

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.

Committee Members:

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

Chair: **Carlynn Fajkos**, Tahome Marketing | **Vice Chair:** **Becky Moore**, Granite Peak Management
Adam Wilson, Northstar California | **Brit Crezee**, Sotheby's International Realty | **Caroline Craffey**, Tahoe Truckee
Community Foundation | **Christine Horvath**, Palisades Tahoe | **Connor McCarthy**, Homewood Mountain Resort
Kressa Olguin, Hyatt Regency | **Kristy Olk**, The Resort at Squaw Creek | **Melissa Burin**, The Ritz-Carlton, Lake Tahoe,
Vinton Hawkins, MJD Capital Partners/The Boatworks at Lake Tahoe | **Wendy Hummer**, EXL Media
Advisory Board Member: **Nicholas Martin** and **Lindsay Romack**
North Lake Tahoe Resort Association Board Member: **Ray Villaman**

AGENDA

Join Zoom Meeting

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

Meeting ID: 898 2933 8624

Passcode: 645800

Dial by your location

+1 669 900 9128 US (San Jose)

- 1:00 p.m. 1. Call to Order – Establish Quorum
- 1:05 p.m. 2. **Approval of Resolution 2022.08**
A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD OF MAY 18, 2022 TO JUNE 18, 2022 PURSUANT TO BROWN ACT PROVISIONS.
3. Public Forum-Any person wishing to address the In-Market Tourism Development Committee on items of interest to the committee not listed on the agenda may do so at this time. It is requested that

comments be limited to three minutes since no action may be taken by the committee on items addressed under Public Forum.

- 1:10 p.m. 4. Agenda Amendments and Approval**
- 1:10 p.m. 5. Approval of In-Market Tourism Development meeting minutes from March 29, 2022 (pg. 1)**
- 1:15 p.m. 6. 2022/23 Annual Plan Review & Approval - Augustine/Amber Burke (pg. 4)**
- 1:35 p.m. 7. West Shore Association 20/21 Business Association Marketing Grant Recap & Request of 21/22 Business Association Marketing Grant for \$10,000 - Patrick Lacey/Steph Straw (pg. 21)**
- 1:50 p.m. 8. Squaw Village Business Association 21/22 Marketing Grant Recap & Request of 21/22 Business Association Marketing Grant for \$10,000 - Caroline Ross (pg. 26)**
- 2:05 p.m. 9. Committee Member Comments/Updates**
- 2:10 p.m. 10. Adjournment**

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

In-Market Tourism Development Draft - Meeting Minutes – Tuesday Mar 29, 2022

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

BACC Committee member that joined via teleconference: Alyssa Reilly, Greg Long, Steve Lamb, Katie Biggers, Patrick Lacey

NLTRA Board of Directors member: Ray Villaman, Alyssa Reilly

Tourism Development Committee: Connor McCarthy, Caroline Craffey, Adam Wilson, Kresa Olguin, Christine Horvath, Becky Moore, Kristy Olk, Brit Creeze, Carlynne Fajkos, Vinton Hawkins

Staff in attendance: Amber Burke, Anna Atwood

Other in attendance: Cathy Nanadiego, Claire Marcus, Yulianna Cisneros, Nicholas Martin

1. Meeting called to order at 1:05pm and a quorum was established at 1:32pm.
2. Public Comment: None
3. Member Introduction
A quick introduction of all In-Market Tourism Development Committee were completed.
4. **Agenda Amendments and Approval**
Motion to approve the agenda as presented. WILSON/LACEY/UNANIMOUS
5. **Motion to approve the In-Market Meeting minutes from Jan 25, 2022 LACEY/LONG/Carried with Wilson abstaining.**
6. **Update on Spring/Summer Media Plan – Augustine/Amber**
Burke introduced Cathy, Claire and Yulianna from the Augustine Agency to the committee members and gave a brief overview of the annual In-Market Tourism Development budget of \$80K. Today the Augustine Agency is giving an update on the Spring and Summer Media Plan and sharing creative examples along with some of tactics and media outlets.

Objectives & Tactics

- Promote sustainable tourism practices (Highlight TART Connect, and Traveler Responsibility Pledge, drive mountainside activities during the summer and lakeside during the winter to disperse travel throughout the region, encourage residents to participate in programs.)
- Increase purchases of NLT Gift Cards through the Yiftee program.
- Support regional events
- Align placements with peak in-market visitation (i.e., holidays, weather, events, etc.)

Marketing Co-op Support

- Paid social media specific to in-market sustainability placements throughout the year. (TART Connect and Traveler Responsibility Pledge.)
- Creative development for collateral and ad assets.

- Burke is in the process of booking banners to be displayed in the downtown corridor of Tahoe City and Kings Beach with the Traveler Responsibly Pledge. This will be running throughout the summer months.

The Media budget is \$44K (timing 11/1/2021-8/31/2022) with targets being locals, nearby locals (Reno, Carson City, Truckee), visitors in-market. Geo – targets is North Lake Tahoe + 50 miles. Nanadiego with Augustine shared examples of winter activities and Gift Card creative along with Spring Creative Examples. Most of the placements was determined on their reach and include Tahoe Weekly, Tahoe Quarterly, Moonshine Ink, Tahoe.com and Edible Reno-Tahoe. Most placements will be focused on Summer Music, NLT Gift Card, Traveler Responsibility Pledge and Mountainside Activities.

Comments:

- Ray Villaman questioned if South Lake Tahoe is included in the target audience? Cathy will add it. It is already included as it is in our 50+ radius.

7. Discussion on 22.23 FY recommendations – Augustine/Amber

Burke stated the next In-Market Tourism Development meeting is in May and NLTRA is hoping to bring an outline of initial strategies for Fiscal Year 2022/23 to the next meeting in May. Today the Augustine Agency will share some of the goals for 22/23 and some of the learnings. If any members have something else, they would like to explore, or move away from please share with us today.

Planning Objectives

- Develop a plan based off current budget as a baseline.
- Analyze creative performance and adjust as needed.
- Begin media earlier so it starts in the fall to support year-round.
- Continue adjusted flighting so media runs at a heavier frequency during peak seasons.
- Balance out traditional placements so it's more even between winter and summer.
- Look into additional placements such as local radio and TART buses.
- Continue messaging to focus on mountainside in the summer, lakeside in the winter. Encourage gift card purchases year-round and increase participation in the Traveler Responsibility Pledge.

Comments:

- Horvath recommended looking into Arrivalist and the GPS data on tracking people and behavior on habits in-market. Burke stated she is in talk with a few providers right now as the contract with Arrivalist is ending in a few months.
- Wilson commented that based on sales of gift cards maybe there is another way we can be more impactful with activities now that they are paying into the TBID. Burke will look into other ways and explore some of the creative ads and some of the added value articles.
- Villaman mentioned the “postcards” or rack cards that were discussed at last meeting to help spread the word on the Gift Card Program.
- Fajkos commented that there may be an opportunity to inject a little more diversity in ads and marketing utilizing the Crowdriff platform.
- Olguin commented that right now with shortages in staffing and where do you go to for help, is there an opportunity to run a regional ad “if you live here, you would be home by now”. Burke stated she would need to explore the appropriate funding bucket and where the campaign could live. Villaman did comment that most of his applicants can't find places to live. Burke shared the housing component is something the organization is highly focused on.

Action to staff (Amber): 1) Check on Arrivalist dashboards to see if there are insights to gain from behavior in-market. 2) Explore other opportunities for activities providers for ads. 3) Explore ways to incorporate regional ads for staffing.

8. Update on Business Associations Marketing Grants for the 21.22 FY

Burke stated that both Palisades Village Business Association and West Shore Association will report on how they spent their 21.22 Marketing Grants at the May In-Market Tourism Development committee meeting.

9. Discussion on April BACC meeting

Burke shared the next BACC meeting on April 14th is during TTUSD Spring break. Caroline Ross the committee chair will be gone, along with both herself and Tony Karwowski. The BACC group recommended canceling the April meeting.

Action to staff (Anna): Cancel the April BACC meeting.

10. New NLTRA Committee Recruitment

NLTRA is currently recruiting for two new committees: the NLT – TBID Advisory Committee and Zone 1 Advisory Committee. The TBID Advisory committee will be responsible for advising the board on implementation of the Management District Plan (MDP) and the Zone 1 committee will recommendation on use and implementation of funds allocated to the specific Zone 1 budget category. Burke recommended passing this on to any potential coworkers and community members that could volunteer to serve on these committees. A google form link was shared with the committee members.

11. Committee Member Reports/Updates from Community Partners

- TCDA – Biggers shared that Music at Commons Beach will be back this summer starting on June 12th. The Wine Walk in Tahoe City will be on June 11th and Oktoberfest will be happening in September.
- NTBA – Reilly shared that music at the beach in Kings Beach is returning this summer. There will be a Clean Up day in beginning of June.
- Homewood – Lacey shared that the Pride Weekend at Homewood was very successful.

12. Adjournment

Meeting adjourned at 2:01pm.

In-Market Media Plan - FY 22/23



north lake tahoe

A person in a yellow kayak is paddling on a clear, turquoise lake. The water is so clear that large rocks and green algae are visible at the bottom. The lake is surrounded by lush green trees, and the overall scene is bright and scenic.

AGENDA

OBJECTIVES

CO-OP SUPPORT

NLTRA DIGITAL MEDIA PLAN

NLTRA TRADITIONAL MEDIA PLAN

BUDGET



OBJECTIVES

- Promote sustainable tourism practices
 - Highlight TART Connect and Traveler Responsibility Pledge
 - Drive mountainside activities during the summer and lakeside during the winter to disperse travel throughout the region
 - Encourage residents to participate in programs
- Increase year-round shopping and purchases of NLT Gift Cards through the Yiftee program
- Support regional events and businesses
- Align placements and flight media with peak in-market visitation (i.e., holidays, weather, events, etc.)
- Utilize learnings from past creative performance to inform tactic selection and refresh campaign creative as needed

Co-Op Support

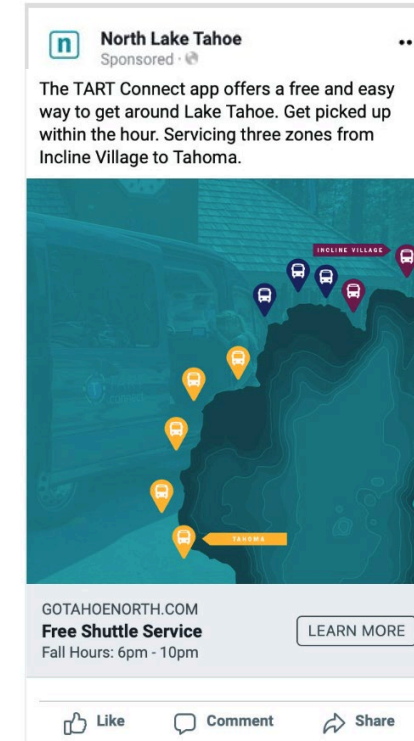


north lake tahoe



CO-OP SUPPORT

- Paid social media specific to in-market sustainability placements throughout the year.
 - TART Connect
 - Traveler Responsibility Pledge
- Creative development for collateral and ad assets.





CO-OP SUPPORT

Creative development for various deliverables and organic promotion (blogs, newsletters, social media) for various events:

- Summer Music Series
- Spartan
- WinterWonderGrass
- Made in Tahoe



NLTRA PLAN



north lake tahoe



PAID CAMPAIGN OVERVIEW

- **Timing**
9/1/2022-8/31/2023
- **Digital Media Budget**
\$45,129.82
- **Target**
Locals, nearby locals (South Lake Tahoe, Reno, Carson City, Truckee), visitors in-market
- **Geotarget**
North Lake Tahoe + 50 mi.
- **Tactics**
Paid Social (Facebook, Instagram)
Programmatic Display
Print
OOH
- **Media Goals**
Awareness (Reach)
Traffic (CTR, site traffic)



DIGITAL TARGETING

- **Local & Visitor Geotargeting** – target those currently in-market or recently within a 50 mi. radius of North Lake Tahoe.
- **Retargeting + Engager Targeting** – target those who have visited the website and/or engaged with ads, identifying and prioritizing those users who may be frequent or current visitors or locals.

DIGITAL TACTICS

Paid Social

Prioritize Paid Social to reach users where they are spending the most time online posting about their daily life, vacations and searching for inspiration.

Programmatic Display

Utilize targeting capabilities of Programmatic Display to support awareness of NLTRA's initiatives as well as retarget users from Paid Social.

Creative

Develop various ad sets per tactic to align with campaign flighting. Promote year-round shopping and seasonal messaging that aligns with overarching out-of-market seasonal campaigns.



north lake tahoe

CREATIVE - SEASONAL

Leverage existing assets and develop new creative to align with the paid media tactics and other collateral (rack cards).

North Lake Tahoe
Sponsored · 🌐

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

GOTAHOENORTH.COM
Discover Your Winter Wow
Refresh Your Senses

LEARN MORE

Like Comment Share

SINGLE IMAGE

North Lake Tahoe
Sponsored · 🌐

Winter Wow is happening in North Lake Tahoe! Enjoy a lakeside restaurant, snowshoe along the shore and explore unique shopping districts.

GOTAHOENORTH.COM
Find Your Winter Wow
So Much to Explore

LEARN MORE

Like Comment Share

SLIDESHOW

North Lake Tahoe
Sponsored · 🌐

Spend your day today both mountainside and lakeside – play the day away with Dual Day adventures

GOTAHOENORTH.COM
Twice the Fun
Spring Dual Days

LEARN MORE

Like Comment Share

SINGLE IMAGE - V1

North Lake Tahoe
Sponsored · 🌐

Ski some more today and enjoy some s'mores tonight. Refresh with Dual Day adventures.

GOTAHOENORTH.COM
Twice the Adventure
Spring Dual Days

LEARN MORE

Like Comment Share

SINGLE IMAGE - V2

North Lake Tahoe
Sponsored · 🌐

Hit the slopes this morning and hike the trails this afternoon. Discover twice the adventure.

GOTAHOENORTH.COM
Twice the Fun
Dual Days

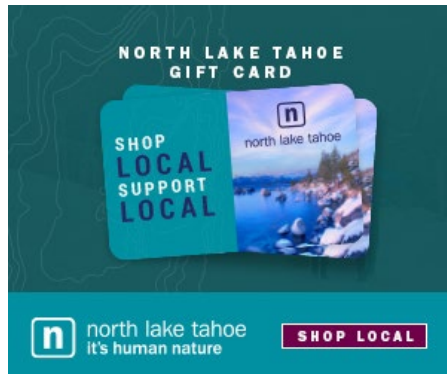
LEARN MORE

Like Comment Share

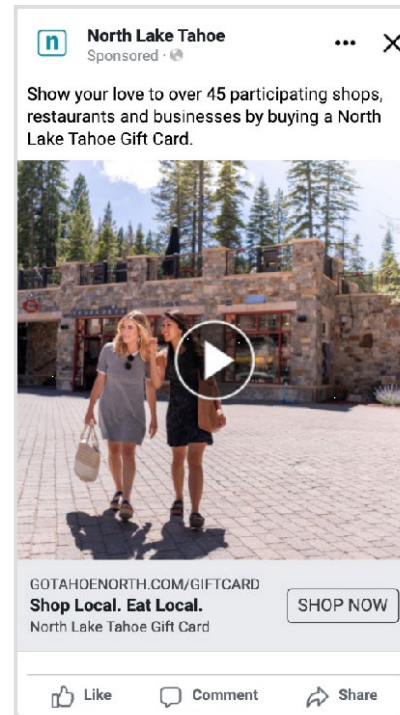
SLIDESHOW

CREATIVE - SHOPPING

Run existing ad creative and develop new creative to promote shopping in general.



SINGLE IMAGE



SLIDESHOW



SINGLE IMAGE



TRADITIONAL CAMPAIGN OVERVIEW

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

Creative focuses for the placements will adjust based of placement type/issue focus and will cover:

- Summer Music
- NLT Gift Card/Shopping
- Traveler Responsibility Pledge
- Mountainside Activities
- Lakeside Activities

Placements

- Tahoe Weekly
- Tahoe Quarterly
- Moonshine Ink
- Tahoe.com
- Edible Reno-Tahoe
- TART Buses





TRADITIONAL CAMPAIGN *ADDED VALUE*

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

Vendor	Run Dates	Asset Type	Reach	Creative Direction
Tahoe Quarterly	April TBD (align with 3/24 print ad and spring break weeks)	Dedicated eBlast to 40k subscribers	44,517 subscribers 12% open rate	TRP
Tahoe.com	TBD (winter months)	Concierge emails for 13 weeks	70% open rate	Lakeside activities

CAMPAIGN FLOWCHART

FY 22/23	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
DIGITAL MEDIA													
Paid Social													\$ 20,000.00
Display													\$ 14,000.00
PRINT													
Tahoe Weekly													\$ 3,390.00
Tahoe Quarterly													\$ 2,101.80
Moonshine Ink													\$ 1,739.52
Tahoe.com													\$ 3,446.50
Edible Reno-Tahoe													\$ 452.00
OUTDOOR													
TART Buses													\$ -
TOTAL MEDIA INVESTMENT													\$45,129.82



- Prioritize delivery with Paid Social to support shopping and business visitation year-round while also including seasonal specific messaging.
- Incorporate Programmatic Display and TART placements during peak visitation periods
- Utilize various types of print placements to support key holidays and peak timeframes.



BUDGET

	Budget	Percentage
Monthly Management		
Account Management	\$ 9,000.00	11%
Digital Media Management	\$ 6,000.00	8%
Campaign Development		
Creative Production	\$ 17,870.18	22%
Hard Costs		
Paid Media - Digital	\$ 34,000.00	43%
Paid Media - Traditional	\$ 11,129.82	14%
Printing	\$ 2,000.00	3%
Total	\$ 80,000.00	100%

A scenic photograph of a person in a red kayak on a clear, turquoise lake. The kayaker is wearing a yellow life vest and is positioned on the left side of the frame. The water is exceptionally clear, revealing large, smooth, light-colored rocks at the bottom. On the right side, the branches of evergreen trees hang over the water. A large, semi-transparent white rectangular area is overlaid on the center of the image, containing the text "Thank you!".

Thank you!



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

WELCOME TO THE MAGICAL WEST SHORE.

The mission of the West Shore Association is to promote business interests and the community as a whole on the West Shore of Lake Tahoe, CA. These interests include encouraging tourism and activities, coordinating community project involvement, supporting special events, and active involvement in important issues affecting the membership base and the West Shore region.

2020 – 2021 BACC Grant Request RECAP

WSA Digital Marketing : \$10,000

Ideal Wild LLC (Andria Gutierrez) has been managing the WSA social media accounts for over 6 years and we continue to see a strong following through management efforts. All grant money was allocated towards digital marketing and Ideal Wild LLC over the past year.

Ideal Wild sent out a series of eBlast, managed our website updates, and maintained social media accounts over the past year.

		21-22 Spend	21-22 Budget
Account Management	Account Management, Meetings, Communication, Strategy	\$800.00	\$800.00
Social Media	Social Media Management	\$5,000.00	\$4,500.00
	Paid Media	\$213.00	\$500.00
Website	Website Updates	\$1,000.00	\$1,500.00
	Website hosting + Domains	\$237.00	\$237.00
eBlast Campaigns	Visitor + Member Email Campaigns	\$2,000.00	\$2,000.00
	Email Platform	\$750	\$468.00
	TOTAL	\$10,000.00	\$10,000.00

Visitor Email Marketing:

Visitor Email #1

Date: July 2021

Focus: Email to visitor list when tourism opens

Visitor Email #2

Date: October 2021

Focus: Halloweekend at Homewood Mountain Resort

Visitor Email #3

Date: November 2021

Focus: Welcoming Winter, Season Passes, Ski and Stay Packages, Winter Events, Traveler Responsibility Pledge



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

Visitor Email #4

Date: March 2022

Focus: Spring on West Shore, 22/23 Season Passes, New Businesses, Pride Ride, TART Connect, Spring Events

Website Updates:

Date: Year-round

Details:

- Backend refresh and updates
- Updates to SEO
- Reviewing pages of the website and updating.
- Created and updated the TART Connect webpage:
<http://westshorelaketahoe.com/updates/tart-connect>
- Updated business listings at the request of business owners/managers

Social Media Shares:

- Updates from local businesses.
- TART Connect
- Traveler Responsibility Pledge
- Current events and special events
- Homewood's Pride Ride
- Halloweekend Event at Homewood
- Winter ski updates
- Inspirational and entertaining content to entice safe travel to Lake Tahoe
- User generated content

Social Media & Website Metrics:

Year 2020/2021 funds were allocated heavily to COVID messaging via website and email marketing, while 2021/2022 funds were allocated to organic social media posts. Hence, there is a sizeable increase in social media engagements and a decrease in website traffic.

Facebook, Instagram and Twitter posts increased by 164%, 215%, and 160%, respectively. Instagram engagements increased by 236% and impressions by 231%.

	5/17 – 4/18	5/18 – 4/19	5/19 - 4/20	5/20-4/21	5/21-4/22	Increase YOY
FANS						
Facebook	8,062	8,932	9,508	10,003	10,145	1%
Instagram	16,200	17,986	19,785	20,360	22,013	8%
Twitter	1,370	1,442	1,482	1,496	1,650	10%
FACEBOOK						
POSTS		172	143	70	185	164%
LINK CLICKS	1,053	730	767	662	568	-14%



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

ENGAGEMENTS				9,313	14,832	59%
IMPRESSIONS	7,300,000	5,100,000	4,950,000	4,165,497	3,121,877	-25%
PAGE VIEWS	3,224	5,931	7032	7188	3,633	-49%
INSTAGRAM						
POSTS		168	144	52	164	215%
LINK CLICKS	751	239	232	104	247	138%
ENGAGEMENTS	61,000	78,517	68,242	25,881	86,927	236%
ENGAGEMENTS (average per post)	642	491	490	498	530	6%
IMPRESSIONS	-	877,000	1,000,050	379,059	1,256,305	231%
TWITTER						
POSTS		294	203	67	174	160%
LINK CLICKS	39	99	343	55	268	387%
IMPRESSIONS	141,500	155,400	105,700	34,088	73,400	115%
MENTIONS		56	83	35	106	203%
RETWEETS	245	228	43	19	94	395%
LIKES	1,367	1365	460	152	1,068	603%
WEBSITE						
Sessions	15,397	17,425	12,406	18,738	13,456	-28%
Users	13,321	15,282	10,946	18,371	12,015	-35%
Page Views	29,440	33,409	23,431	31,856	24,273	-24%

2021 – 2022 BACC Grant Request

WSA Digital Marketing

\$10,000

Ideal Wild LLC (Andria Gutierrez) has been managing the WSA social media accounts for over 6 years and we continue to see a strong following through management efforts. If received, all grant money would be allocated towards digital marketing and Ideal Wild LLC.

With the TBID taking effect last summer there is increased interest in business participation in the West Shore Association. We are reworking our mission statement and will begin educating West Shore businesses through member emails and updated website content.

In addition to growing our social channels, Ideal Wild LLC would send out a series of eBlasts to our members and visitors list and manage our website over the next year and continue business outreach and education.



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

		21-22 Spend	21-22 Budget
Account Management	Account Management, Meetings, Communication, Strategy	\$800.00	\$800.00
Social Media	Social Media Management	\$5,000.00	\$5,000.00
	Paid Media	\$213.00	\$213.00
Website	Website Updates	\$1,000.00	\$1,000.00
	Website hosting + Domains	\$237.00	\$237.00
eBlast Campaigns	Visitor + Member Email Campaigns	\$2,000.00	\$2,000.00
	Email Platform	\$750	\$750.00
	TOTAL	\$10,000	\$10,000

IDEAL WILD PLAN OVERVIEW

Visitor Email Marketing

Visitor Email #1: May 2022

Focus: Opening Day at the Lake, early summer activities, business features, midweek lodging specials, summer events

Visitor Email #2: September 2022

Focus: Fall Focus

Visitor Email #3: November 2022

Focus: Winter Focus

Visitor Email #4: March 2023

Focus: Spring activities and spring skiing

Member Email Updates

Member email updates are TBD

Campaigns

Opening Day at the Lake 2022

Date: May 2022

Focus: Promote business events and updates leading up to Memorial Day Weekend. Utilize paid media to promote events

Events and Business Updates

Date: Year-round



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

Focus: Welcome back visitors to West Shore by promoting North Lake and West Shore events and business updates. Share event information on website, email marketing and social platforms. Events include:

- Tahoe City Farmers Market
- Tahoe City Solstice Festival
- Swing Into Summer Classic
- Tahoe Off-Road Triathlon
- Lake Tahoe Dance Festival
- Pride Ride at Homewood
- Live Music
- High Sierra Archery Shoot
- Adventure Van Expo
- Tahoe 200

TART Connect

Date: TBD - Dependent on Schedule

Focus: Continue to Promote TART Connect on the West Shore

Shoulder Season / Mid-week Lodging

Date: August - October 2022, February - April 2023

Focus: Promote off-season and mid-week getaways and lodging to increase visitation during slower visitation periods.

Website Updates

Date: Year-round

Details: Continue to review and update web pages, SEO, business listings and backend functionality of the marketing website www.westshorelaketahoe.com.

Social Media and Paid Media

Date: Year-round

Details: Continue to utilize social media platforms to promote campaigns, inspire travel to West Shore Tahoe, communicate messaging, share business updates, and increase awareness of West Shore Tahoe.



ROI Prepared for: The Business Association Marketing Grant Program
For: FY 2020-2021

Overview of Organization: The Squaw Valley Business Association (SVBA) is made of the following six lodging properties; Olympic Village Inn, PlumpJack Inn, Red Wolf Lodge, Resort at Squaw Creek, Squaw Valley Lodge and The Village at Palisades Tahoe and three corporate entities: Palisades Tahoe Resort, the Palisades Village Neighborhood Company and the Olympic Valley Public Service District.

The purpose of the Association is to:

- (a) Promote Olympic Valley as a year-round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Olympic Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

The Association was awarded \$10,000 in May 2021 from the Community Marketing Program for Phase 1 of 2 for an updated Olympic Valley Area Shopping, Dining & Lodging Guide, to incorporate the Resort's name change and branding, as well as likely many lodging and property and business name changes throughout the Valley. As the renaming of properties and branding took longer than we anticipated, and Summer 2021 was still impacted by Covid (and then smoke), we set aside the funding.

We have updated the guide and shall reprint for distribution June-September 2022.
Updated Expense:

Dynagraphics Printing (Qty 15,000) = \$4,660.00 (not incl. tax/delivery)
Certified Public Folder (June-October) = \$4,998.24

The guides will be distributed via Certified Public Folder Display, to capture interest from our drive market, at 514 sites in Gold Country (Auburn, Grass Valley & Hwy 49 corridor), South Lake Tahoe, Reno/Carson, as well as here in North Lake Tahoe and Olympic Valley.

We will present our complete ROI when we move forward with requesting funding assistance in Fall/Early Winter FY 22-23, for PHASE 2 to print a larger quantity and distribute the guide with all of the property name updates and details on new amenities, including the Gondola and Red Dog Chair for Winter 2022-2023. Thank you for your support!

Caroline Ross, SVBA Representative
Squaw Valley Business Association
PO Box 2915 Olympic Valley, CA 96146



DYNAGRAPHICS

2001 Timber Way | Reno, NV 89512
Phone (775) 786-2041 | Fax (775) 786-2512
www.dynareno.com

May 11, 2022

Caroline Ross
Squaw Valley Neighborhood Company

Dear Caroline:

We are pleased to submit the following prices per your specifications:

Quote Number: 3104
Description: Shopping, Dining & Lodging Map/Guide
Quantity: 10,000 / 15,000
Size: 24" x 18" flat – folds to 4" x 9"
Disc Output: Computer to Plate
Proofs: PDF/Low Res
Bleeds: Yes
Ink: 5/5 including Satin Aqueous coating
Paper: 70# Silk Text
Printer reserves the right to pursue a comparable paper grade and/or weight should market conditions deem it necessary. Such substitution shall be mutually agreed upon.
Bindery: Trim, score and fold
Packaging: Bulk box
Shipping: FOB Reno
Terms: Net 30 days on approved credit, otherwise C.O.D.
Terms subject to approval of credit by DynaGraphics, Inc.

Price: **Qty: 10,000 / 15,000**

10,000 = \$3,575.00
15,000 = \$4,660.00

All prices quoted are valid for 60 days from proposal date, does not include sales tax (if applicable) and are subject to change upon review of final artwork.

May 11, 2022



DISTRIBUTION SERVICE AGREEMENT

RENEWAL

FEDERAL TAX ID: 68-0471187 REF: 21-0122583

SALESPERSON: 111500 - Irma Salazar
 ADVERTISER ID: 123407

PO NUMBER:

SHIP TO: Squaw Valley Business Assoc.

BILL TO: Squaw Valley Business Assoc.

ADVERTISER: Caroline Ross, Representative

CONTACT: Caroline Ross

EMAIL: cross@squawvnc.com

WEB SITE:

ADDRESS1: PO Box 2915

NEW ADDRESS:

ADDRESS1: PO Box 2915

NEW ADDRESS:

ADDRESS2: Olympic Valley

CITY: Olympic Valley

ADDRESS2: Olympic Valley

CITY: CA ZIP: 96146

STATE: CA ZIP: 96146

PHONE: (530) 584-6267

PHONE: (530) 584-6267

FAX: (530) 584-6270

FAX: (530) 584-6270

DATE:	05/17/2022	REV:	00001
CONTRACT:	21-0123634		
START DATE:	06/01/22		
END DATE:	10/31/22		

NAME OF BROCHURE / PUBLICATION:
 Squaw Valley Shopping & Dining

INVENTORY ID NUMBER: 007826

We will distribute the above named item in the area or areas set forth below. Display shall be on a single pocket basis. Minimum distribution period is 3 consecutive months.

CODE	DISTRIBUTION PROGRAM AREA	#SITES	START DATE	END DATE	MONTHLY FEE	#MONTH	GROSS FEE	SPEC	TSRD10	NET FEE
1-VM-2-N/N/LT	North Lake Tahoe (Super Cities)	83	06/01/22	10/31/22	243.25	5	1,216.25	-121.63	0.00	985.19
1-VM-2-N/SLT	South Lake Tahoe (Super Cities)	117	06/01/22	10/31/22	319.20	5	1,596.00	-159.60	0.00	1,292.76
1-VM-1-NC/GC	Gold Country	134	06/01/22	10/31/22	350.00	5	1,750.00	-175.00	0.00	1,417.50
1-VM-1-N/R	Reno/Carson City	180	06/01/22	10/31/22	429.00	5	2,145.00	-214.50	0.00	1,737.45

COMMENTS/SPECIAL INSTRUCTIONS:

APPROVED BY ADVERTISER

AGREEMENT TO TERMS: Advertiser hereby acknowledges that Advertiser has read all the terms and provisions set forth on the front and backside of this Agreement, and agrees that all such terms and provisions are a part of this Agreement.

Your Signature: _____

Name (print): _____

Title: _____

Date: _____

APPROVED BY (Certified Folder Display corporate office)

Signature: _____

Name (print): _____

Title: _____

Date: _____

Print Date: May 17, 2022 at 12:55 PM

All fees billed 30 days in advance of service

MONTHLY BILLING SCHEDULE (including applicable sales tax)

Fees are normally billed 30 days in advance of service. Monthly Billing Schedule details actual billing for the month indicated, not for the month service is provided.

Month	May	Jun	Jul	Aug	Sept	Oct
1,086.57	1,086.57	1,086.57	1,086.57	1,086.59	0.00	0.00
Nov	Dec	Jan	Feb	Mar	Apr	
0.00	0.00	0.00	0.00	0.00	0.00	

PREPAYMENT OPTION

TOTAL NET FEE: 5,432.87

PREPAYMENT DISCOUNT (Please check one)

Yes No

(8.00% on all applicable programs): (434.63)

APPLICABLE SALES TAX: 0.00

TOTAL PREPAID FEE:



4,998.24



Proposal for consideration for: The Business Association Marketing Grant Program
By: In/Out Marketing Tourism Development Committees
For: FY 2021-2022

Overview of Organization: The Squaw Valley Business Association (SVBA) is made of the following six lodging properties; Olympic Village Inn, PlumpJack Inn, Red Wolf Lodge, Resort at Squaw Creek, Squaw Valley Lodge and The Village at Palisades Tahoe and three corporate entities: Palisades Tahoe Resort, the Palisades Village Neighborhood Company and the Olympic Valley Public Service District.

The purpose of the Association is to:

- (a) Promote Olympic Valley as a year-round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Olympic Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

SVBA Tax ID # - 68-0471187

Currently our Association maintains an annual operating budget of approximately \$45,000. The funding is made up solely by contributions from the above businesses to cover expenses associated with the gateway to our community at the base of Route 89/Olympic Valley Rd, marketing and normal business expenses to operate a non-profit corporation.

In addition to this funding, our members contribute individual funds towards enhanced operations that will benefit visitors and our community as well as to promote and host numerous events throughout the year. The businesses in the Valley have successfully created a well-rounded calendar of events that draws visitors nationally, regionally and locally. This annual \$10,000 marketing grant is the only funding our Association receives from the NLTRA annually, unlike some of the other Business Association groups, who receive significantly more financial support.

We are respectfully requesting \$10,000 from the Business Association Marketing Grant Program for FY 2021-2022 so that we may contract with EXL Media to assist us with a digital campaign to promote the Village at Palisades Tahoe events to drive midweek lodging in Olympic Valley this Summer 2022, June-September.

Project Expense Breakdown:

REVENUE:

Total Budget = \$11,000

- Grant = \$10,00

- SVBA Match @ 10% = \$1,000

EXPENSE:

Agency Compensation = \$2,600 (total hours = 20 hrs)

Net Media = \$8,400

CAMPAIGN TARGETING AND STRATEGIES:

- * Audience Target: Travel intenders to Lake Tahoe
- * Geographic Focus: San Francisco and Sacramento DMAs (blocking Lake Tahoe and Truckee)
- * Buys will link to a landing page where events and lodging will be promoted. This page will be created and hosted by Palisades Tahoe
- * EXL Media will launch and manage buys from the Palisades Tahoe ad platforms and work with the PT digital team to ensure tracking goals are established via the Palisades Tahoe GA

Creative:

- * SVBA will provide key messaging and creative assets/images
- * Run up to three different social media ads allowing optimizations to the best performing ad(s)
- * EXL Media will create text listings and social media ads upon receipt of desired creative assets from SVBA
- * The ads will be pre approved by SVBA prior to activation
- * EXL Media will provide a creative spec sheet including static and video options for social media campaigns. Video will need to be provided by SVBA.

The project is consistent with the NLT Tourism and Community Investment Plan because it promotes Olympic Valley as a summer and fall destination that offers lodging, shopping, dining, events and recreational activity year-round and off the Lake. The timing of this campaign also supports the current TBID initiative in that it will drive more revenue into our valley.

The success of the project will be measured by a performance report at the end of our campaign.

On behalf of all SVBA members and the Olympic Valley community, we thank you for your consideration and continual support in our marketing efforts. Thank you.

Christine Horvath, SVBA Representative
Squaw Valley Business Association
PO Box 2915 Olympic Valley, CA 96146

The following Scope of Work provides requested digital media agency services for Squaw Valley Business Association Grant Funding.

Campaign Focus: Promote Village at Palisades events to drive midweek lodging in Olympic Valley
Featured Events: Bluesdays, Sunsets Live Music Series, First Street Yoga, and The Great Bingo Revival

I. Term:

- Contract: June-September 2022

II. Provided Budget: \$11,000

Agency Compensation: \$2,600

Net Media: \$8,400

- Google Ads
- Facebook/Instagram

III. Campaign Targeting and Strategies

- Audience Target: Travel intenders to Lake Tahoe
- Geographic Focus: San Francisco and Sacramento DMAs (blocking Lake Tahoe and Truckee)
- Buys will link to a SVBA landing page where events and midweek lodging will be promoted. This page will be created and hosted by Palisades Tahoe
- EXL Media will launch and manage buys from the Palisades Tahoe ad platforms and work with the PT digital team to ensure tracking goals are established via the Palisades Tahoe GA
- Creative:
 - SVBA will provide key messaging and creative assets/images
 - Run up to three different social media ads allowing optimizations to the best performing ad(s)
 - EXL Media will create text listings and social media ads upon receipt of desired creative assets from SVBA
 - The ads will be preapproved by SVBA prior to activation
 - EXL Media will provide a creative spec sheet including static and video options for social media campaigns. Video will need to be provided by SVBA
- Campaign performance report will be provided at the end of the campaign

IV. Agency Compensation and Services

Campaign Development and Launch: 5 hours

Campaign Management: 12

Campaign Completion Performance Report: 3 hours

Agency Compensation: \$2,600

Total Agency Hours: 20

Compensation covers all EXL Media provided services outlined in this Scope of Work. This compensation does not cover creative, landing page development or campaign goal setup in GA.