.2 Explain how 2021 room nights were calculated. These room nights are from Village at Palisades Tahoe only, Friday / Saturday

Q8.3 Which Placer County lodging properties feasibly received room nights as a result of the event? The Village at Palisades Tahoe, Resort at Squaw Creek, Squaw Valley

Q8.4 2022 Placer County Room Nights

- Projected Paid Room Nights: 500 - The Village at Palisades Tahoe only
- Projected Complimentary Room Nights: 0

Q8.5 Explain how 2022 room nights were calculated. Spring 2019 plus Fall 2021 Friday / Saturday total lodging numbers from Village at Palisades Tahoe only was 492. I think

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. 5050, Tahoe Blue Vodka, Truckee River Winery, Alibi Ale Works, & Truc

Q10.2 Identify the top 5 sponsors that the event will target for 2022.

Truckee River Winery, Tahoe Blue Vodka, 5050 Brewing, Alibi Ale Works & Truckee Brewing

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: Cameron Calvert

Date: 10/22/2021

Required Supplemental Documents

Document #1: Event Overview

Yes, will submit

No, will not submit

Document #2: 2021 Profit & Loss Statement

Yes, will submit

No, will not submit

Document #3: 2022 Event Budget

Yes, will submit

No, will not submit

Document #4: Marketing/Promotional Plans -- Part A: Marketing Plan Without Receipt of Funding, Part B:

Marketing/Promotional Initiatives to be implemented with Receipt of Funding

Yes, will submit

No, will not submit

Document #5: Potential Sponsorship Amenities to NLTRA

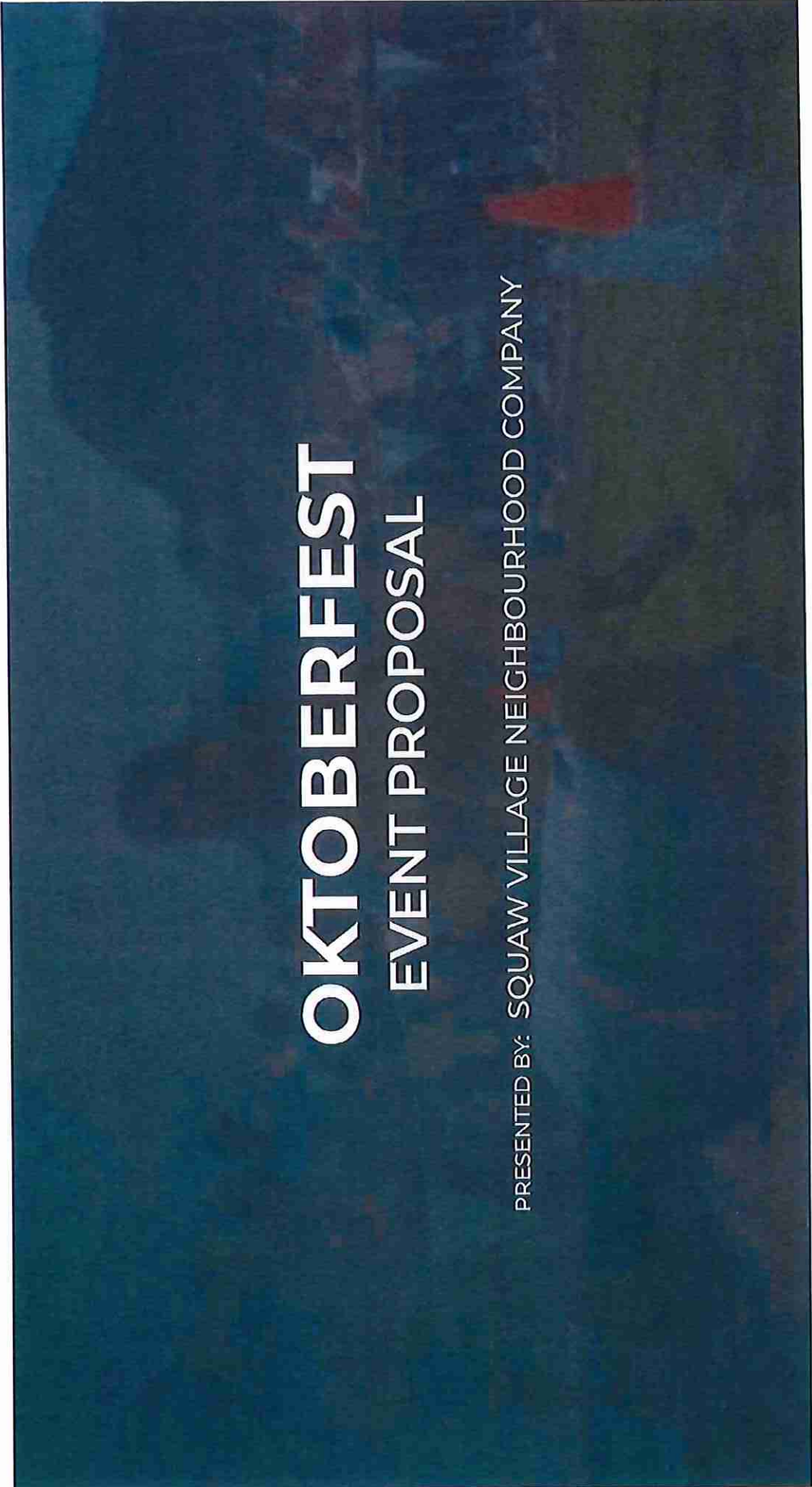
Yes, will submit

No, will not submit

Document #6: OPTIONAL PR Equivalency for Out-of-Market

Yes, will submit

No, will not submit



OKTOBERFEST EVENT PROPOSAL

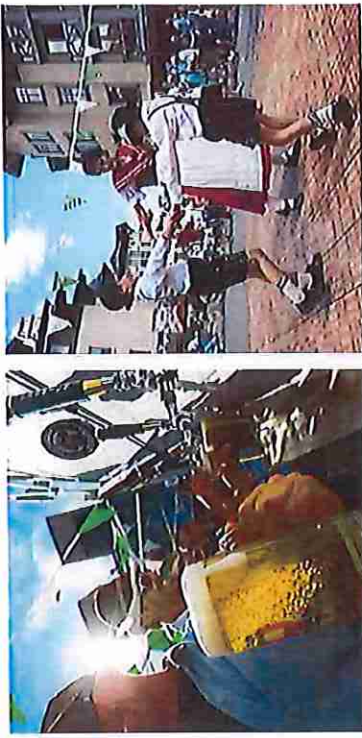
PRESENTED BY: SQUAW VILLAGE NEIGHBOURHOOD COMPANY

FESTIVAL STATS

OKTOBERFEST draws over 6,000 people annually, both out of town visitors and Tahoe locals to this one-day event in late September. Event attendance has been growing every year since 2002. Over \$100K has been raised for the High Sierra Lacrosse Foundation.

6K+ ATTENDANCE \$100K MONEY RAISED

20
YEARS IN THE
VILLAGE



OKTOBERFEST IN THE VILLAGE

This annual event transforms the Village into the largest Bavarian playground in North Lake Tahoe, complete with authentic German beer and Bavarian music and dance, plus the ever-popular Oktoberfest Games and plenty of family fun.

Proceeds from this event benefit High Sierra Lacrosse Foundation, which was founded in 2007 to support and grow the sport of lacrosse across Northern Nevada, Truckee, and the Tahoe Basin. This cultural event draws many families from near and far with overnight lodging and exceptional daytime fun.



2022 EVENT STRATEGIES

STRATEGY 1

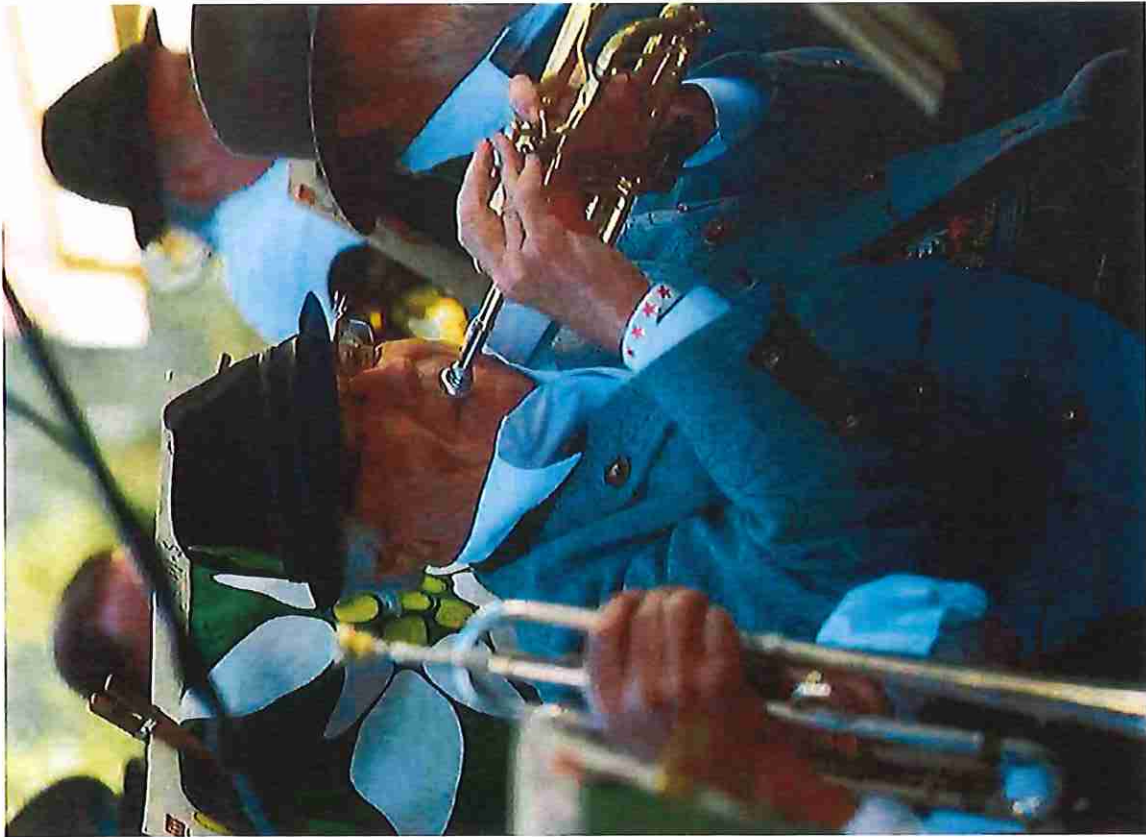
CREATE AN AUTHENTIC FESTIVAL

Hire authentic German entertainment, bring in beer from Germany and classic bavarian steins. Bavarian beer gardens, authentic German style brats, giant pretzels, apple strudel and nussgipfel. Fun and entertaining Oktoberfest games for all ages.

STRATEGY 2

CREATE A HIGHER END, HIGH DEMAND EVENT

Keep this a one-day event, but would expand our seating and gathering areas, increase our food & beer offerings to spread people out, while offering more of everything. We've moved to a secure trusted event ticketing platform in Eventbrite to create a new modern ticketing process.



EVENT DETAILS

The event structure would be very similar to 2019 with...

- Event hours: 12-6PM
- A \$30 donation includes a .5 liter festival stein mug and 2 beer tickets. Additional beer tickets are available for \$5
- All proceeds from beer sales benefit the High Sierra Lacrosse Foundation

Authentic Entertainment: 12-6PM

- Joe Smiell's 20 Piece Bavarian Band - Events Plaza Music Stage
- Alpentanzer Schuhplattler - Events Plaza Music Stage
- Almenrausch Schuhplattler - Beer Hall Music Stage
- Alpen Tanz Kappel Band - Beer Hall Music Stage

Oktoberfest Food & Beer

- Bitburger, Kostritzer Black Lager, and Oktoberfest Craft beers from Sierra Nevada, Lagunitas, Deschutes, Alibi and more.
- Root beer floats for the kids!
- A Taste of Switzerland's authentic cheese bread and dessert.
- German style brats, giant pretzels, apple strudel and nussgipfel.

BUDGET AND 2022 P&L

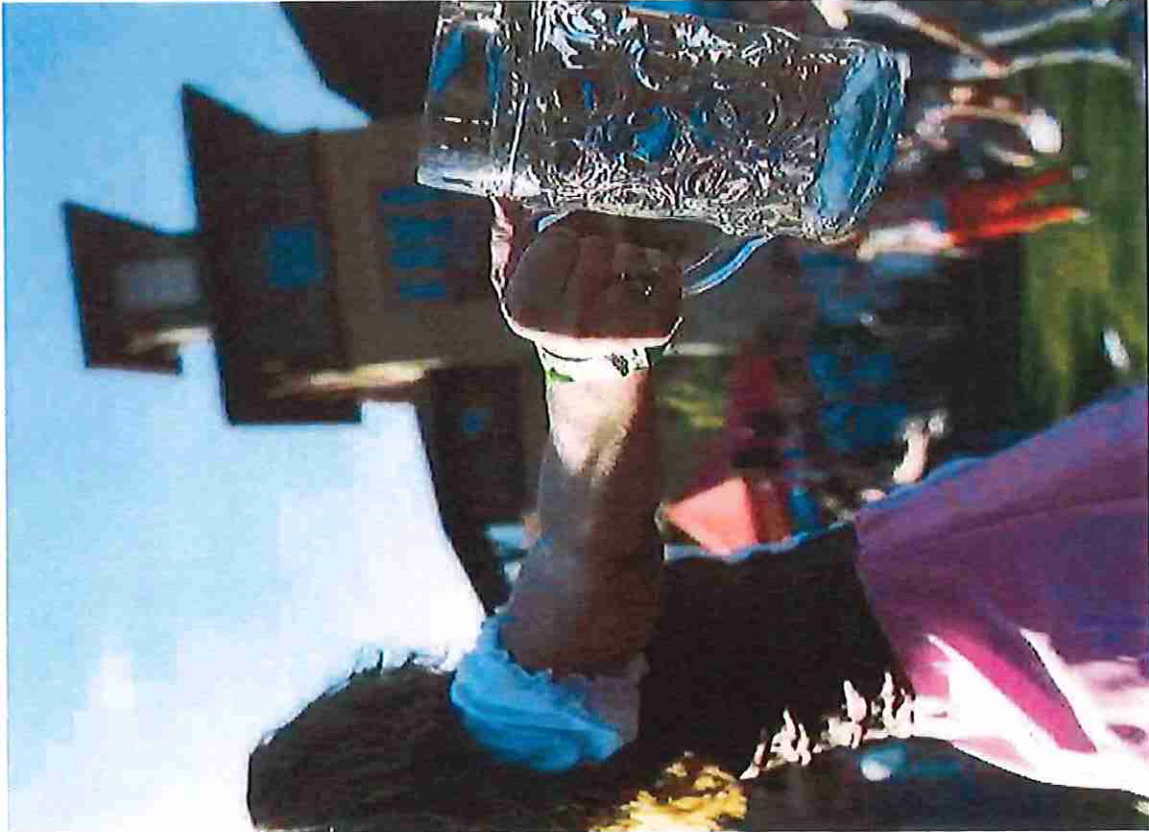
REVENUE:		EXPENSE:	
Entry/Beer Sales (2019 #s)	\$100,000	Entertainment	\$23,500
NLTRA Funding	\$10,000	Infrastructure	\$8,000
Total Revenue	\$110,000	Glassware	\$10,000
		Beer Expense	\$15,000
		Marketing	\$7,500
		COGS, Tax etc.	\$16,000
		HSLF Proceeds (2019 #s)	\$30,000
		Total Expense	\$110,000
		Net Rev Over (Under) Exp	\$0

2022 Marketing Breakdown

Marketing:	Notes:
Sierra Sun // Full Page Ad	\$975
The Weekly // Full Page Ad	\$1,895 Full page ad - 2 issues
Moonshine Ink	\$1,170 Full page ad
Peach Jar - TTUSD E-blast	\$175 Two, 8/12 x 11 Spanish/English (all schools)
Truckee Tahoe Radio (101.5)	\$985 slight increase from 2021
SVR - Digital Media Campaign	\$2,000
KVMR Public Radio	Increase from 2021 due to discount we received, price \$300 will go back up in 2022
MARKETING TOTAL	\$7,500

BY FUNDING THIS COMMUNITY EVENT

We hold ourselves to the highest quality standards for booking and hire authentic talent and will bring the event back post Covid with the same high level of event professionalism. Your support will give SVNC the confidence to move forward with planning and contracting our vendors & entertainers to make this event happen!



FUNDING REQUEST OF \$10,000

- Post pandemic has brought additional costs; including labor, equipment rentals, entertainment and lodging.
- We need to make sure we have adequate funding for marketing the event, lodging packages, event infrastructure.
- Funding from NLTRA would allow us to target a larger audience while growing the event quality and size.



ALLOCATION OF FUNDS

PROMO

MARKETING & PROMOTIONAL COSTS

Funding would allow us to expand our marketing efforts and create an all new digital advertising strategy in partnership with Palisades Tahoe and NLTRA marketing teams.

TALENT

ENTERTAINMENT COSTS

We support and hire the highest quality German performers. It is our goal to showcase the most authentic entertainment available and costs associated with transportation and hospitality have gone up.

RENTALS

EQUIPMENT RENTALS

We partner with a local event logistics company to help provide equipment needs for our event. Costs associated with creating a hire-level event would increase in 2022.



**THANK YOU
FOR YOUR CONSIDERATION**

SQUAW VILLAGE NEIGHBOURHOOD COMPANY

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: Oktoberfest

Event Date: September 17, 2022

Event Host Organization: Squaw Village Neighbourhood Company

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

Made in Tahoe Festival, Tahoe Truckee Earth Day, Bluesdays, Brews, Jazz & Funk Fest

Event Mailing Address: PO Box 3735 Olympic Valley, CA 96146

Event Office Phone: 530.584.6266

Event Director or Producer: Caroline Ross

Title: Executive Director

Email: cameron@squawvnc.com

Phone: 530.584.6267

Person Completing Application:

Title: Executive Director

Email: cameron@squawvnc.com

Phone: 530.584.6267

Event Website URL: PalisadesTahoe.com

Unique Visitors in Past 12 Months:

Facebook Page URL:

Number of Facebook "Likes":

Instagram Handle:

Number of Instagram Followers:

Twitter Handle:

Number of Twitter Followers:

YouTube URL:

Section 2: Event Overview

Q2.1 Where will event take place? The Village at Palisades Tahoe

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? 20

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.) \$5 donation to the HSLF, \$30 Festival Package; includes stein, (2) beers

No

Section 3: Financial

\$10,000 - financial breakdown attached

Q3.1 What is the dollar amount of Funding being requested, If looking for additional funding (not for marketing) please specify breakdown HERE:

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.) attached

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. attached

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: \$6,000

Q4.2 2022 Out-of-Market Paid Advertising Budget:

Q4.3 Optional: 2020 Out-of-Marketing Public Relations Equivalency:

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.
The Village at Palisades Tahoe

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

The Village at Palisades Tahoe

Section 7: Attendance

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

- Unique Individuals: 4250-2019 estimated
- Overall Event Attendance: 4250-2019 estimated

Q7.2 2021 Participants in Attendance: n/a - Canceled

Q7.3 Explain how 2021 attendance (Q7.1 and Q7.2) was calculated. '21 canceled, 2019 estimate, Took total sales divided by

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)

Q7.5 Participants: Based on the 2021 participants attendance figures (Q7.2), what percentage was from out-of-market? (Explain how percentage is calculated)

Q7.6 2022 Projected Spectator/Fan Attendance:

- Unique Individuals: 4250
- Overall Event Attendance: 4250

Q7.7 2022 Projected Participants: 5000

Q7.8 Explain how 2022 attendance (Q7.6 and Q7.7) was calculated.

We will be selling tickets via Eventbrite and will have an exact count post event. We anticipate having an increase in participation in 2022 because we have had to cancel this event two years in a row.

Section 8: Room Nights

Q8.1 2021 Placer County Room Nights

- Paid Room Nights: 159 room nights, 98% on 9/21/2019
- Complimentary Room Nights: 12

Q8.2 Explain how 2021 room nights were calculated. These #s are from Village at Palisades only

Q8.3 Which Placer County lodging properties feasibly received room nights as a result of the event? The Village at Palisades Tahoe, Squaw Valley Lodge, Squaw Creek,

Q8.4 2022 Placer County Room Nights

- Projected Paid Room Nights: 175
- Projected Complimentary Room Nights: 12

Q8.5 Explain how 2022 room nights were calculated.

2019 paid room nights in the Village at Palisades Tahoe only plus comp rooms for staff

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. John Funk,
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. Western Nevada Supply
Q10.2 Identify the top 5 sponsors that the event will target for 2022.
Western Nevada Supply, Sierra Nevada

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:

Date:

Required Supplemental Documents

Document #1: Event Overview

Yes, will submit

No, will not submit

Document #2: 2021 Profit & Loss Statement

Yes, will submit

No, will not submit

Document #3: 2022 Event Budget

Yes, will submit

No, will not submit

Document #4: Marketing/Promotional Plans – Part A: Marketing Plan Without Receipt of Funding, Part B:

Marketing/Promotional Initiatives to be implemented with Receipt of Funding

Yes, will submit

No, will not submit

Document #5: Potential Sponsorship Amenities to NLTRA

Yes, will submit

No, will not submit

Document #6: OPTIONAL PR Equivalency for Out-of-Market

Yes, will submit

No, will not submit