

## 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:

**Brit Crezee**, Sotheby's International Realty | **Becky Moore**, Granite Peak Management

**Caroline Craffey**, Tahoe Truckee Community Foundation

**Christine Horvath**, Palisades Tahoe | **Connor McCarthy**, Homewood Ski Resort | **DJ Ewan**, Granlibakken Resort

**Katie Biggers**, Tahoe City Downtown Association | **Kristy Olk**, Resort at Squaw Creek

**Wade Machon**, MJD Capital Partners/The Boatworks at Lake Tahoe

**Wendy Hummer**, EXL Media

Advisory Placer County Member: **Nicholas Martin**

North Lake Tahoe Resort Association Board Member: **Ray Villaman**

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### Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link:

As authorized by AB 361

<https://us02web.zoom.us/j/82413618020?pwd=bjBwTDYvZldZdU9DczNJcmNMa2VjZz09>

Meeting ID: 824 1361 8020

Passcode: 005671

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## AGENDA

- |                  |  |
|------------------|--|
| <b>1:30 p.m.</b> | <ol style="list-style-type: none"><li>1. Call to Order – Establish Quorum</li><li>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.</li></ol> |
| <b>1:35 p.m.</b> | <ol style="list-style-type: none"><li>3. <b>Welcome New Members</b></li><li>4. <b>Agenda Amendments and Approval</b></li><li>5. <b>Approval of Tourism Development Meeting Minutes from November 29, 2022 <i>Page 1</i></b></li></ol>  |
| <b>1:40 p.m.</b> | <ol style="list-style-type: none"><li>6. <b>Appointment of New Chair and Vice Chair for 2023 (Action)</b></li></ol>  |

- 1:45 p.m.** 7. NTCA Rebrand – Kirstin Guinn *Page 5*
- 1:55 p.m 8. Spring Consumer Media Campaign and Winter Consumer Media Recap/Update – Augustine  
*Page 15*
- 2:15 p.m 9. **Event Sponsorship Action Items: Page 49**
- a) **Review and Possible Approval for Made in Tahoe 2023 Sponsorship in the amount of \$40,000  
*Page 53***
  - b) **Review and Possible Approval for Oktoberfest Palisades 2023 Sponsorship in the amount of  
\$20,000 – *Page 79***
  - c) **Review and Possible Approval for Big Blue Adventure 2023 Sponsorship in the amount of  
\$35,000 – *Page 98***
  - d) **Review and Possible Approval for the Van Expo 2023 Sponsorship in the amount of \$15,000  
*Page 130***
- 3:15 p.m. 10. Group and Leisure Sales Update – Bart Peterson *Page 137*
- 3:25 p.m. 11. Discussion on event funding presentation allocation – Kimberly Brown
12. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee members.) Click [here](#) for reports
- Conference Sales
  - Leisure Sales
  - Marketing - Augustine Agency
  - Reno Tahoe Airport Reports
- 13 Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report
14. Committee Member Comments
- 4:00 p.m.** 15. Adjournment

*This meeting is wheelchair accessible*

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

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## north lake tahoe

Chamber | CVB | Resort Association

### **Tourism Development Meeting Draft - Meeting Minutes – Tuesday Nov 29, 2022**

The Tourism Development Meeting was held via Zoom video conferencing.

**Committee Members that joined via teleconference: Chair: Carlynn Fajkos, Brit Creeze, Caroline Craffey, Christine Horvath, Kressa Olguin, Kristy Olk, Vinton Hawkins, Placer County Representative Nick Martin**

**NLTRA Board Member: Ray Villaman**

**Staff in attendance: Kim Brown, Kirstin Guinn, Anna Atwood**

**Others in attendance: Scotty Stoughton, Brendan Madigan, Juri Barac, Todd Jackson**

1. The meeting was called to order at 2:03pm and a quorum was established.
2. **Public Forum – No public forum**
3. **Agenda Amendments and Approval**  
**Motion to approve today's agenda as presented M/S/C CRAFFEY/OLGUIN/UNANIMOUS**
4. **Approval of Tourism Development Meeting Minutes**
  - a) **Aug 29, 2022**  
Motion to approve the Aug 29, 2022 meeting minutes M/S/C CREEZE/HAWKINS/UNANIMOUS
  - b) **Sept 27, 2022**  
Motion to approve the Sept 27, 2022 meeting minutes M/S/C OLGUIN/CREEZE/Carried with Fajkos abstaining
  - c) **Oct 25, 2022**  
Motion to approve the Oct 25, 2022 meeting minutes M/S/C HAWKINS/CREEZE/UNANIMOUS
5. **Tourism Development New Committee Member (Action)**

Guinn shared only one person from the 3 seats expiring this year is reapplying and that is Connor McCarthy and there is still one seat left to fill and she encouraged any suggestions especially in sales with a preference of representation East of Tahoe City.

Staff issued a call for applications in early November and received three letters of interest by the November 28, 2022 deadline. The following are the new applicants:

- Wade Machon, MJD Development
- Brandon "DJ" Ewan, Granlibakken Tahoe
- Katie Biggers, Tahoe City Downtown Association

The new members will need to be approved by the NLTRA Board of Directors at the December meeting and if approved the new members will be seated at the January Tourism Development Committee meeting.

**Motion to recommend for Board of Directors approval the three new committee members M/S/C OLK/CRAFFEY/UNANIMOUS**

6. **Discussion and Possible Approval of Events Sponsorships (Action)**

Brown stated as a result of the In-Market Tourism Development Committee the event Course the Elegance was moved out of the Partnership Funding bucket to the larger event sponsor ship bucket.

  - a) Review and Approval of Course the Elegance Sponsorship for 2023 in the amount of \$10,000  
Brown gave a recap of the event presentation to the committee members.

Concourse d'Elegance is North America's Premium wooden boat show that educates the public about classic watercraft from the past and present. It began in 1972 and has spanned over 5 decades. The festival now includes food from local vendors and community bands. And event booths that promote local businesses. The event is August 11 & 12, 2023 at Obexers Marina.

- NLTRA sponsored the event in 2022 through partnership funds in the amount of \$10,000.
- In 2022 they had 7,324 attendees over 2 days. They had 942 participants which included boat owners, volunteers, and vendors.
- They had website traffic 112,643 unique visitors from April to August 2022 and 75% occurred during paid social media.
- The marketing plan was a four-tiered approach. 1) Target local HOA publications. 2) Attract attendees with Tahoe Weekly and Tahoe Quarterly 3) Awareness and anticipation campaign with Billboard, Digital & Social Media campaigns. 4) Target special interest groups in North America with social media, Mountain Living Magazine, Brass Bell, Rudder Magazine and e-mail database campaigns.
- In 1994, Concours was given a cause with the founding of the Tahoe Yacht Club Foundation. TYCF's mission is to raise money to help preserve the environment and history of the Lake Tahoe Basin. The Lake Tahoe Concours d'Elegance is the Foundation's largest event. Since it's induction, and thanks to the Concours community, the Foundation has been able to award over \$410,000 in grants to various maritime-related, charitable, and cultural organizations.

Committee member comments:

- Creeze asked if this is the first year this event has asked for funding? Brown shared this is the second year and last year we gave them \$10,000. She also questioned what other sponsorship they receive. They received other sponsorship in the amount of \$95,000.
- Villaman questioned how the event did in terms of the ROI scorecard and if they met all of our criteria? Brown shared this event did meet all the criteria and it's also one of the events on the West Shore.

**Motion to recommend for Board of Directors approval the Concourse the Elegance 2023 Sponsorship in the amount of \$10,000 M/S/C HORVATH/HAWKINS/UNANIMOUS**

b) Review and Approval of Broken Arrow Skyrace Sponsorship for 2023 in the amount of \$65,000

Scotty Stoughton presented his request of \$65,000 to the committee members.

Overview: Winter Wondergrass is a Bluegrass Music festival that is scheduled for March 30 – April 3, 2023 at Palisades Tahoe. North Lake Tahoe has hosted it for the past seven years. It is produced by Bonfire Entertainment who pride themselves on creating authentic community gatherings and they promote green, sustainable practices.

- NLTRA sponsored the event in 2021/22 in the amount of \$50,000 and \$24,400 in 20/21 which was cancelled. Event production costs have risen by 20 – 30% across all areas, so the 2023 budget is at \$ 2 million.
- In 2022 they sold 15,000 tickets over 3 days. They had 26 total artists and 25 craft breweries.
- The direct fiscal impact to Tahoe was \$1.8 million: 5000 per day – 80% visiting for event \$150 pp/night and the indirect fiscal impact was \$280,000 for WWG: lodging, catering, crew, rentals.
- 75% of the attendees were out of market and 25% were in market. 56% of the visitors stayed in paid lodging and 64% stayed 3 + nights. 88% are likely to return
- They donated \$12,500 to 3 local non-profits.
- Marketing impact: IG 27K, FB 50K, 352K Website Users, Email 419K Subscribers, and WWG TV 132 K views.

Committee member comments:

- Villaman questioned if the F & B partners worked out last year. Scotty shared it was very successful and well received by the guests.
- Kirstin Guinn introduced herself as the new Marketing Director at NLTRA. She questioned if he will continue doing the late night shows in Tahoe City and if he will continue to build the Tahoe City connection? He is always looking to bring Tahoe City into the event. He is open to anyone interested in doing an event in Tahoe City.
- Kirstin shared that she would like to make a connection with Minimal Impact and seeing the report from last year.
- Nick Martin from Placer County commented on the Livestreaming piece and shared that last year this event had over 20K viewers.



- Biggers commented that a lot of these events are all Palisades heavy and have the committee looked at spreading out the events? Brown shared she has had several meetings with Nortstar staff and she already working with him and to generate more events.

**Motion to recommend for Board of Directors approval the WinterWonderGrass 2023 Sponsorship in the amount of \$65,000 M/S/C CREEZE/OLK/Carried with Horvath abstaining**

c) Review and Approval of Broken Arrow Skyrace 2023 Sponsorship in the amount of \$65,000

Brendan Madigan presented his request for \$40,000 for Marketing and \$25,000 for Livestream to the committee members. Overview: The Broken Arrow Skyrace is one of the largest trail running events in North America. It is scheduled for three days: June 16 - 18, 2023 at Palisades Tahoe. North Lake Tahoe has hosted it for the past seven years. It is produced by Alpenglow, a local event producer who seeks to reinvent the multiple day/distance trail running experience, drive sustainable visitation, and believes in giving back to the community.

- NLTRA sponsored the event in 2021/22 in the amount of \$45,000 and \$30,000 in 20/21. This event is a textbook example of what an organization can grow into through NLTRA funding. It started with 409 registrations and is projected to hit 2,670 participants in 2023 with 3,000 spectators.
- 34 % of the attendees stayed 3 nights and 33% stayed 2 nights. 35 % stayed in hotels and 25% stayed in vacation rentals.
- They donated \$10,000 + to Tahoe Nordic Search and Rescue, Girls on the Run Sierras, Lake Tahoe Dance Collective, Donnor Party Mt. Runners, and Tahoe Cross Country Development Team.
- Marketing impact: They are partnering with Strava who has 4 million members and a 57K YouTube following and Golden trail series that has 53 K subscribers for their livecast. Broken Arrow has IG 9.7 K followers, FB 5.6 K, 89K website users, an 8K database of emails, and 5.3 K YouTube/livestream subscribers views.

Committee member comments:

- Kirstin Guinn complimented Brendan on how is moving the trail running races forward and reinventing the way trail running races are run, and now reinventing how they are covered.
- One member commented that this event seems exclusive and was a little skeptical of the Livestreaming portion. Guinn shared that Alpenglow run all their events incredibly well.
- Fajkos highlighted that if the NLTRA logo is on there for the Livestream that could bring great exposure.
- Horvath commented that Broken Arrow Skyrace drives and international audience.
- Hawkins commented on that even though this event at this point doesn't grow but it's such a solid and unique event.

**Motion to recommend for Board of Directors approval the Broken Arrow Skyrace 2023 Sponsorship in the amount of \$65,000. M/S/C HAWKINS/OLK/Carried with Horvath abstaining.**

d) Review and Approval of Highlander Sponsorship in the amount of \$25,000.

Juri Barac and Todd Jackson presented his request for \$25,000 to the committee members.

Overview: Highlander is a global hiking brand with events in 18 countries. Highlander invites participants to ascend from their daily routines and take part in a once-in-a-lifetime adventure connecting with nature, becoming a steward for the environment, and trekking towards a better self. The event debuted in the US on October 2022 in Big Bear, California.

- Their local partner is Todd Jackson of Big Blue Adventures, and their global partnership is Spartan. They offer a 60 mile 5-day hike, 30 mile 3-day hike, and a 15 mile 2-day hike. The event is family and pet friendly.
- Their event has a sustainability focus, and they have a leave no trace policy.
- 50% of their participants stay in the region a night before and after the event.
- Their forecast is to have 750 race participants in 2023 and grow their number to 1500 by 2025.
- Promotion of the destination will be to 170 countries with a 1.3 billion reach through Icarus using photo and video, with web and social promotion through Highlander and Spartan channels, and to a customer base which is 17 million athletes.

Juri Barac addressed the committee members' comments from the last meeting. Highlander has hired local event producer Todd Jackson to assist with the route and various other components of the event.

Committee member comments:

- Hawkins questioned if the event has athletes starting at different times? Juri shared that is usually 50 people on the hour.
- The committee members seemed intrigued that this is not a race and a new event and also liked the fact he has hired a local event producer.
- It was recommended that NLTRA puts some caveat on this event "pending approval" from US Forest Service

**Motion to recommend for Board of Directors approval the 2023 Highlander Sponsorship in the amount of \$25,000 with the condition they receive their funding after their permits. M/S/C OLK/CRAFFEY/UNANIMOUS**

7. Departmental Reports these reports can be viewed on our [website](#).
8. Standing Reports- these reports can be viewed on our [website](#).
9. Committee Member Comments – Vinton Hawkins shared this is his last meeting and enjoyed meeting everyone and he learned a lot from everyone.
10. Adjournment – The meeting adjourned at 3:53pm

Minutes submitted by,  
Anna Atwood  
NLTRA



# Introducing the North Tahoe Community Alliance

**JANUARY 2023**



## Who?

The NTCA is the evolution of the North Lake Tahoe Resort Association, which has served the business community and our tourism-based economy for more than 65 years.

### Our Mission:

To promote and manage visitation and collaborate to achieve economic health, community vitality, and environmental stewardship to benefit our residents, businesses, and visitors.

[Play video >](#)



## Our Past

Until 2021, the NLTRA served the business community as both the destination marketing organization and the chamber of commerce for eastern Placer County / North Lake Tahoe.

In this capacity, we made recommendations to the Placer County Board of Supervisors regarding the investment of the 2% Transient Occupancy Tax (TOT) to support the Tourism Master Plan.



## Our future

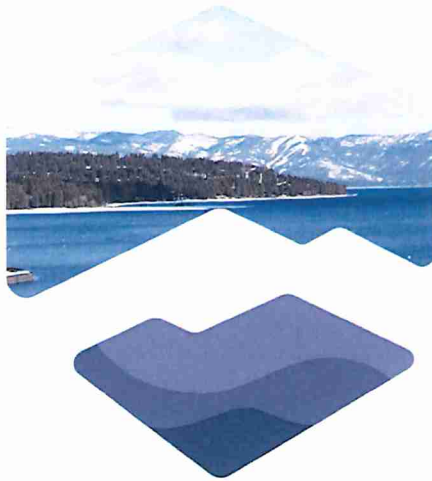
In 2021, the Tourism Improvement District (TBID) was approved by membership vote, and with it came a shift in our role in the community.

Destination Marketing *Management* Organization

We continue to serve the business community as the chamber of commerce for North Lake Tahoe.



[Watch video](#)

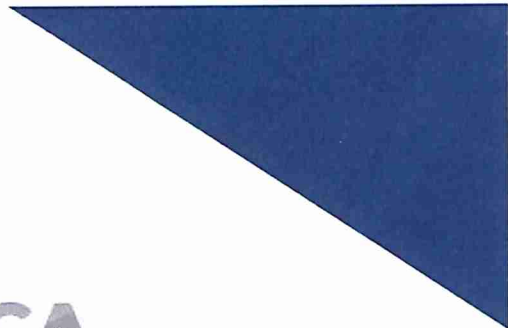


NORTH TAHOE

**NTCA**

COMMUNITY ALLIANCE



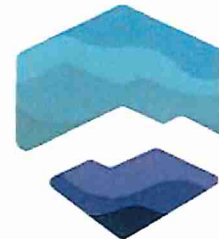


# LOGO SYMBOLISM

Inspired by the picturesque landscapes of North Tahoe and the guiding principles of our brand pillars, our logo is designed with intent and purpose, representing what we stand for as an organization in a simple and iconic way.

## CALIFORNIA

The CA in the logotype is colorized differently to give the NTCA acronym dual meaning: Community Alliance and California. The A in also contains a mountainous ridgeline shape for added personality.



### LANDSCAPE

The logo icon is an abstract landscape, utilizing negative space to create mountain ridgelines, while the positive space represents the sky, the mountains and the lake.

### SHIELD

The overall shape of the logo icon was inspired by a shield to represent NTCA as the stewards, protectors and ambassadors of the community.

### HEART

The bottom shape of the icon is an abstract heart, which symbolizes love for community and economic health.

### COMPASS

The logo icon consists of two arrows. The largest points north to represent the North Tahoe region. Combined with the smaller arrow which points south, they represent how the NTCA is guiding the region into the future.



## What do we do now?

Our efforts are now focused on **promoting responsible travel** during off-peak seasons, **stewardship education**, and **collaborating with regional stakeholders** to identify and implement solutions to issues that impact our residents, businesses, and visitors.

We also seek out and **advocate for local transportation and workforce housing solutions, visitor services, and tourism mitigation projects** that can be funded by and leveraged with TOT and NLT TBID assessment dollars.

We do this in four ways:

~ Providing local governance that transparently manages and distributes Tourism Business Improvement District (TBID) funds back into the local community

~ Guiding the investment of Transient Occupancy Tax (TOT) dollars to support transportation and workforce housing initiatives in the local community

~ Advocating to County and State government on the needs of the tourism industry and supporting our local business community

~ Developing compelling promotional messaging and programming that shapes our visitor base, influences how people engage with the destination, and drives the desired economic and behavioral impact



How do we do it?

<b>Tourism Business Improvement District Advisory Committee</b>	<b>TBID Zone 1 Advisory Committee</b>	<b>Capital Projects Advisory Committee</b>	<b>Transient Occupancy Tax Committee</b>
<b>\$6m</b>	<b>\$850K from Zone 1 lodging properties specifically</b>	<b>\$4.2m</b>	<b>\$4m</b>
<b>Management District Plan 2021-2026</b>	<b>Management District Plan 2021-2026</b>	<b>Tourism Master Plan &amp; Measure A</b>	<b>5 year agreement with Placer County</b>
<b>Business Advocacy, Economic Development, Transportation, Stewardship &amp; Tourism Mitigation, Marketing &amp; Partnerships, Visitor Services</b>	<b>Business Advocacy, Economic Development, Transportation, Stewardship &amp; Tourism Mitigation, Marketing &amp; Partnerships, Visitor Services for Zone 1</b>	<b>Transportation, Activities &amp; Facilities, Marketing &amp; Partnerships, Visitor Information</b>	<b>Transportation &amp; Workforce Housing</b>
<b>TBID Advisory Committee &gt; NTCA Board of Directors</b>	<b>Zone 1 Committee &gt; NTCA Board of Directors</b>	<b>CAP Committee &gt; Placer County Board of Supervisors</b>	<b>TOT Committee &gt; NTCA Board of Directors &gt; Placer County Board of Supervisors</b>



Learn  
more

As the North Tahoe Community Alliance, we look forward to building on the accomplishments of those before us and positioning our community for a successful, sustainable future.

We look forward to partnering with your organization.

[NorthTahoeCommunityAlliance.com](http://NorthTahoeCommunityAlliance.com)\*

*\*Redesigned web site launching Q2*







Thank you!





# 2022-23 Spring Media Proposal



north lake tahoe

# Key Strategies: Spring



## Promote Sustainability Messaging

Finish running Nevada Travel print insertion through April  
Adjust messaging levels to Spring activities as snow melts



## Seasonality focus during Spring/Fall.

Spring spend constitutes 40% of yearly spend  
Heavy up media spend beginning of March/April  
Build flexibility into CTV and video buys to account for the end of ski season



## Visitation data from Datafy used to guide decisions.

Target markets  
Media channels  
Audience segments, persona's, etc



## Refresh audience and creative value

Millennial vs Jones Family audiences  
Static vs Animated ads  
•KPIs  
•Cost effectiveness

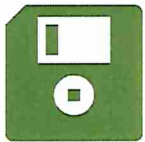




# DATA COLLECTION



Markets selection were informed through flight data research



Datafy data informed 2-year visitors for the Spring season

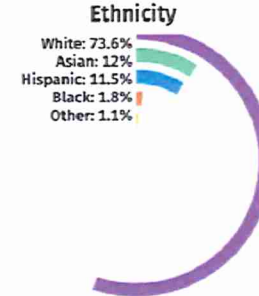
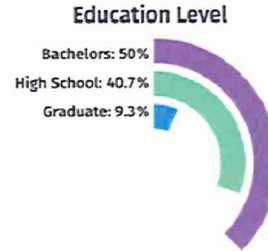
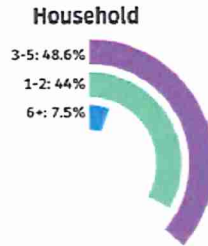
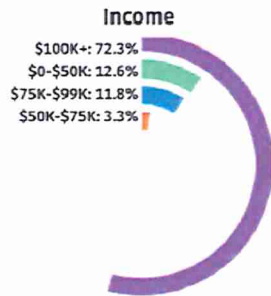
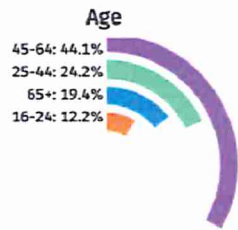


north lake tahoe

Direct Flight	Total Flights	Average Flight Cost	Allegiant	Alaska	American	Delta	Frontier	JetBlue
x	12	\$ 225						
x	0	\$ 216		\$137				
x	11	\$ 190		\$216		\$207		
0	-	\$ 151			4	\$ 83	1	
x	209	\$ 107	\$137	\$276	4	\$ 5	257	

# Visitation Demographics: Spring 2022

Demographics for 3/1/22 - 5/15/22



⋮


**Visitors to North Lake Tahoe** from 50+ miles  
**POIs:** All POIs available  
**Geo:** DMO Level

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.



# Destination Wide Analysis: Spring Compared with Spring 2021

Overview : 3/1/22 - 5/15/22

Total Trips  
**564,814**



↓ -2.0% vs. 3/1/21 - 5/15/21

Visitor Days  
**1,929,970**



↓ -3.1% vs. 3/1/21 - 5/15/21

Average Length of Stay  
**3.4 Days**



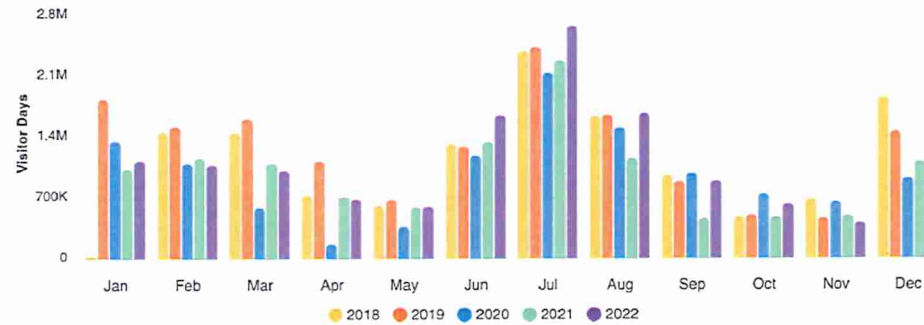
↓ -2.9% vs. 3/1/21 - 5/15/21

Unique Visitors  
**346,941**



↓ -22.4% vs. 3/1/21 - 5/15/21

## Annual Volume by Visitor Days



Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	26.2K	1.5M	1.5M	732.8K	613.5K	1.3M	2.4M	1.6M	966.2K	478.5K	683.5K	1.9M
2019	1.8M	1.5M	1.6M	1.1M	678.4K	1.3M	2.4M	1.7M	886.1K	494.1K	459.7K	1.5M
2020	1.4M	1.1M	588.9K	168.4K	370.2K	1.2M	2.1M	1.5M	990.0K	748.6K	654.6K	923.0K
2021	1.0M	1.2M	1.1M	718.9K	594.1K	1.3M	2.3M	1.2M	460.1K	478.9K	491.9K	1.1M
2022	1.1M	1.1M	1.0M	684.4K	598.1K	1.7M	2.7M	1.7M	896.2K	626.5K	409.6K	0

## Visitor Days by Length of Stay



- Day Trip 40.9%
- 2 Days 11.2%
- 3 Days 11.2%
- 4 Days 9.2%
- 5 Days 9.9%
- 6+ Days 17.6%



## Spring Markets: Targeted 2020, 2021 & 2022

### 2020 Markets

- LA
- San Diego
- New York

### 2021 Markets

- LA
  - Dallas
  - San Diego
- Expanded Markets
- Monterey-Salinas
  - Santa Barbara

### 2022 Markets

- LA
  - Dallas
  - Houston
- Expanded Markets
- Monterey-Salinas
  - Fresno

### 2023 Markets

- TBD



## Direct Flights (Non-Stop)

Reno - RNO		
Airport	Total Direct Flights/day	Average Flight Cost
Las Vegas - LAS	14	\$ 294
LA - LAX	11	\$ 221
Phoenix - PHX	6	\$ 334
Denver - DEN	6	\$ 291
SLC - SLC	4	\$ 346
Seattle - SEA	3	\$ 325
San Diego - SAN	2	\$ 148
Chicago - ORD	2	\$ 460
Portland - PDX	1	\$ 198
Dallas - DFW	3	\$ 556
New York - JFK	1	\$ 598
Austin - AUS	1	\$ 568

Sacramento - SMF		
Airport	Total Direct Flights/day	Average Flight Cost
San Diego - SAN	21	\$ 131
Las Vegas - LAS	19	\$ 189
Phoenix - PHX	15	\$ 316
LA - LAX	15	\$ 273
Seattle - SEA	14	\$ 211
Denver - DEN	11	\$ 270
Portland - PDX	7	\$ 210
SLC - SLC	5	\$ 279
Chicago - ORD	4	\$ 491
New York - JFK	1	\$ 478
Dallas - DAL	1	\$ 216
Dallas - DFW	5	\$ 438
Houston - IAH	1	\$ 410
Austin - AUS	1	\$ 194

12.15.22 flight data for late March early April

# All Markets: Spring 2022

## Top Markets

DMA	% of Trips 3/22 - 5/22	% Change of Trips vs 3/21 - 5/21	Total Visitation % Change vs 3/21 - 5/21
San Francisco-Oa...	36.9%	↑ 0.5%	↑ 1.1%
Sacramnto-Stkto...	29.6%	↑ 1.1%	↑ 3.9%
Los Angeles	6.8%	↓ 0.6%	↓ 8.1%
Monterey-Salinas	2.2%	↑ 0.2%	↑ 9.3%
San Diego	2.0%	↓ 0.3%	↓ 14.2%
Chico-Redding	1.7%	↓ 0.1%	↓ 6.6%
Fresno-Visalia	1.2%	↓ 0.1%	↓ 12.9%

## Top Markets

DMA	% of Trips 3/22 - 5/22	% Change of Trips vs 3/21 - 5/21	Total Visitation % Change vs 3/21 - 5/21
Dallas-Ft. Worth	1.2%	↓ 0.1%	↓ 11.2%
Phoenix -Prescott	1.0%	↓ 0.2%	↓ 9.7%
Las Vegas	1.0%	↓ 0.6%	↓ 33.7%
Salt Lake City	0.9%	↓ 0.2%	↓ 14.4%
New York	0.9%	↑ 0.1%	↑ 11.4%
Houston	0.9%	— 0.0%	↑ 3.2%
SantaBarbra-San...	0.8%	↓ 0.2%	↓ 19.0%
Reno	0.8%	↑ 0.2%	↑ 35.6%
Honolulu	0.8%	↑ 0.4%	↑ 78.4%
Denver	0.8%	↓ 0.2%	↓ 18.2%
Chicago	0.8%	— 0.0%	↑ 3.2%



# In-State Only: Spring 2022

## Top Markets

DMA	% of Trips 3/22 - 5/22	% Change of Trips vs 3/21 - 5/21	Total Visitation % Change vs 3/21 - 5/21
San Francisco-Oa...	44.0%	↑ 0.5%	↑ 1.1%
Sacramnto-Stkto...	35.3%	↑ 1.3%	↑ 3.9%
→ Los Angeles	8.2%	↓ 0.7%	↓ 8.1%
→ Monterey-Salinas	2.6%	↑ 0.2%	↑ 9.3%
San Diego	2.4%	↓ 0.4%	↓ 14.2%
Chico-Redding	2.0%	↓ 0.1%	↓ 6.6%
→ Fresno-Visalia	1.4%	↓ 0.2%	↓ 12.9%
Las Vegas	1.2%	↓ 0.7%	↓ 33.7%
SantaBarbra-San...	1.0%	↓ 0.2%	↓ 19.0%
Reno	0.9%	↑ 0.2%	↑ 35.6%
Bakersfield	0.4%	- 0.0%	↑ 9.8%
Palm Springs	0.2%	- 0.0%	↑ 0.7%

## Top POIs

POI	% of Trips 3/22 - 5/22	% Change vs 3/21 - 5/21
Truckee	25.2%	↑ 0.8%
Truckee - California	17.0%	↑ 1.2%
North Lake Tahoe - Califo...	7.0%	↑ 0.4%
Donner Summit	5.0%	↓ 0.1%
Olympic Valley	3.0%	↑ 0.8%
Incline Village	2.8%	↓ 0.5%
Palisades Tahoe	2.7%	↑ 0.7%
North Lake Tahoe - Nevada	2.4%	- 0.0%
Tahoe City	2.2%	↓ 0.5%
Northstar California Reso...	2.1%	↑ 0.3%
Kings Beach	2.1%	↓ 0.4%
Northstar	2.0%	↑ 0.3%
West Shore Lake Tahoe	1.8%	↓ 0.4%
Washesu Peak	1.5%	↑ 0.2%
Boreal Mt. Resort	1.4%	↑ 0.1%



# Out-Of-State Only: Spring 2022

## Top Markets

DMA	% of Trips 3/22 - 5/22	% Change of Trips vs 3/21 - 5/21	Total Visitation % Change vs 3/21 - 5/21
Dallas-Ft. Worth	6.7%	↓ 0.8%	↓ 11.1%
Phoenix -Prescott	5.8%	↓ 0.6%	↓ 9.6%
Houston	5.2%	↑ 0.2%	↑ 3.1%
New York	5.0%	↑ 0.5%	↑ 12.0%
Denver	4.7%	↓ 1.0%	↓ 18.0%
Salt Lake City	4.6%	↓ 0.8%	↓ 15.6%
Chicago	4.5%	↑ 0.2%	↑ 3.6%
Honolulu	4.4%	↑ 2.0%	↑ 79.1%
Seattle-Tacoma	4.0%	↓ 0.7%	↓ 14.7%
Portland- OR	3.5%	↓ 1.0%	↓ 22.1%
Austin	3.2%	↑ 0.6%	↑ 23.6%
Miami-Ft. Lauder...	2.9%	↓ 0.2%	↓ 8.0%
Atlanta	2.9%	↓ 0.2%	↓ 5.3%
Tampa-St. Pete -S...	2.5%	↓ 0.1%	↓ 3.9%
Boston -Manches...	2.4%	↑ 0.6%	↑ 32.1%

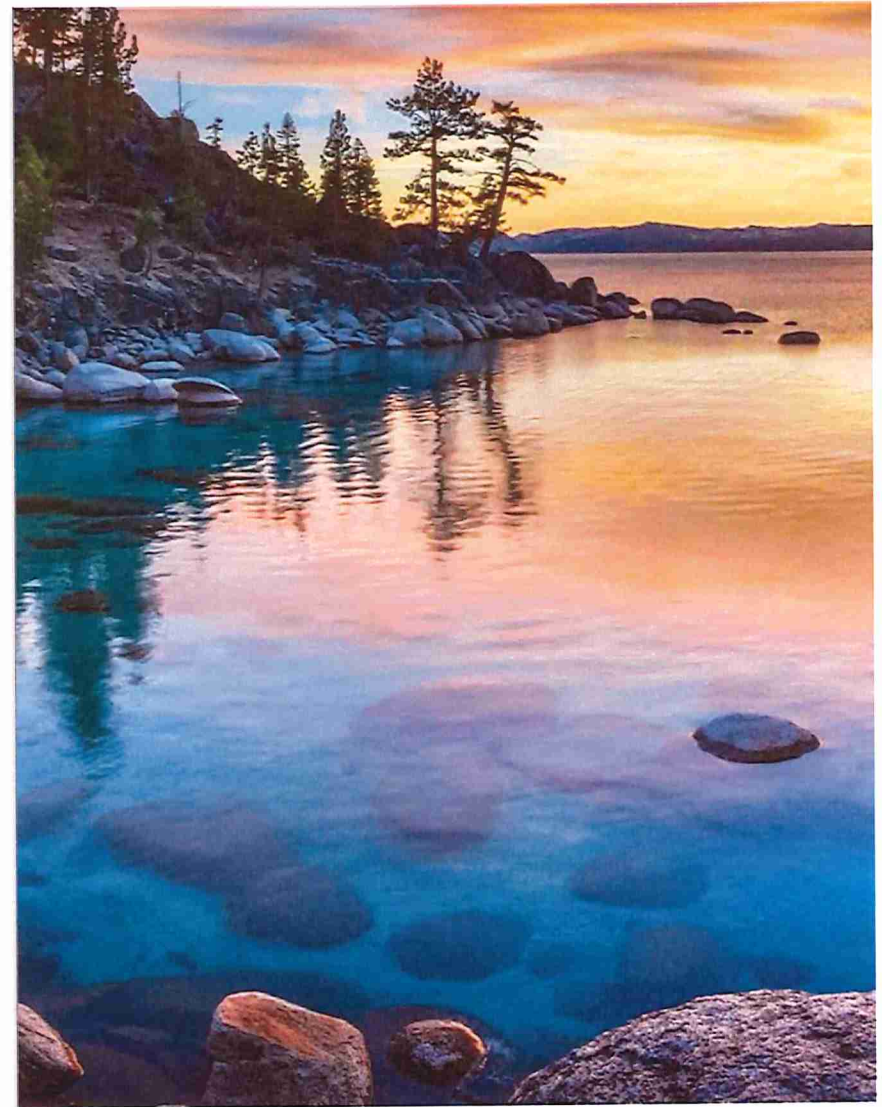
## Top POIs

POI	% of Trips 3/22 - 5/22	% Change vs 3/21 - 5/21
Truckee	24.3%	↓ 3.0%
Truckee - California	15.3%	↓ 2.0%
North Lake Tahoe - Califo...	5.0%	↑ 0.2%
Incline Village	3.5%	↓ 0.9%
Heavenly Mountain Resort	3.3%	↑ 0.8%
North Lake Tahoe - Nevada	3.1%	↓ 0.3%
Donner Summit	3.1%	↓ 0.2%
Kings Beach	2.7%	↑ 0.1%
Tahoe City	2.6%	- 0.0%
Olympic Valley	2.6%	↑ 0.7%
Palispades Tahoe	2.3%	↑ 0.6%
Northstar California Reso...	2.0%	↑ 0.6%
Washesu Peak	1.7%	↑ 0.5%
West Shore Lake Tahoe	1.6%	↓ 0.1%
Northstar	1.6%	↑ 0.4%



## 2023 Target Markets & Audiences

- Option 1 Markets
  - LA
  - New York
  - Phoenix
- Option 2 Markets
  - LA
  - Austin
  - Dallas
  - Houston
- Audiences
  - Millennial Megan
  - The Jones Family
  - Boomer
  - High Value
  - Local/Sustainability





# High Value Visitors

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



'22 vs '21

Average Length of Stay

**3.4 Days**

↓ -2.9% vs. 3/1/21 - 5/15/21



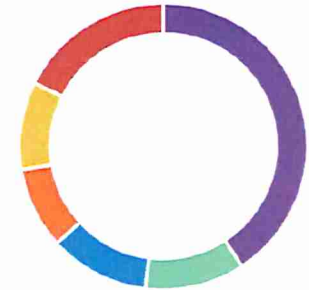
Unique Visitors

**346,941**

↓ -22.4% vs. 3/1/21 - 5/15/21

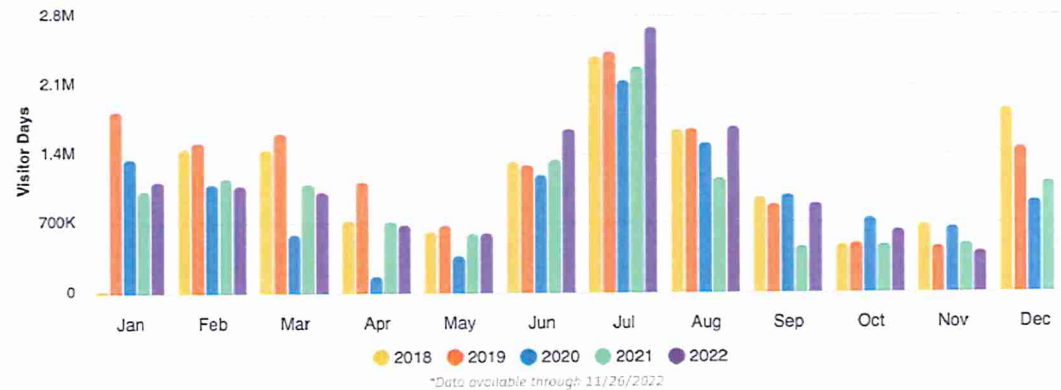


Visitor Days by Length of Stay



- Day Trip 40.9%
- 2 Days 11.2%
- 3 Days 11.2%
- 4 Days 9.2%
- 5 Days 9.9%
- 6+ Days 17.6%

Annual Volume by Visitor Days





# Consumer Flowcharts



## Consumer Flowchart – Digital & Social

NLT 2022-23 MEDIA PLAN	4Q 2023												Gross Total
	March				April				May				
	27	6	13	20	27	3	10	17	24	1	8	15	
CAMPAIGN: CONSUMER	Spring												
	40%												
<b>DIGITAL</b>													
Programmatic Display PT													\$32,399
Programmatic Display RT													\$7,545
Native (programmatic)													\$10,172
Native (direct)													\$26,678
Paid Search - National													\$20,012
Google Max (Search, YouTube, Display, Gmail Ads)													\$31,882
<b>Digital Total</b>													\$128,688
<b>SOCIAL</b>													
FB/IG PT													\$17,797
FB/IG RT													\$6,102
IG Stories													\$7,738
Twitter													\$5,000
<b>Social Total</b>													\$36,638

## Consumer Flowchart – Video, OTA'S, MISC & Pledge

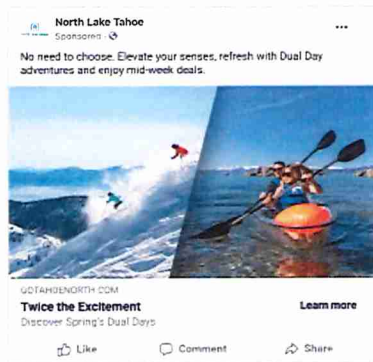
VIDEO				
OTT.CTV				\$66,663
Facebook Video				\$7,999
TikTok				\$8,451
Youtube Search RT				\$5,001
<b>Video Total</b>				<b>\$88,115</b>
OTA's				
TripAdvisor (Desktop/Mobile/Audience/etc)				\$26,215
<b>OTA's Total</b>				<b>\$26,215</b>
MISC				
Email				\$11,300
Weekend Sherpa (LA)				\$5,085
LA Outdoor				\$112,999
Programmatic Display (High Value / National)				\$9,752
FB/IG (High Value / National)				\$6,893
<b>MISC Total</b>				<b>\$146,029</b>
SUSTAINABILITY/PLEDGE/TART/etc				
FB/IG (In-Market Travelers 75%; Locals 25%)				\$6,441
<b>SUSTAINABILITY/PLEDGE/TART/etc Totals</b>				<b>\$6,441</b>
Adserving				\$497
<b>Total Media Investment</b>	<b>\$197,283</b>	<b>\$114,381</b>	<b>\$70,190</b>	<b>\$432,623</b>

# CREATIVE EXAMPLES

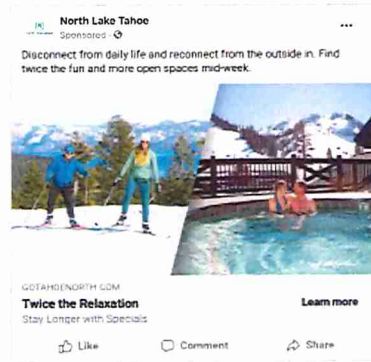


north lake tahoe

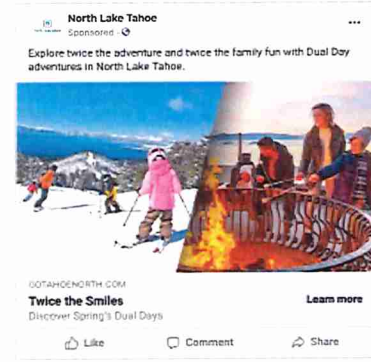
# 2022 CREATIVE – DUAL DAYS SOCIAL



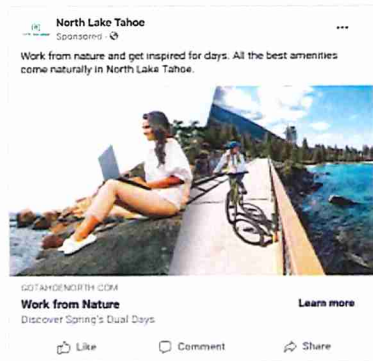
MILLENNIAL



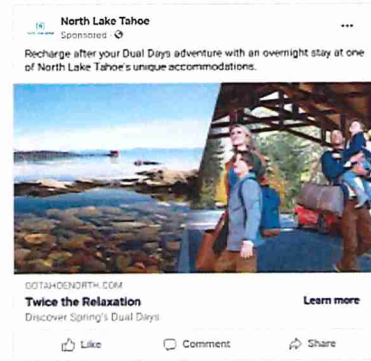
BOOMER



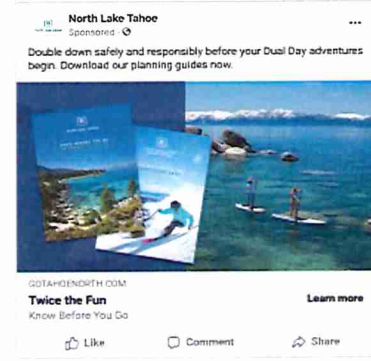
FAMILY



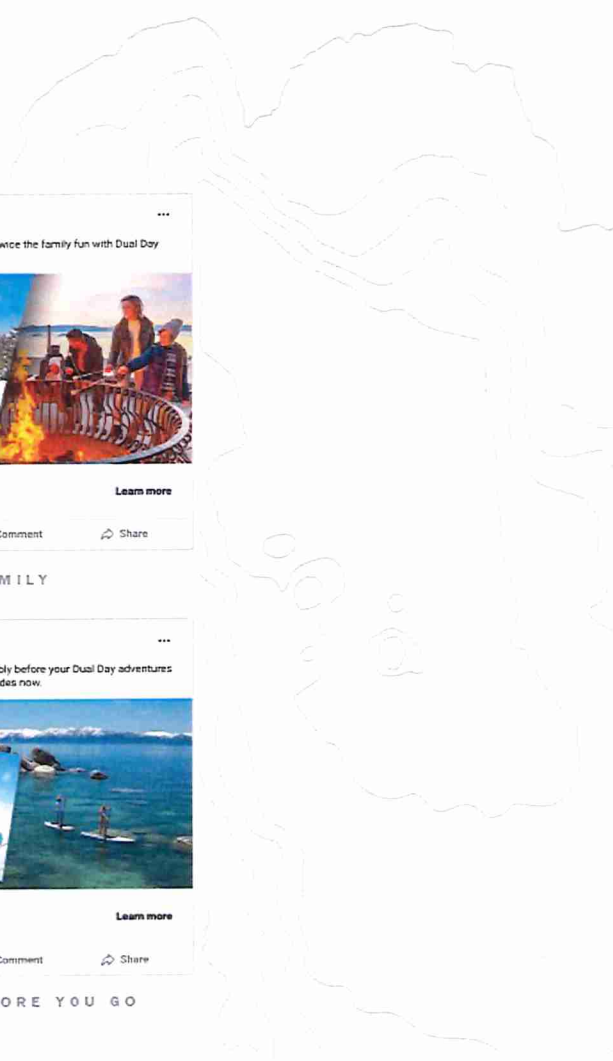
WORK FROM NATURE



RETARGETING / LODGING



KNOW BEFORE YOU GO






# 2022 CREATIVE – DUAL DAYS DISPLAY




**HAVE TWICE THE FUN**



**n** north lake tahoe  
it's human nature **PLAN NOW**



**IT'S TIME FOR TWICE THE FUN**



**n** north lake tahoe  
it's human nature **PLAN NOW**



**RECONNECT & HAVE TWICE THE FUN**



**n** north lake tahoe  
it's human nature **PLAN NOW**




**ELEVATE YOUR SENSES & UNWIND ON THE LAKE**




**n** north lake tahoe  
it's human nature **BOOK NOW**

**TRAVEL RESPONSIBLY**


**DOWNLOAD OUR KNOW BEFORE YOU GO GUIDES**



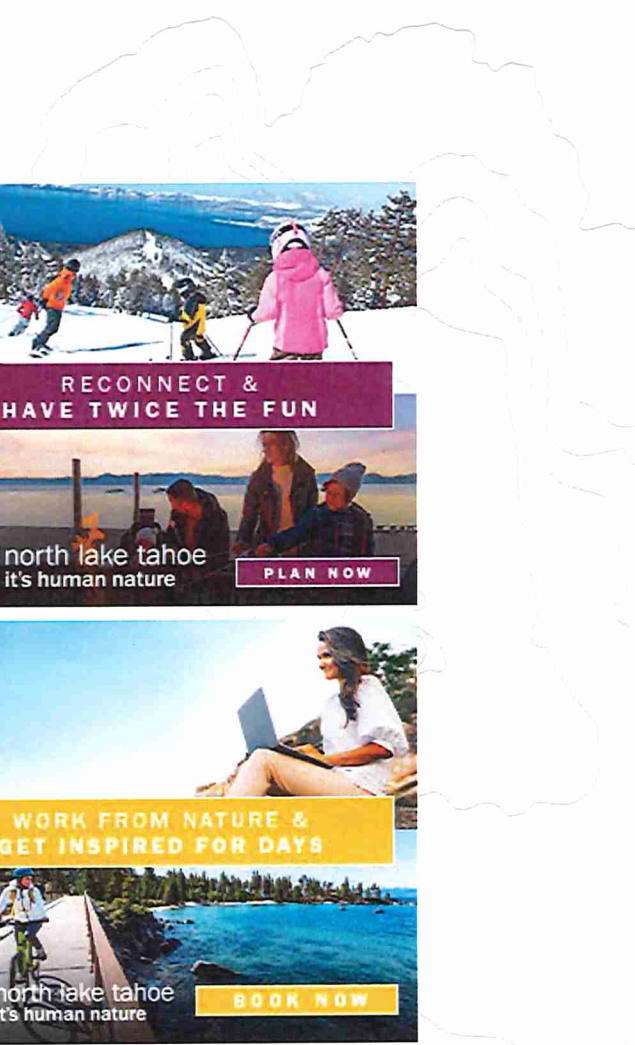
**PLAN NOW**



**WORK FROM NATURE & GET INSPIRED FOR DAYS**



**n** north lake tahoe  
it's human nature **BOOK NOW**





# 2022 CREATIVE – DUAL DAYS DISPLAY

SKI BEFORE BRUNCH & KAYAK AFTER LUNCH

**n**  
north lake tahoe  
it's human nature

PLAN NOW

PALISADES TAHOE  
Alpine Meadows, CA

**n**  
north lake tahoe  
it's human nature

PLAN NOW

SPEEDBOAT BEACH  
Kings Beach, CA

**n**  
north lake tahoe  
it's human nature

PLAN NOW

HAVE TWICE THE FUN

**n**  
north lake tahoe  
it's human nature

PLAN NOW

# 2022 CREATIVE – SUSTAINABILITY

North Lake Tahoe  
September 4

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

**DEMOCRATIZE MINDFUL TRAVEL**

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

Like Comment Share

North Lake Tahoe  
September 4

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

GOTAHONORTH.COM  
**Free Shuttle Service**  
Now - September 6, 2021 [LEARN MORE](#)

Like Comment Share

North Lake Tahoe  
September 4

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

**BECOME A STEWARD OF LAKE TAHOE**

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

Like Comment Share

North Lake Tahoe  
September 4

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

**Take the Pledge** [LEARN MORE](#) **Become a Steward**

North Lake Tahoe  
September 4

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

**Become a Steward** [LEARN MORE](#) **Be Eco**

North Lake Tahoe  
September 4

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

**Respect the Environment** [LEARN MORE \*\*Stay\*\*](#)

North Lake Tahoe  
September 4

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

**Stay Educated** [LEARN MORE \*\*Keep\*\*](#)

North Lake Tahoe  
September 4

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

**Keep Wildlife Wild** [LEARN MORE \*\*Be\*\*](#)

North Lake Tahoe  
September 4

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

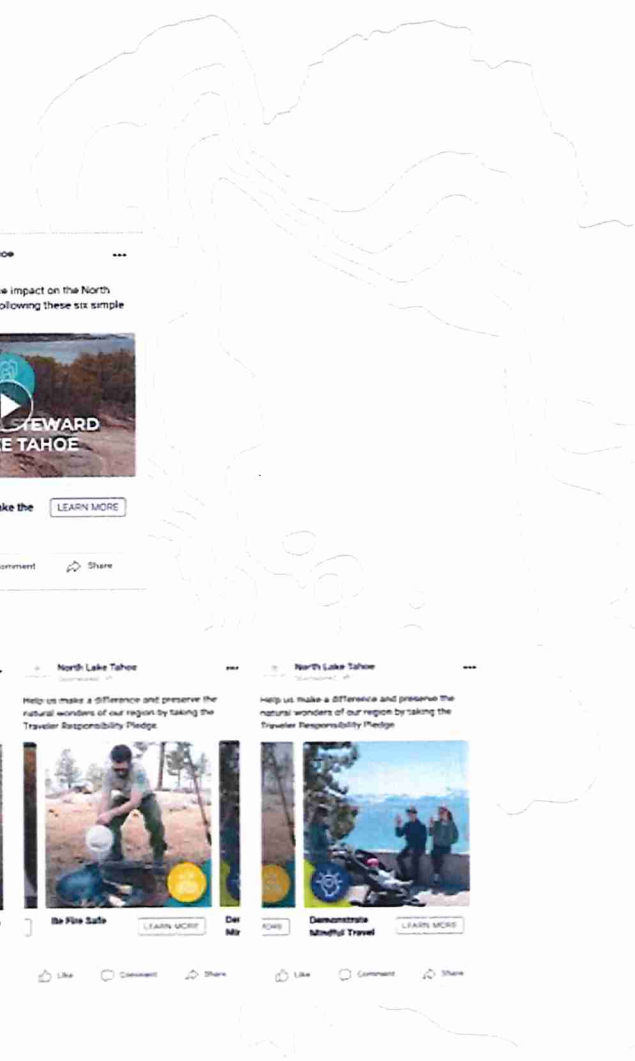
**Be Fire Safe** [LEARN MORE](#) **Don't**

North Lake Tahoe  
September 4

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

**Don't Leave Litter** [LEARN MORE](#) **Demonstrate Mindful Travel** [LEARN MORE](#)

Like Comment Share Like Comment Share Like Comment Share Like Comment Share Like Comment Share Like Comment Share Like Comment Share



# Thank You



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# Appendix



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# Out of State Markets Analysis: Spring '19

Total Trips

564,814

↓ -42.5% vs. 3/1/19 - 5/15/19



Visitor Days

1,929,970

↓ -34.6% vs. 3/1/19 - 5/15/19



Average Length of Stay

3.4 Days

↑ 13.3% vs. 3/1/19 - 5/15/19



Unique Visitors

346,941

↓ -50.0% vs. 3/1/19 - 5/15/19



## Top Markets

DMA	% of Trips 3/22 - 5/22	% Change of Trips vs 3/19 - 5/19	Total Visitation % Change vs 3/19 - 5/19
San Francisco-Oa...	37.1%	↓ 12.1%	↓ 56.5%
Sacramnto-Stkto...	29.8%	↑ 7.0%	↓ 24.6%
Los Angeles	6.9%	↑ 2.0%	↓ 18.4%
Monterey-Salinas	2.2%	↑ 0.1%	↓ 37.6%
San Diego	2.0%	↑ 0.4%	↓ 28.1%
Chico-Redding	1.7%	↑ 0.4%	↓ 24.4%
Fresno-Visalia	1.2%	↑ 0.2%	↓ 36.0%
Dallas-Ft. Worth	1.2%	↑ 0.2%	↓ 27.4%
Phoenix -Prescott	1.1%	↑ 0.3%	↓ 21.7%

## Top Markets

DMA	% of Trips 3/22 - 5/22	% Change of Trips vs 3/19 - 5/19	Total Visitation % Change vs 3/19 - 5/19
Las Vegas	1.0%	↑ 0.2%	↓ 26.5%
Salt Lake City	0.9%	↑ 0.2%	↓ 26.1%
New York	0.9%	↓ 0.8%	↓ 69.7%
Houston	0.9%	↑ 0.3%	↓ 14.4%
SantaBarbra-San...	0.8%	— 0.0%	↓ 37.5%
Reno	0.8%	↑ 0.4%	↑ 5.6%
Honolulu	0.8%	↑ 0.3%	↓ 7.8%
Denver	0.8%	↓ 0.5%	↓ 62.7%
Chicago	0.8%	↑ 0.2%	↓ 26.9%



# Top Points of Interest for Visitors: '19

Total Trips

564,814

↓ -42.5% vs. 3/1/19 - 5/15/19



Visitor Days

1,929,970

↓ -34.6% vs. 3/1/19 - 5/15/19



Average Length of Stay

3.4 Days

↑ 13.3% vs. 3/1/19 - 5/15/19



Unique Visitors

346,941

↓ -50.0% vs. 3/1/19 - 5/15/19



## Top POIs

POI	% of Trips 3/22 - 5/22	% Change vs 3/19 - 5/19
Incline Village	14.0%	↑ 4.6%
Tahoe City	10.8%	↓ 0.6%
Kings Beach	10.6%	↑ 3.0%
Squaw Valley Resort	9.9%	↓ 9.6%
Northstar California Reso...	9.5%	↑ 2.3%
Northstar	8.6%	↑ 2.7%
Heavenly Mountain Resort	7.5%	↑ 2.4%
Squaw Valley	7.3%	↓ 6.5%
Tahoe Vista	4.2%	↑ 1.4%
Crystal Bay	3.9%	↑ 0.9%

## Top POIs

POI	% of Trips 3/22 - 5/22	% Change vs 3/19 - 5/19
West Shore	3.5%	↓ 0.1%
Sugar Bowl Resort	2.8%	↑ 0.3%
Mt. Rose Ski Tahoe	1.5%	↑ 0.4%
Brockway	1.4%	↑ 0.6%
Alpine Meadows	1.3%	↓ 2.1%
Homewood Mountain Re...	1.2%	↑ 0.1%
Soda Springs Mountain R...	1.1%	↑ 0.1%
Diamond Peak Ski Resort	1.0%	↑ 0.1%





# Top Points of Interest for Visitors: 2022

## Top POIs

POI	% of Trips 3/22 - 5/22	% Change vs 3/21 - 5/21
Incline Village	14.0%	↓ 1.7%
Tahoe City	10.8%	↓ 1.2%
Kings Beach	10.6%	↓ 0.6%
Squaw Valley Resort	9.9%	↑ 2.6%
Northstar California Reso...	9.5%	↑ 2.2%
Northstar	8.6%	↑ 1.5%
Heavenly Mountain Resort	7.5%	↑ 0.7%
Squaw Valley	7.3%	↑ 1.5%
Tahoe Vista	4.2%	— 0.0%

## Top POIs

POI	% of Trips 3/22 - 5/22	% Change vs 3/21 - 5/21
Crystal Bay	3.9%	↓ 3.1%
West Shore	3.5%	↓ 0.8%
Sugar Bowl Resort	2.8%	↑ 0.1%
Mt. Rose Ski Tahoe	1.5%	↓ 0.2%
Brockway	1.4%	↓ 0.3%
Alpine Meadows	1.3%	↓ 0.2%
Homewood Mountain Re...	1.2%	↑ 0.1%
Soda Springs Mountain R...	1.1%	↓ 0.4%
Diamond Peak Ski Resort	1.0%	— 0.0%



# 2022-23 WINTER CAMPAIGN RECAP



north lake tahoe





# **AGENDA**

**CAMPAIGN STRATEGIES**

**MEDIA STRATEGIES**

**TACTICS**

**CREATIVE EXAMPLES**



## CAMPAIGN STRATEGIES

### Tier 1:

- Increase length of stay
- Increase mid-week visitation

### Tier 2:

- Focus on lakeside activities to disperse travel throughout the region.
- Increase awareness of seasonal activities, events and experiences
- Continue to grow destination awareness, brand loyalty and conversation
- Increase in-market spending and support of local businesses
- Engage with locals and visitors, promoting positive sentiment and community support
- Support Traveler Responsibility Pledge and sustainability efforts
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy

## MEDIA STRATEGIES

- Use lower budgets to target main California fly market (Los Angeles)
- Target national high-value audiences
  - Fly market / 3-year visitor
  - 4+ day stay, mid-week, higher HHI and higher spending
- Maintain sustainability messaging





# CAMPAIGN RECAP

- The 22/23 winter season campaign started November 15.
- All tactics are exceeding benchmarks with paid search, Facebook and Google Max display leading the charge.



WINTER 2022/23 SOCIAL MEDIA ADS

## FAMILY CAROUSEL | VIDEO

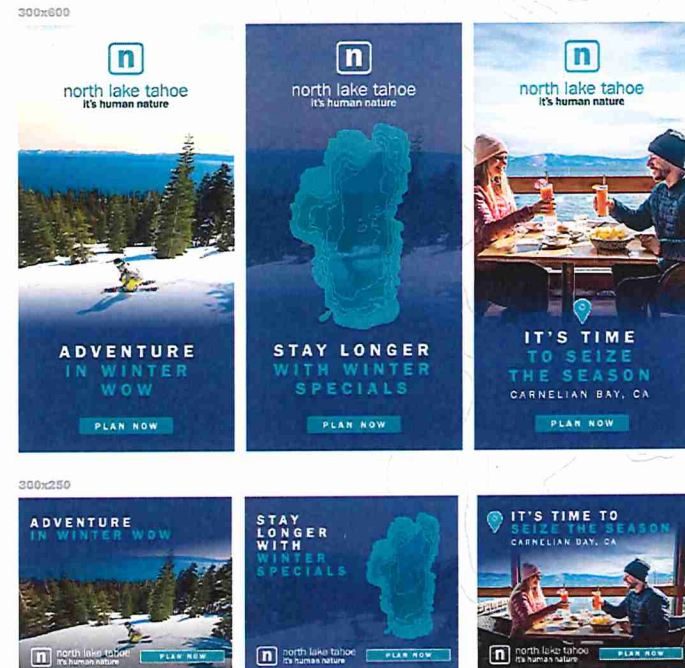
CLICK TO PREVIEW

## MILLENNIAL CAROUSEL | VIDEO

CLICK TO PREVIEW

# TACTICS

- Programmatic Display
  - Prospecting and Retargeting
  - High Value / National Audiences
- Native Direct: Outside Magazine
- Search Marketing
  - National
  - Google Max
- Facebook/Instagram
  - Prospecting and retargeting
  - High Value / National Audiences
  - Sustainability (In-Market Travelers 75%; Locals 25%)
- TripAdvisor
- Email



# CREATIVE - DISPLAY

**n**  
north lake tahoe  
it's human nature

**12 UNIQUE TOWNS.  
11 SKI RESORTS.  
INFINITE WOW.**

**BOOK NOW**

**n**  
north lake tahoe  
it's human nature

**PLAN YOUR  
MIDWEEK  
GETAWAY**

**BOOK NOW**

**n**  
north lake tahoe  
it's human nature

**STAY WHERE  
WINTER WOWS**

**BOOK NOW**

**IMMERSE  
YOURSELF IN  
WINTER WOW**

**n** north lake tahoe  
it's human nature **PLAN NOW**

**TAKE IN  
WINTER'S  
BEAUTY**

**n** north lake tahoe  
it's human nature **PLAN NOW**

**STAY FOR ALL  
THE EXCITEMENT**  
CRYSTAL BAY, NV

**n** north lake tahoe  
it's human nature **PLAN NOW**






# CREATIVE - SOCIAL

## BOOMER CAROUSEL | IMAGES

**North Lake Tahoe**  
Sponsored · 17

Adventurous or relaxing, midweek or weekend, mountain or lake, North Lake Tahoe is the perfect place for Winter Wow.




**Adventure Awaits** [Learn more](#)

[Like](#) [Comment](#) [Share](#)

**North Lake Tahoe**  
Sponsored · 17

Adventurous or relaxing, midweek or weekend, mountain or lake, North Lake Tahoe is the perfect place for Winter Wow.




**Explore the Towns** [Learn more](#)

[Like](#) [Comment](#) [Share](#)

**North Lake Tahoe**  
Sponsored · 17

Adventurous or relaxing, midweek or weekend, mountain or lake, North Lake Tahoe is the perfect place for Winter Wow.




**Relaxation is Calling** [Learn more](#)

[Like](#) [Comment](#) [Share](#)

**North Lake Tahoe**  
Sponsored · 17

Adventurous or relaxing, midweek or weekend, mountain or lake, North Lake Tahoe is the perfect place for Winter Wow.




**Stay for it All** [Learn more](#)

[Like](#) [Comment](#) [Share](#)

## RETARGETING CAROUSEL | IMAGES

**North Lake Tahoe**  
Sponsored · 17

Breathtaking lake views, world-class adventures and endless Winter Wow are just a stay away.




**View Midweek Specials** [Book now](#)

[Like](#) [Comment](#) [Share](#)

**North Lake Tahoe**  
Sponsored · 17

Breathtaking lake views, world-class adventures and endless Winter Wow are just a stay away.

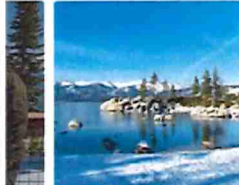


**Plan Your Winter Getaway** [Book now](#)

[Like](#) [Comment](#) [Share](#)

**North Lake Tahoe**  
Sponsored · 17

Breathtaking lake views, world-class adventures and endless Winter Wow are just a stay away.

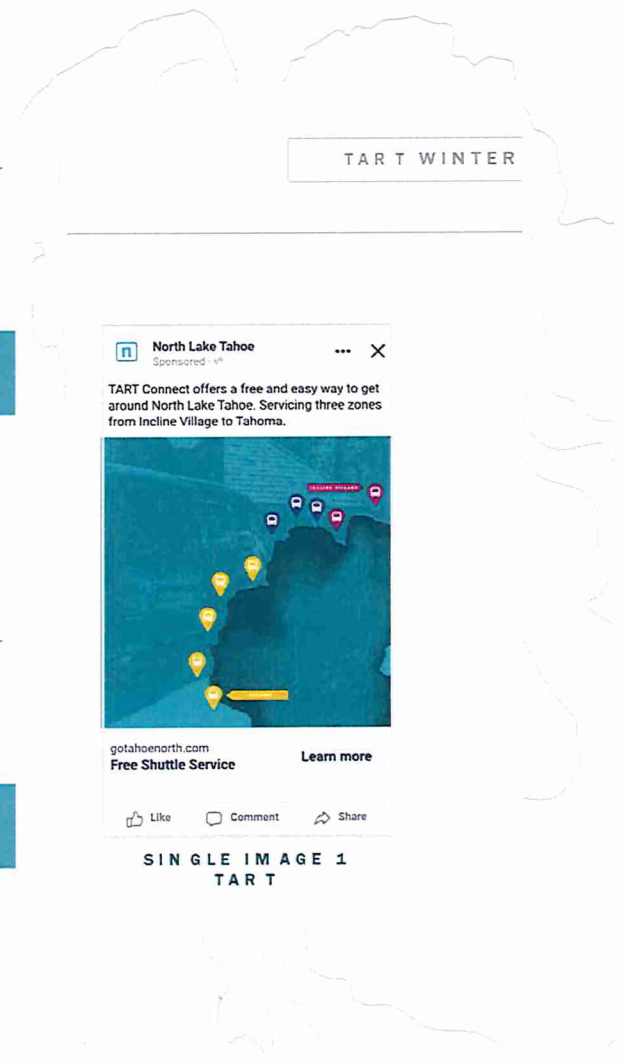


**Travel Responsibly** [Book now](#)

[Like](#) [Comment](#) [Share](#)


CLICK TO PREVIEW

CLICK TO PREVIEW



**North Lake Tahoe**  
Sponsored · 17

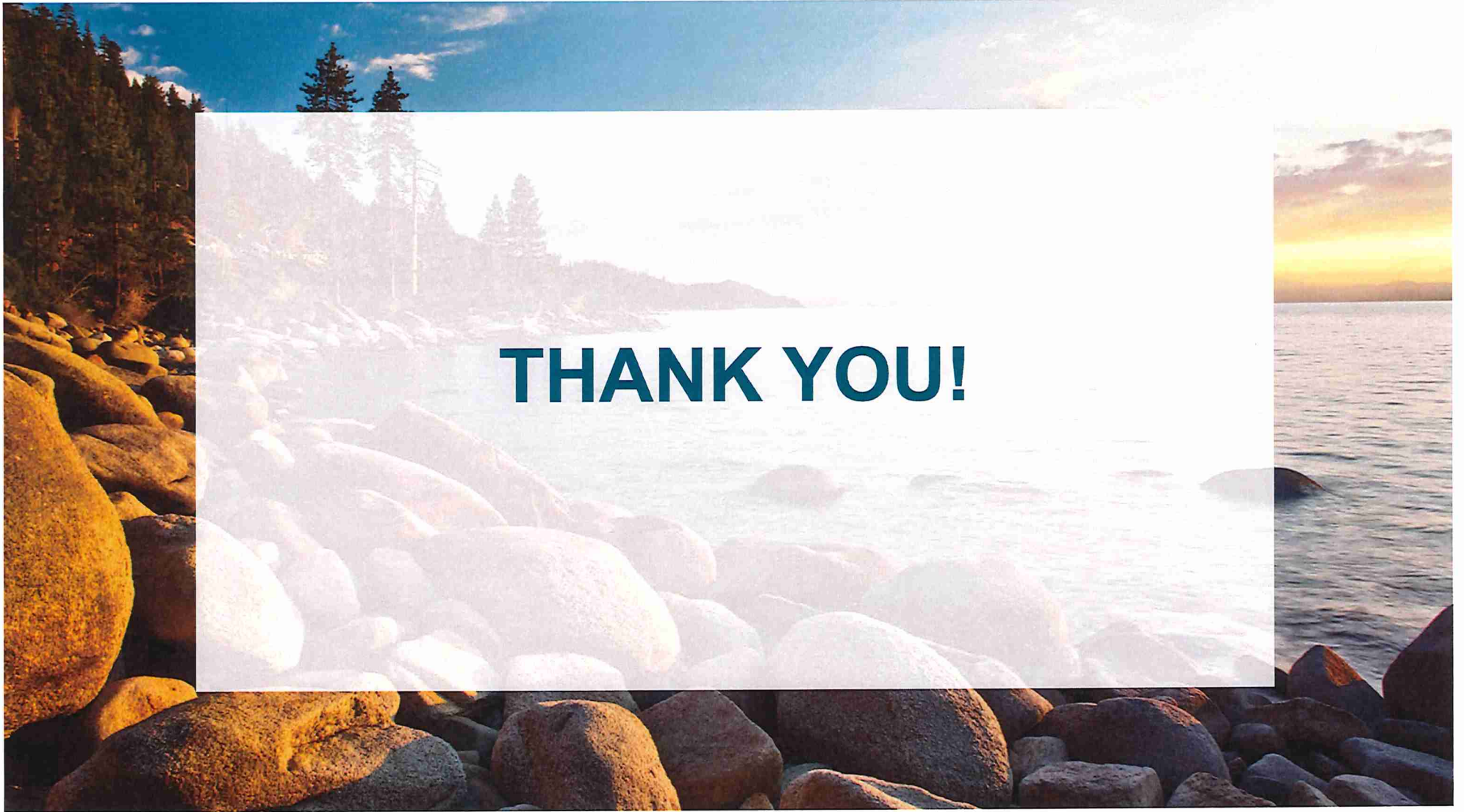
TART Connect offers a free and easy way to get around North Lake Tahoe. Servicing three zones from Incline Village to Tahama.



gotahoenorth.com  
**Free Shuttle Service** [Learn more](#)

[Like](#) [Comment](#) [Share](#)

SINGLE IMAGE 1  
TART







## MEMORANDUM

Date: January 24, 2023  
TO: Tourism Development Committee  
FROM: Kimberly Brown, Director of Business and Community Relations  
RE: 2023 Event Sponsorship Funds

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### Action Requested:

The Tourism Development committee will hear presentations for 4 events for the sponsored event grant cycle: Palisades Village Neighborhood Company (PVNC) Made in Tahoe Festival, PVNC Oktoberfest Palisades Village, Big Blue Adventure Events, Adventure Van Expo. There is \$355,000 available from the \$565,000 2023 event budget, since we sponsored the Men's World Cup for \$45,000 for Palisades Tahoe, \$65,000 for Winter Wondergrass, \$65,000 for Alpenglow Broken Arrow Skyrace, \$25,000 for Highlander, and \$10,000 for Concours d' Elegance.

### JANUARY PRESENTATIONS:

Palisades Village Neighborhood Company Made in Tahoe Festival - \$40,000 request (\$20,000 for each event)

Overview: Made in Tahoe is a two-day festival at the Village at Palisades Tahoe that celebrates all things local. Last year they had a 100+ local participants which included vendors, musicians, food trucks, local breweries, performers, and more. It is produced by Palisades Village Neighborhood Company in 2022 they hosted it for two weekends. It was so successful that they are hosting it this year, May 27 and 28 and October 7 and 8.

- NLTRA sponsored the event in 2021/22 in the amount of \$30,000 (\$25,000 from the sponsorship funding and \$5000 from partnership funding.)
- In 2022 they had 5,000+ attendees at each event
- They have hosted the event for ten years
- The event brings significant revenue & brand awareness for our participating vendors, lodging partners, and local businesses in the Palisades Tahoe Village.
- The attendee breakdown for 2022 was 34% locals, 19% second homeowners, and 47% were out of market visitors.
- They raised \$65,000 for the PVNC.
- Funds will be used for marketing and promotional costs to attract more out of market visitors, hire local bands and dj's, hire local production company – Sierra Audio solutions, and hire local performers such as Tahoe Truckee School of Music, Tahoe Flow Arts, Truckee Dance Factory & Lake Tahoe Dance Factory.
- Marketing impact: Palisades Tahoe - IG 175K

#### North Lake Tahoe Marketing Sponsorship Amenities:

1. Logo on all digital event listings
2. Logo on Poster
3. Mention on radio ads
4. Free 10X10 prominent booth space (4 event day)
5. Select assets shared post event

#### Palisades Village Neighborhood Company Oktoberfest - \$20,000 request

**Overview:** This annual event transforms the Village at Palisades Tahoe into the largest Bavarian playground in North Lake Tahoe, complete with authentic German beer, Bavarian music and dance, plus the ever-popular Oktoberfest Games and plenty of family fun. It is scheduled for September 30, 2023 and is produced by the PVNC.

- NLTRA sponsored the event in 2021/22 in the amount of \$10,000 (\$6,000 from the sponsorship funding and \$4,000 from the partnership funding)
- The event has been hosted in the village for 21 years
- Event attendance has been growing every year since 2002. Over \$120K has been raised for the High Sierra Lacrosse Foundation
- Funds will be used to expand marketing efforts and create an all new digital advertising strategy in partnership with Palisades Tahoe and NLTRA marketing teams, entertainment costs to hire the highest quality German performers, and event infrastructure to help provide equipment needs for our event.
- Funding this community event will help drive business to the Olympic Valley brick & mortar stores during this event and increase TBID revenue. It will help PVNC fulfill their goal of making this event, North Tahoe's premier authentic Oktoberfest.

#### North Lake Tahoe Marketing Sponsorship Amenities:

1. Logo on all digital event listings
2. Logo on Poster
3. Mention on radio ads
4. Free 10X10 prominent booth space (4 event day)
5. Select asset shared post event

#### Big Blue Adventures - \$35,000 request

**Overview:** The sponsorship is for the 20+ events that Big Blue Adventures produces in North Lake Tahoe: Lake Tahoe Triathlon, Donner Triathlon, Xterra Triathlon, Tahoe off-road Triathlon, Tahoe Trail Running series, Truckee Valley Half Marathon, Half Marathon Olympic Valley, Great Trail Race, Lake Tahoe Mountain Bike Race, and Sierra Open Swim Series. The events occur annually from June to October.

- The last NLTRA sponsorship was in 2020 for \$35,000
- Event goals include: creating, producing and growing human powered sporting events that feature the World Class playground Tahoe offers. Expose and foster people of all ages and abilities to adventure. Share Lake Tahoe and its epic natural resources through our events with the hope of endearing our home with our audience, and to provide life-long positive memories
- Their events have a sustainability focus, and they have a leave no trace policy
- Fiscal impact on North Lake Tahoe: \$1.8 million over 5,200+ registrants, 70 % lodged in North Lake Tahoe, stayed 2.2 nights with \$250 spend per day
- Marketing Impact: 10 Websites – 200K+ Unique visitors, 30K email list, FB 15K, IG 2K, You tube 100K, affiliation with national sports organizations

#### North Lake Tahoe Marketing Sponsorship Amenities:

1. Advertising: Promotional placement on print, radio, digital and event collateral
2. Digital Strategy: Promotional (logo/link/content) placement on all associated event web pages (home, results, sponsor pages, etc.)
3. Drive lodging requests to and promote, <https://www.gotahoenorth.com/lodging/>
4. Co Branded (logo) on participant digital event photos, 3000+
5. Link, logo and content inclusion in select/appropriate email blasts (≈ 80/season)
6. Inclusion in social media posts throughout season (≈ 50/season)
7. Merchandising: Logo on event t-shirts
8. On-Site Exposure:
  - a. Logo on ALL event finish arches
  - b. Opportunity to provide a branded Sponsor tent to be used during events
  - c. Opportunity to exhibit at all events
  - d. NLTRA collateral can be displayed and available to participants on-site
  - e. Public address announcements – scripted exclusively for the event
9. VIP Hospitality: Full access to all event functions (welcome party, awards ceremony, clinics)
  - a. Complimentary event entries
  - b. Official event merchandise
10. Assets:
  - a. Use of photography and video assets for advertising and commercial use
  - b. Right to the event logos for advertising and promotional use
11. Post Event Survey: Ability to generate questions and access to all post event survey data

#### Adventure Van Expo - \$15,000 Request

Overview: Neil Morse Adventure produces Van Expo a series of van life gatherings throughout the U.S. with several events planned for 2023 including one at Palisades Tahoe the weekend of September 16 and 17. While this series has more of a vendor area focus, there is camping at these van life gatherings along with a DIY showcase area where van lifers can show off their build.

- NLTRA sponsored the event in 2022 in the amount of \$10,000.
- In 2022 they had 5,000 attendees over 2 days. They had over 100 vendors.
- Lodging impact to Lake Tahoe \$250,000, 10 % of the attendees stayed in NLT lodging, 500 people
- Additional Fiscal impact: Local Businesses Utilized for Event Production/Operations/Marketing -They hired two soundmen, a PR person, 4 local helpers to staff the show. A local food truck for all three days with a staff of 3. 3 Local bands. 1 local media/content creator
- Media Impact: IG/Facebook/Twitter/Website total 500k plus, 30,000 email,
- They had 25,000 unique visitors from August to September 2022

North Lake Tahoe Marketing Sponsorship Amenities:

- 1. NLT Logo Placement Locations: website, vinyl banners at the show, flyers
- 2. Emails out to list of 30,000
- 3. Vendor tent for sustainability messaging

Fiscal Impact:

- PVNC Made in Tahoe \$40,000
- PVNC Oktoberfest \$20,000
- Big Blue Adventure Events \$35,000
- Adventure Van Expo \$15,000

Total Funding : \$110,000





# **MADE IN TAHOE**

## **2023 SPECIAL EVENT SPONSORSHIP FUNDING**

PRESENTED BY: PALISADES VILLAGE NEIGHBORHOOD COMPANY





# MADE IN TAHOE

**May 27 & 28, 2023 & October 7 & 8, 2023 | 11am-5pm**

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!**
- Successfully pulled off two events in one year in 2022 for the first time in the events history
- The community has spoken, we have tangible and anecdotal data that has lead to the decision of holding this great event bi-annually - Spring & Fall for 2023.

# FESTIVAL STATS

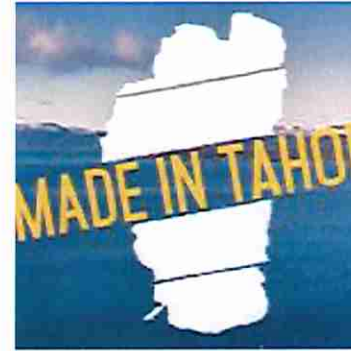
Made in Tahoe has been celebrating all things LOCAL for over 10 years with hundreds of local vendors; artisan crafts, non profits, food, drink and entertainment. Made in Tahoe brings visitors and members of the Tahoe Truckee area together to celebrate our community, which is rich with talented creators.

5K+  
ATTENDANCE  
PER EVENT

\$60K  
MONEY RAISED

10+  
YEARS

100+  
LOCAL  
PARTICIPANTS



# MARKETING PLAN

## PLAN A

### **WORK WITH LOCAL MEDIA PARTNERS**

We plan to have full page ads in The Weekly per event. Newsletter, and digital banner ads  
We'll be buying radio time on KVMR and TTR 101.5  
Along with E-Blast through Peachjar (TTUSD email platform)

## PLAN B

### **PALISADES TAHOE MARKETING TEAM**

PVNC partners with the Palisades Tahoe Marketing Team to utilize PT's existing marketing channels; web, social, email, print & PR

## PLAN C

### **PALISADES TAHOE DIGITAL CAMPAIGN**

PVNC spends an additional \$1000 / per event on digital ad buys on Instagram, FB and Google  
We also spend an additional \$500 on boosting each event on FB

## PLAN D

### **ASSETS AND SPONSORSHIP FULFILLMENT**

Last year we hired Court Leve a local videographer to put together a compilation of marketing videos for the event - spring & fall specific  
We also utilize PT Marketing's photo/video team to collect assets of both events - spring & fall

# 2023 BUDGETED MARKETING BREAKDOWN

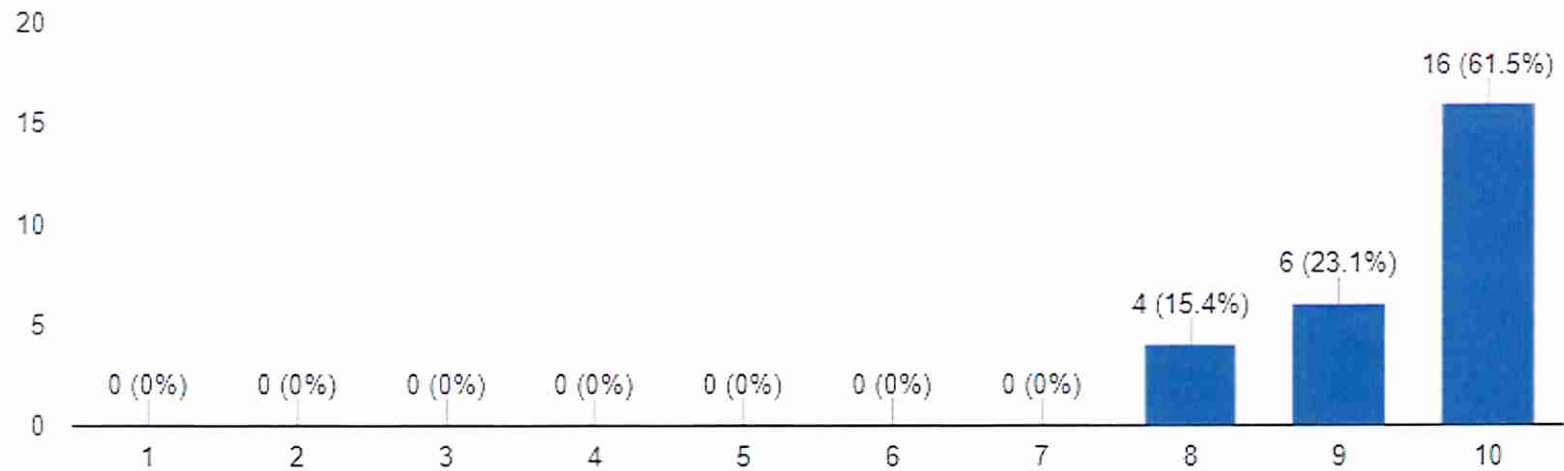
Marketing:	
The Weekly // Full Page Ad	\$1,905.00
Peach Jar - TTUSD E-blast	\$250.00
Truckee Tahoe Radio (101.5)	\$800.00
PT - Digital Media Campaign	\$1,500.00
KVMR Public Radio	\$300.00
Out of Market Digital Campaign	\$1,245.00
<b>MARKETING TOTAL</b>	<b>\$6,000.00</b>

*- Palisades Tahoe provides marketing through their channels "In-Kind" at no cost to us. We pay for the digital ad buys through PT marketing channels directly to FB, Instagram & Google -*

# 2022 SURVEY RESULTS

“Post event survey sent<sup>Post</sup> out by PVNC, through Google Forms”

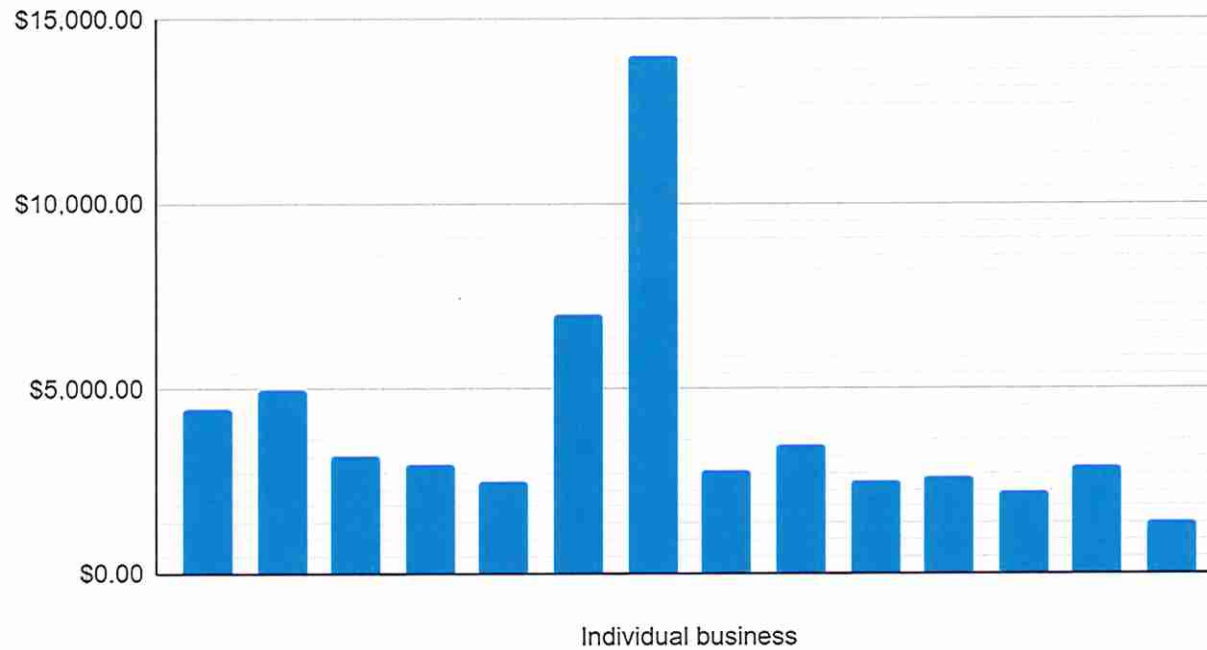
As a participating vendor, how satisfied were you with the Made in Tahoe - Fall Festival?





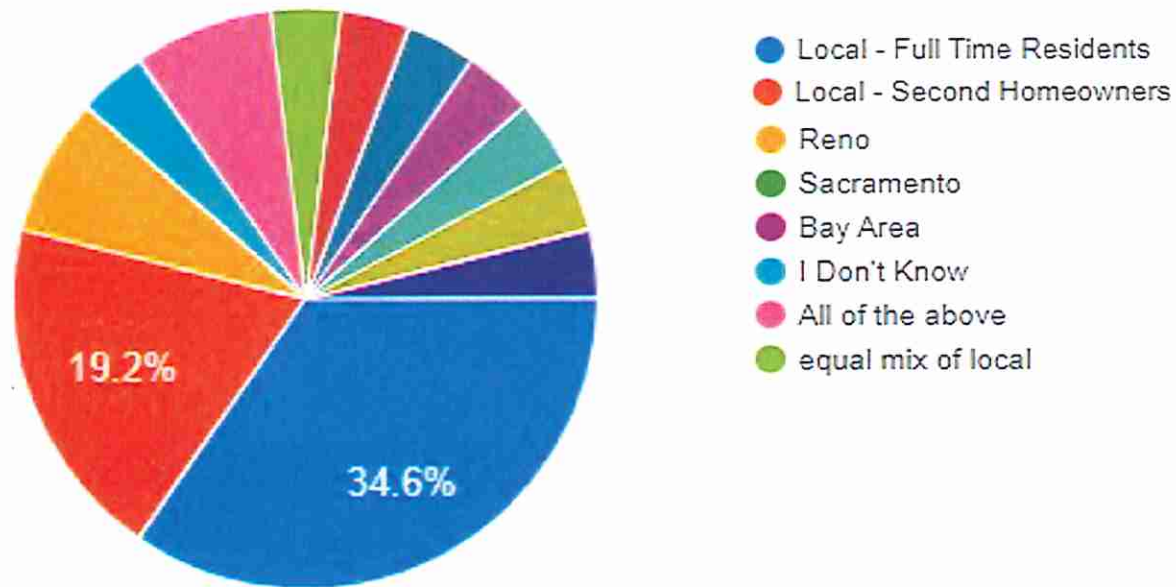
# 2022 SURVEY RESULTS

Dollar Amount per Individual Vendor



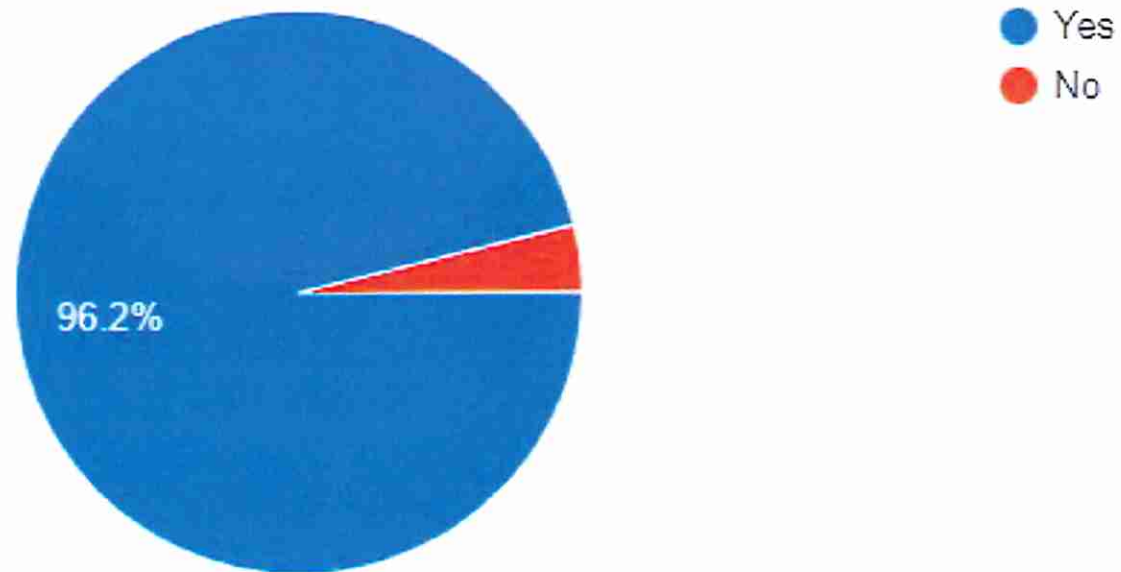
# 2022 SURVEY RESULTS

Where do the majority of your customers come from?



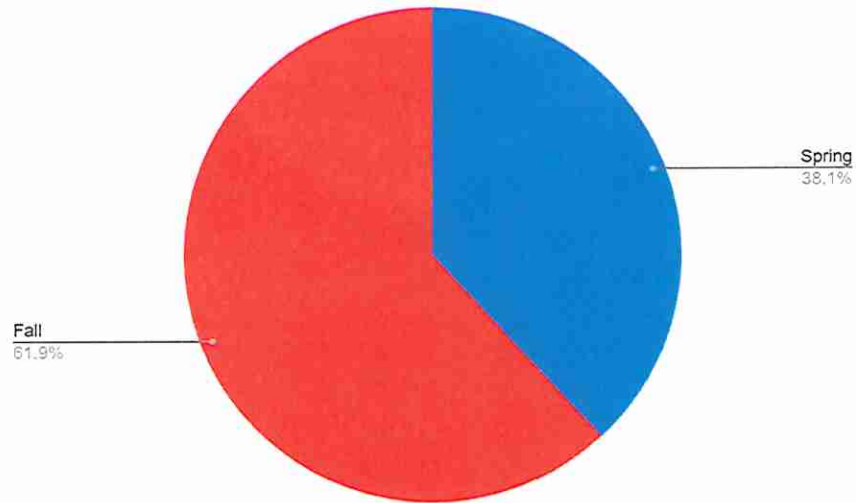
# 2022 SURVEY RESULTS

Are you interested in participating in the event twice a year?



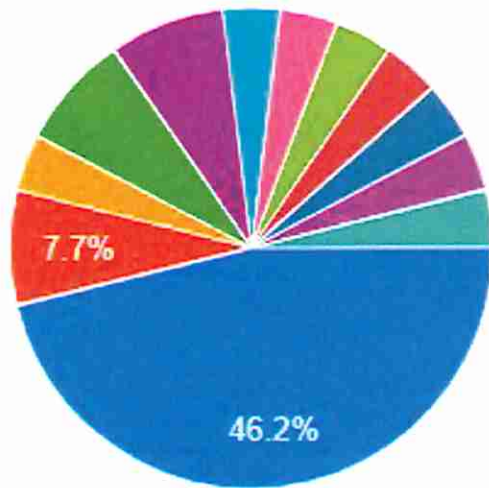
# 2022 SURVEY RESULTS

If the event is only once a year, would you prefer to participate in Spring or Fall?



# 2022 SURVEY RESULTS

Why did you choose Spring or Fall?

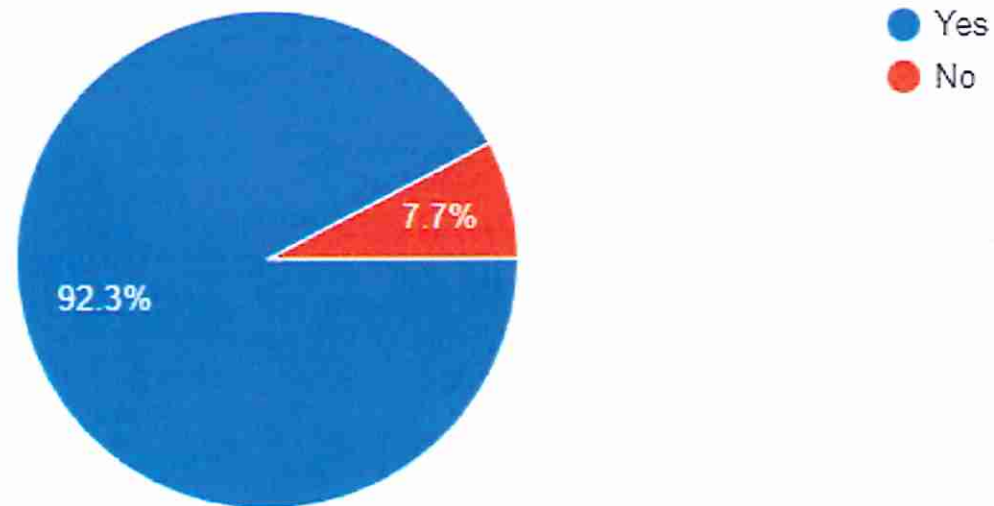


- Sales History (proof is in the pudding)
- Weather (it's a gamble in both seasons)
- Foot Traffic (we can't always count on...)
- My Offering (is more seasonal)
- Personal Conflict (Life! work, travel, fa...)
- Both weather and sales history
- It's hard to choose! Weather can go ei...
- All of the above!



# 2022 SURVEY RESULTS

Do you think the vendor booth fees are fairly priced?



# EVENT GOALS & STRATEGY

## GOAL 1

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

May 27 & 28, 2023 - Unofficial summer kickoff

October 7 & 8, 2023 - Summer season is over - great shoulder season & Holiday shopping event

## GOAL 2

### **SUPPORT & HIRE TALENTED LOCAL ENTERTAINMENT**

100 TAHOE & TRUCKEE artisans, entrepreneurs and organizations

Hire 20+ Local Entertainers, Musicians and DJs per event

Continue to increase talent participation from South Lake Tahoe to drive more interest

## GOAL 3

### **SHOWCASE TAHOE-TRUCKEE FOOD & BEER SCENE**

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

## GOAL 4

### **INCREASE OUT OF AREA VISITATION**

One of our goals for 2023 and beyond is to increase out of marketing attendance for this event, especially in October. .



## BY FUNDING THIS COMMUNITY EVENT

We can express with confidence to our talented community that we are going to make this a bi-annual event even more successful than ever.

Increase TBID funds through Olympic Valley brick & mortar stores during these event weekends.

Help us keep our booth fees low, so that everyone who is meets the Made in Tahoe brand guidelines is able to participate.

# FUNDING REQUEST OF \$20,000<sub>per event</sub> \$40,000<sub>total</sub>

We are producing a tried and true event and adding a new shoulder season date in October. Sponsorship 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....EVERYTHING!
- We need additional budget for promotion to bring more people in from out of market.
- Made in Tahoe aligns with NLTRA's goals and generates significant revenue & brand awareness for our participating vendors, local businesses and the NLTRA.





# ALLOCATION OF FUNDS

## MARKETING

### **MARKETING & PROMOTIONAL COSTS**

Additional funding would allow us to get more targeted with our marketing campaign and for a longer stretch leading up to each event.

## LIVE MUSIC

### **LIVE 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 and continue to hire new and different artist year after year.

## INFRASTRUCTURE

### **EQUIPMENT RENTALS**

We partner with LOCAL event production company - Sierra Audio Solutions for all main stage music production.

## 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, Truckee Dance Factory & Lake Tahoe Dance Factory.



north lake tahoe

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Chamber | CVB | Resort Association

## NLTRA SPONSORSHIP

- Logo on all digital event listings
  - Logo on Poster
  - Mention on radio ads
- Free 10X10 prominent booth space (4 event day)
  - Select asset shared post event



**THANK YOU  
FOR YOUR CONSIDERATION**

PALISADES VILLAGE NEIGHBORHOOD COMPANY

## 2023 Special Event Sponsorship Funding Application

Following the application and evaluation process, a number of events will receive funds through the program after recommendations are accepted by the NLTRA Board of Directors. Funding will be awarded on a revolving bases until the \$565,000 event budget is allocated.

### Section 1: Contact Information

Special Event Name: Made in Tahoe Festival

Event Date: May 27 & 28, October 7 & 8, 2023

Event Host Organization: Palisades Village Neighborhood Company

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

Oktoberfest, Alpen Wine Fest, Brews, Jazz & Funk Fest, Bluesdays, Tahoe Truckee Earth Day, and many more.

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@palisadesvnc.com

Phone: 530-584-6267

Person Completing Application: Cameron Calvert

Title: Events Manager

Email: cameron@palisadesvnc.com

Phone: 530-584-6266

Event Website URL: www.palisadestahoe.com/events-and-activities/events-calendar/made-in-tahoe-fall

Unique Visitors in Past 12 months:

Facebook Page URL: https://www.facebook.com/events/3621190941315385/3621190947982051

Instagram Handle: @palisadestahoe

Number of Instagram Followers: 175k



Twitter Handle:

Number of Twitter Followers: \_\_\_\_\_

YouTube URL: \_\_\_\_\_

TikTok Handle: \_\_\_\_\_

Number of TikTok Followers: \_\_\_\_\_

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 2022, how many years has the event occurred in the North Lake Tahoe region? 11

Q2.4 Can spectators (general public) attend events?

Yes

No

Q2.5 Will there be a charge for spectators (general public) to attend the event?

Yes

No

Section 3: Financial

Q3.1 What is the dollar amount of Funding being requested, if looking additional funding (not for marketing please specify breakdown HERE:  
\$20,000 per event weekend - TOTAL of \$40,000 for both Made in Tahoe Spring/Fall events

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.)  
Funding will allocated to the infrastructure, live music & entertainment, and marketing

Q3.3 If Sponsorship Funding is not awarded, will the event still take place?

Yes

No (If "no", explain why)

Q3.4 If event does not receive Sponsorship Funding, or does not receive the full requested amount, summarize the effect to specific programs or promotional strategies.  
We will cut down on marketing & entertainment and pass some of the cost along to our vendor booth fees \_\_\_\_\_

Q3.5 Will event solicit additional sponsors, either cash or in-kind?

Yes

No

Section 4: Marketing, Advertising, Public Relations

Q4.1 2023 In-Market Paid Advertising Budget: \$6,000

Q4.2 2023 Out-of-Market Paid Advertising Budget: \$1500 per event

Q4.3 Optional: 2022 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

#### Section 6: Lodging Partnerships

Q6.1 Identify the event's Placer County lodging partners in 2022.

The Village at Palisades Tahoe, Palisades Valley Lodge, Red Wolf Lodge, Resort at Squaw Creek, Olympic Village Inn, PlumpJack Inn

Q6.2 Identify the event's anticipated Placer County lodging partners for 2023. List type of partnership if one has already been established.

The Village at Palisades Tahoe, Palisades Valley Lodge, Red Wolf Lodge, Resort at Squaw Creek, Olympic Village Inn, PlumpJack Inn

#### Section 7: Attendance

Q7.1 2022 Attendance (or last year held – if canceled due to COVID-19. Specify below):

- # Of Event Participants: 4000+

Q7.2 Using 2022 data what percentage of participants/spectators, were from out-of-market? 65.4% were non locals

Q7.3 Projected Spectator/Fan Attendance: 5000

Q7.4 Explain how 2023 attendance (Q7.3) was calculated.

We anticipate being able to draw in more people per event now based on post pandemic trends in events and a new marketing strategy and plan for 2023





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

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

Q11.3 If Sponsorship 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 shape existing information if event conducts their own survey.

Yes

No (If "no", explain why)

Q11.5 If Sponsorship Funding is awarded, funds will only be utilized for event promotion and marketing ONLY.

Yes

No (If "no", explain why) We will be using funding for promo/marketing and event infrastructure & entertainment

Q11.6 If Sponsorship 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 Sponsorship 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: 12/9/22

## 2023 MIT Marketing Plan

MKTG CATEGORY	CAMPAIGN DATE	TARGETING	TACTIC	CREATIVE
<b>SPRING</b>				
PT Digital	May 14 - May 28	People who like our page and LAL audience	event boost Brand Awareness on FB & IG, plus boosted event	Carousel of Photos
Tahoe Weekly // Full Page Ad	April Issue	Locals and tourists print/onsite	create new digital ad with content	new creative w summer lake
Peach Jar - TTUSD E-blast	May 22 - 26	School age parents/kids	upload new poster flyer in english / spanish	poster
Truckee Tahoe Radio (101.5)	May 2023	Locals & tourist digital	create new live reads and 60sec recorded reads	live reads
KVMR Public Radio	May 2023	Locals & tourist digital	create new live reads and 60sec recorded reads	live reads
<b>FALL</b>				
PT Digital	Sept 15 - Oct 8	SF, Bay Area, People who like our page and LAL audience	Brand Awareness on FB & IG, plus boosted event	Carousel of Photos
Tahoe Weekly // Full Page Ad	September Issue	Locals and tourists print/onsite	create new digital ad with content	new creative w summer lake
Peach Jar - TTUSD E-blast	Oct 2-6	School age parents/kids	upload new poster flyer in english / spanish	poster
Truckee Tahoe Radio (101.5)	September	Locals & tourist digital	create new live reads and 60sec recorded reads	live reads
KVMR Public Radio	September	Locals & tourist digital	create new live reads and 60sec recorded reads	live reads
<b>OTHER TBD MARKETING OBJECTIVES</b>				
Influencer Campaign	day of event(s)	Influencer audience		Instagram stories/post



# **OKTOBERFEST**

## **2023 SPECIAL EVENT SPONSORSHIP FUNDING**

PRESENTED BY: PALISADES VILLAGE NEIGHBORHOOD COMPANY



# OKTOBERFEST IN THE VILLAGE

September 30, 2023 | 12-6pm

DATE CHANGE! - Moving the event further into the shoulder season will help our local businesses generate more revenue during slow season.

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

Enjoy live entertainment by Joe Smiell's 20 Piece Bavarian Band, the Almenrausch Schuhplattler Dance Troop and Alpentanzer Schuhplattler Dance Troop, accompanied by the Alpentanz Kapelle Band throughout the day.

Authentic Brats, Pretzels, Swiss Slices and traditional European dessert/pastries plus RootBeer Floats for the kids will be available for purchase.



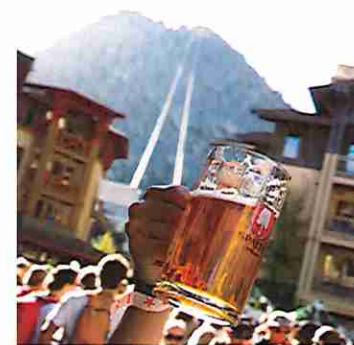
# FESTIVAL STATS

OKTOBERFEST draws over 3,000 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 \$120K has been raised for the High Sierra Lacrosse Foundation.

3K+  
ATTENDANCE

\$120K  
MONEY RAISED

21  
YEARS IN THE  
VILLAGE



# MARKETING PLAN

## PLAN A

### **WORK WITH LOCAL MEDIA PARTNERS**

We plan to have full page ads in The Weekly per event. Newsletter, and digital banner ads  
We'll be buying radio time on KVMR and TTR 101.5  
Along with E-Blast through Peachjar (TTUSD email platform to parents)

## PLAN B

### **PALISADES TAHOE MARKETING TEAM**

PVNC partners with the Palisades Tahoe Marketing Team to utilize PT's existing marketing channels; web, social, email, print & PR

## PLAN C

### **PALISADES TAHOE DIGITAL CAMPAIGN**

PVNC spends an additional \$1500 / per event on digital ad buys on Instagram, FB and Google  
We also spend an additional \$500 on boosting each event on FB

## PLAN D

### **INFLUENCER CAMPAIGN**

We partnered with a local influencer tahoe.meg to capture content

# 2023 BUDGETED MARKETING BREAKDOWN

<b>Marketing:</b>	
Moonshine Digital	\$1,300.00
The Weekly // Full Page Ad	\$1,980.00
Truckee Tahoe Radio (101.5)	\$800.00
PTR - Digital Media Campaign	\$3,000.00
KVMR Public Radio	\$350.00
<b>TOTAL MARKETING EXPENSE: \$7,430.00</b>	

*– Palisades Tahoe provides marketing through their channels "In-Kind" at no cost to us. We pay for the digital ad buys through PT marketing channels directly to FB, Instagram & Google –*

# EVENT GOALS & STRATEGY

## GOAL 1

### **ORGANIZE NORTH TAHOE'S PREMIER OKTOBERFEST**

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

## GOAL 2

### **HIRE AUTHENTIC GERMAN & BAVARIAN ENTERTAINMENT**

We hire high quality and authentic Almenrausch Schuhplattler Dance Troops and Alpentanzer Schuhplattler entertainment, along with Joe Smiell's 20 piece Bavarian Band and the Sierra Alphorn Players

## GOAL 3

### **RAISE MONEY FOR THE HIGH SIERRA LACROSSE FOUNDATION**

The High Sierra Lacrosse Foundation is a 501(c)(3) non-profit organization founded in 2007 to support and grow the sport of lacrosse across Northern Nevada, Truckee, and the Tahoe Basin by raising and providing resources.

## GOAL 4

### **BOOST VISITATION TO TAHOE IN LATE SEPTEMBER - OFFSEASON**

Oktoberfest provides a boost to the Valley during shoulder season - providing additional revenue for the Village shops, restaurants and in valley lodging.



## BY FUNDING THIS COMMUNITY EVENT

We hold ourselves to the highest quality standards for booking and hire authentic talent.

Increase TBID funds through Olympic Valley brick & mortar stores during this event.

Your support will give PVNC the confidence to move forward with planning and contracting our vendors & entertainers to make this event North Tahoe's premier authentic Oktoberfest.



# FUNDING REQUEST OF \$20,000

- 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

### **EVENT INFRASTRUCTURE**

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 2023.



north lake tahoe

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Chamber | CVB | Resort Association

## NLTRA SPONSORSHIP

- Logo on all digital event listings
  - Logo on Poster
  - Mention on radio ads
- Free 10X10 prominent booth space at event
  - Select asset shared post event



**THANK YOU  
FOR YOUR CONSIDERATION**

PALISADES VILLAGE NEIGHBORHOOD COMPANY

## 2023 Special Event Sponsorship Funding Application

Following the application and evaluation process, a number of events will receive funds through the program after recommendations are accepted by the NLTRA Board of Directors. Funding will be awarded on a revolving bases until the \$565,000 event budget is allocated.

### Section 1: Contact Information

Special Event Name: Oktoberfest - Palisades Village

Event Date: September 30, 2023

Event Host Organization: Palisades Village Neighborhood Company

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

Made in Tahoe, Bluesdays, Alpen Wine Fest, Brews, Jazz & Funk Fest, Guitar Strings vs Chicken Wings, Tahoe Truckee Earth Day

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@palisadesvnc.com

Phone: 530-584-6267

Person Completing Application: Cameron Calvert

Title: Events Manager

Email: cameron@palisadesvnc.com

Phone: 530-584-6266

Event Website URL: <https://www.palisadestahoe.com/events-and-activities/events-calendar/oktoberfest>

Unique Visitors in Past 12 months:                     

Facebook Page URL: <https://ms-my.facebook.com/events/palisades-tahoe/oktoberfes>

Instagram Handle: @palisadestahoe

Number of Instagram Followers: 175k



Twitter Handle:

Number of Twitter Followers: \_\_\_\_\_

YouTube URL: \_\_\_\_\_

TikTok Handle: \_\_\_\_\_

Number of TikTok Followers: \_\_\_\_\_

### 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 2022, how many years has the event occurred in the North Lake Tahoe region? 21

Q2.4 Can spectators (general public) attend events?

Yes

No

Q2.5 Will there be a charge for spectators (general public) to attend the event?

Yes

No

### Section 3: Financial

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

We are requesting \$20,000

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.)

Funding will be used primarily on marketing, with some funds allocated to infrastructure & entertainment costs

Q3.3 If Sponsorship Funding is not awarded, will the event still take place?

Yes

No (If "no", explain why)

Q3.4 If event does not receive Sponsorship Funding, or does not receive the full requested amount, summarize the effect to specific programs or promotional strategies.

First we'd cut down on marketing costs out of market, then start to cut costs in entertainment & infrastructure.

Q3.5 Will event solicit additional sponsors, either cash or in-kind?

Yes

No

#### Section 4: Marketing, Advertising, Public Relations

Q4.1 2023 In-Market Paid Advertising Budget: \$7,430

Q4.2 2023 Out-of-Market Paid Advertising Budget: \$3,000

Q4.3 Optional: 2022 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 Local media partners include: 101.5 & KVMR radio, and the Tahoe Weekly

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

Section 6: Lodging Partnerships

Q6.1 Identify the event's Placer County lodging partners in 2022.

The Village at Palisades Tahoe, Palisades Valley Lodge, Olympic Village Inn PlumJack Inn, Resort at Squaw Creek & the Red Wolf Lodge

Q6.2 Identify the event's anticipated Placer County lodging partners for 2023. List type of partnership if one has already been established.

The Village at Palisades Tahoe, Palisades Valley Lodge, Olympic Village Inn PlumJack Inn, Resort at Squaw Creek & the Red Wolf Lodge

Section 7: Attendance

Q7.1 2022 Attendance (or last year held – if canceled due to COVID-19. Specify below):

- # Of Event Participants: 3500

Q7.2 Using 2022 data what percentage of participants/spectators, were from out-of-market? exact data unknown

Q7.3 Projected Spectator/Fan Attendance: 4000

Q7.4 Explain how 2023 attendance (Q7.3) was calculated.

We plan to increase marketing in out of market demo and sell more pre purchase tickets

## Section 8: Room Nights

### Q8.1 2022 Placer County Room Nights

- Paid Room Nights: Sept 15 - 112, Sept 17 - 106,
- Complimentary Room Nights: none

### Q8.2 Explain how 2022 room nights were calculated.

2022 numbers from The Village at Palisades, total room nights is likely greater with other valley lodging partners

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

### Q8.4 2023 Placer County Room Nights: PlumpJack Inn, Palisades Tahoe Lodge, Resort at Squaw Creek,

- Projected Paid Room Nights: Olympic Village Inn, Red Wolf Lodge
- Projected Complimentary Room Nights: none

### Q8.5 Explain how 2023 room nights were calculated.

Potential to work with more lodging partners later in shoulder season to generate new lodging packages.

## 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 event key staff/volunteers.

Caroline Ross, Cameron Calvert, Dave Greenleaf, 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 2022 events.

Firestone Walker Brewing, Deschutes Brewing, NLTRA

### Q10.2 Identify the top 5 sponsors that the event will target for 2023.

NLTRA, Western Nevada Supply & Lagunitas 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

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

Q11.3 If Sponsorship 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 shape existing information if event conducts their own survey.

Yes

No (If "no", explain why)

Q11.5 If Sponsorship Funding is awarded, funds will only be utilized for event promotion and marketing ONLY.

Yes

No (If "no", explain why)

Q11.6 If Sponsorship 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 Sponsorship 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: 12/9/22

## 2023 OKT Marketing Plan

MKTG CATEGORY	CAMPAIGN DATE	TARGETING	TACTIC	CREATIVE
PT Digital	Sept 1-30	SF, Bay Area, People who like our page and LAL audience	Brand Awareness on FB & IG, plus boosted event	
Tahoe Weekly // Full Page Ad	August Issue	Locals and tourists print/onsite	create new digital ad with content	new creative w summer lake
Peach Jar - TTUSD E-blast	Sept 25-29	School age parents/kids	upload new poster flyer in english / spanish	poster
Truckee Tahoe Radio (101.5)	September	Locals & tourist digital	create new live reads and 60sec recorded reads	live reads
KVMR Public Radio	September	Locals & tourist digital	create new live reads and 60sec recorded reads	live reads
<b>OTHER TBD MARKETING OBJECTIVES</b>				
Influencer Campaign	day of event(s)	Influencer audience		Instagram stories/post

## What's Your Big Blue Adventure?



north lake tahoe



# Overview and History

- Big Blue Adventure (BBA) owns and operates 20+ Human Powered Sporting events in the Lake Tahoe area. Starting with the XTERRA Lake Tahoe National Championship in 2001, BBA, a Tahoe City based locally owned business develops and produces triathlon, trail running, swimming, paddling, cycling, and navigation events in the North Tahoe Region. The events occur annually from June to October.
- Events such as: Lake Tahoe Triathlon, XTERRA Lake Tahoe, Lake Tahoe Mountain Bike Race, Olympic Valley Half Marathon, Run to the Beach, Lake Tahoe Open Water Swim, and the Tahoe Adventure Challenge.
- BBA is also behind the scenes consulting and providing operational services for events such as: IRONMAN Lake Tahoe, Tahoe Trail 100 MTB Leadville Qualifier, Lake Tahoe Marathon, Amgen Tour of California, Tahoe Nalu, and the Trans Tahoe Swim.

# Attendance and Demographics



- Over 5,200+ registrants, 3500+ travel 50+ miles
- Race applicants represent 45 states and 27 countries
- Top countries: United Kingdom, Canada, Mexico, Australia
- Top states other than California: Texas, Oregon, Utah, Florida, Washington, Nevada
- The majority of participants are from the SF Bay Area
  - San Francisco Bay Metro Area: 40%
  - Sacramento Metro Area: 24%
  - Los Angeles Metro Area: 10%
  - Reno Metro Area: 10%
  - Other: 16%
- 45% Women      62% Married      44% have children      37 years is the average age
- \$160K Mean Income
- 2.2 Average Night Stay many with 2+ in party, \$250 average spend per person/per day
- 72% lodged in hotels and other rentals, 70% lodged within North Lake Tahoe





# Marketing

## □ Marketing Plan

- Continue to improve SEO and content on existing websites
- Improve content and effectiveness for email marketing campaigns, content to offer value and not just the sell
- List events on 100's of digital calendars, and Sporting Club awareness campaign
- Grow and add relationships with National and International Sport Organizations and Governing Bodies
- Influencers and Ambassadors
- Friends and Family Campaigns
- Paid Advertising, budget dependent
  - Digital Ads
  - Targeted Print Ads
- Put our Video to work



# Marketing continued

- **10 Websites**
  - 200K + Unique Visitors
  - Countries; Canada, China, Germany, France, Ireland, United Kingdom, etc., etc.
- **30K Email List**
  - 80+ Emails annually to segmented lists (Running, Triathlon, Swimming, etc.) 26% open rate
  - Pre and Post event emails 90%+ open rate
- **FACEBOOK for primary events**
  - ≈ 15K Followers
- **INSTAGRAM**
  - ≈ 2K Followers
- **YOUTUBE**
  - 100K Views
- **Affiliation with National Sports Organizations and Tours**
  - Road Runners Club of America State Championship Events
  - XTERRA event on National Schedule
  - All Triathlons sanctioned and marketed by USA Triathlon

# Marketing continued



## Sample Ad

The advertisement features a scenic background of a lake with swimmers and a pier. At the top, four event logos are displayed in a row. From left to right: 1. XTEGGA. logo with 'TAHOE CITY SATURDAY JUNE 16' below it. 2. '37th DONNER LAKE TRIATHLON' logo with 'SAT & SUN JULY 21-22' below it. 3. XTEGGA. logo with 'LAKE TAHOE SUNDAY AUGUST 19' below it. 4. 'LAKE TAHOE TRIATHLON' logo with 'SAT & SUN AUGUST 25-26' below it. At the bottom, the text 'BIGBLUEADVENTURE.COM' is written in large white letters, with the 'BIG BLUE ADVENTURE' logo integrated into the 'M'.

# Sustainability



- Sustainable Travel has long been a tenet of Big Blue Adventure
  - BBA has been and continues to message the Leave No Trace 7 Principles. Principles such as “Dispose of Waste Properly”, “Leave What You Find”, “Be Considerate of Others”, and “Respect Wildlife” are communicated in pre-event emails and during pre-event race briefings.
  - BBA supports and provides funding for many organizations including the Sierra State Parks Foundation and its role in historic preservation, the Tahoe Fund and its role to fund environmental enhancement projects, and others. We work to introduce our audience to these organizations, and as a result increase awareness of, membership and funding for organizations that share the desire to Keep Tahoe Sustainable.
  - Our staff has a motto to “Leave it cleaner than Found”. This bears fruit during event clean up as we collect any visible trash and debris we find at our venue and courses not related to our events or participants.



Here is a backpack filled with non-event trash collected during event clean up at Sugar Pine Point 8/29/2022.



## Event Goals

- Continue creating, producing and growing human powered sporting events that feature the World Class playground Tahoe offers.
- Expose and foster people of all ages and abilities to adventure.
- Share Lake Tahoe and its epic natural resources through our events with the hope of endearing our home with our audience, and to provide life-long positive memories.





# Funding Request

□ \$35,000

□ Sponsorship Amenities

1. Advertising:

1. Promotional placement on print, radio, digital and event collateral

2. Digital Strategy:

1. Promotional (logo/link/content) placement on all associated event web pages (home, results, sponsor pages, etc.)
2. Drive lodging requests to and promote, <https://www.qotahoenorth.com/lodging/>
3. Co Branded (logo) on participant digital event photos, 3000+
4. Link, logo and content inclusion in select/appropriate email blasts (≈ 80/season)
5. Inclusion in social media posts throughout season (≈ 50/season)

3. Merchandising:

1. Logo on event t-shirts

4. On-Site Exposure:

1. Logo on ALL event finish arches
2. Opportunity to provide a branded Sponsor tent to be used during events
3. Opportunity to exhibit at all events
4. NLTRA collateral can be displayed and available to participants on-site
5. Public address announcements – scripted exclusively for the event

5. VIP Hospitality: Full access to all event functions (welcome party, awards ceremony, clinics)

1. Complimentary event entries
2. Official event merchandise

6. Assets:

1. Use of photography and video assets for advertising and commercial use
2. Right to the event logos for advertising and promotional use

7. Post Event Survey:

1. Ability to generate questions and access to all post event survey data



# Event Components

- ❑ **All events feature the worlds most scenic courses**
- ❑ **Dedicated event web pages**
  - ❑ Digital/mobile registration
  - ❑ Interactive course maps
- ❑ **365 Day Editorial Calendar**
  - ❑ Preference based email campaigns
- ❑ **Participant Survey Data**
  - ❑ Your data requests included
- ❑ **Event customized signage**





# Triathlon Series

- ❑ **Lake Tahoe Triathlon: 1,200 participants, a Bucket List Event for all Triathletes**

- ❑ Sprint, Olympic, Half Distances, Duathlon, Aquabike
- ❑ Website: [laketahoetri.com](http://laketahoetri.com)



- ❑ **Donner Lake Triathlon: 900 participants**

- ❑ Sprint, Olympic, Half, Aquabike, Kids
- ❑ 2023 marks the 41<sup>st</sup> annual, one of the longest running triathlons worldwide
- ❑ Website: [donnerlaketri.com](http://donnerlaketri.com)





# Off-road Triathlon Series

- ❑ **XTERRA Lake Tahoe: Over 300 Participants**
  - ❑ Iconic course with outstanding elevated lake views, National Series
- ❑ **Tahoe Off-road Triathlon: Over 200 Participants**
  - ❑ Starts and finishes in Tahoe City on the lake front beach







# Tahoe Trail Running Series

- ❑ **Burton Creek Trail Run:** 6K, 12K, Half Marathon
- ❑ **XTERRA Lake Tahoe 5K & 10K:**
  - ❑ 5K and 10K, Part of XTERRA Lake Tahoe Triathlon
- ❑ **Run to the Beach 5K & 10K**
- ❑ **Big Chief 50K**
- ❑ **Marlette 50K and 10 Miler**
- ❑ **Emerald Bay Trail Run**
- ❑ **Series Website: [tahoetrailrunning.com](http://tahoetrailrunning.com)**







## Truckee Half Marathon & Olympic Valley Half

### ❑ Olympic Valley Half

- ❑ Held at The Village at Palisades Tahoe
- ❑ Includes Half Marathon and 8 Miler
- ❑ Website: [OlympicValleyHalf.com](http://OlympicValleyHalf.com)



### ❑ Truckee Half Marathon & 5K

- ❑ Half Marathon, 5K
- ❑ Website: [TruckeeHalfMarathon.com](http://TruckeeHalfMarathon.com)



# Great Trail Race & Lake Tahoe Mountain Bike Race



- ❑ **Great Trail Race**
  - ❑ Trail Run or Mountain Bike
  - ❑ Website: [GreatTrailRace.com](http://GreatTrailRace.com)
- ❑ **Lake Tahoe Mountain Bike Race**
  - ❑ Multiple Course Options



# Sierra Open Water Swim Series



- ❑ Tahoe City Swim
- ❑ Alpine Fresh Water Swim
- ❑ Lake Tahoe Open Water Swim
- ❑ Sand Harbor Swim



## Series Highlights:

- ❑ Feature Three Distances: 2.4 Miles, 1.2 Miles, 1/2 Mile
- ❑ Wetsuit and Non-Wetsuit Divisions
- ❑ All swim events start from sandy beaches in clean, clear water
- ❑ Website: [TahoeSwimming.com](http://TahoeSwimming.com)



# Event Logos





# Event Logos continued





# Affiliated Sports Organizations



# How We Help, Beneficiaries



# Emerald Bay Trail Run Beach Scene



# Onsite Opportunities





# 2023 Provisional Event Schedule



Day	Date	Event Name	Location
Saturday	6/10/2023	Olympic Valley Half Marathon and 8 Miler	Paisades Tahoe
Saturday	6/17/2023	Lake Tahoe Mountain Bike Race	Tahoe City, CA
Sunday	6/18/2023	Burton Creek Trail Runs: Half Marathon	Tahoe City, CA
Saturday	6/24/2023	Tahoe City Swim	Tahoe City, CA
Saturday	6/24/2023	Tahoe Off-road Triathlon	Tahoe City, CA
Tuesday	7/4/2023	Run To The Beach Trail Run 5 & 10k	Tahoe Vista, CA
Saturday	7/15/2023	Tahoe Trall 100	Northstar at Tahoe
Sunday	7/16/2023	Big Chief 50K	Northstar at Tahoe
Saturday	7/22/2023	Donner Lake Triathlon Kids	West End Beach, Donner Lake, Truckee
Saturday	7/22/2023	Donner Lake Triathlon Sprint	West End Beach, Donner Lake, Truckee
Sunday	7/23/2023	Donner Lake Triathlon Olympic/Half/Du/Aqua	West End Beach, Donner Lake, Truckee
Sunday	7/23/2023	Alpine Fresh Water Swim	West End Beach, Donner Lake, Truckee
Saturday	7/29/2023	Truckee Half Marathon and 5K	Truckee
Sunday	8/13/2023	Marlette 50K and 10 Miler	Lake Tahoe East Shore
Saturday	8/19/2023	Tahoe Big Blue Adventure Race	Lake Tahoe North Shore
Saturday	8/26/2023	Lake Tahoe Triathlon Sprint	Lake Tahoe West Shore
Sunday	8/27/2023	Lake Tahoe Open Water Swim	Lake Tahoe West Shore
Sunday	8/27/2023	Lake Tahoe Triathlon: Olympic/Half/Duathlon/Aquabike	Lake Tahoe West Shore
Saturday	9/9/2023	Emerald Bay Trail Run	Lake Tahoe West Shore
Sunday	9/17/2023	XTERRA Lake Tahoe 5K & 10K	Incline Village, NV
Sunday	9/17/2023	XTERRA Lake Tahoe/Sprint/Duathlon/Aquabike	Incline Village, NV
Saturday	9/30/2023	Great Trail Race, Run, Hike, Walk	North Lake Tahoe
	TBA	Lederhosen 5K	Tahoe City, CA



## Video



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[Lake Tahoe Triathlon](#)

[Marlette 50K and 10 Miler](#)

[Big Chief 50K](#)

[Tahoe Off-road Triathlon](#)

[Girls on the Run “coming to Palisades Tahoe 2023”](#)

[Olympic Valley Half Marathon](#)

[Lake Tahoe Mountain Bike Race](#)

## Thank you and Contact Info



Todd Jackson  
Event Director  
530-546-1019  
Todd@bigblueadventure.com



## 2023 Special Event Sponsorship Funding Application

Following the application and evaluation process, a number of events will receive funds through the program after recommendations are accepted by the NLTRA Board of Directors. Funding will be awarded on a revolving bases until the \$565,000 event budget is allocated.

### Section 1: Contact Information

Special Event Name: Big Blue Adventure, all events

Event Date: June - October 2023

Event Host Organization: Big Blue Adventure

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

All events can be found here: <https://bigblueadventure.com/events/>

Event Mailing Address: Big Blue Adventure P.O. Box 6676, Tahoe City, CA 96145

Event Office Phone: 530-546-1019

Event Director or Producer: Todd Jackson

Title: Director/CEO/President

Email: todd@bigblueadventure.com

Phone: 530-546-1019

Person Completing Application:

Title: Director/CEO/President  
Todd Jackson Director/CEO/President

Email: todd@bigblueadventure.com

Phone: 530-546-1019

Event Website URL: <https://laketahoetri.com> <https://olympicvalleyhalf.com> <https://bigblueadventure.com> <https://tahoetrailrunning.com> <https://tahoewimming.com>

Unique Visitors in Past 12 months: 200K  
<https://adventuresportsweek.com> <https://donnerlaketri.com> <https://greattrailrace.com> <https://truckeehalfmarathon.com>

Facebook Page URL: <https://www.facebook.com/adventuresw> <https://www.facebook.com/LakeTahoeTri> <https://www.facebook.com/tahoetrailrunning> <https://www.facebook.com/Bigblueadventure> <https://www.facebook.com/donnerlaketriathlon>

Instagram Handle: bigblueadventure

Number of Instagram Followers: 2K

Twitter Handle:

Number of Twitter Followers: NA

YouTube URL: <https://www.youtube.com/@bigblueadventure>

TikTok Handle: NA

Number of TikTok Followers: NA

### Section 2: Event Overview

Q2.1 Where will event take place? North Tahoe Various Locations

Q2.2 Will this be an annual event in the North Lake Tahoe region?

Yes

No (If "no", explain why) \_\_\_\_\_

Q2.3 Including 2022, how many years has the event occurred in the North Lake Tahoe region? 20

Q2.4 Can spectators (general public) attend events?

Yes

No

Q2.5 Will there be a charge for spectators (general public) to attend the event?

Yes

No

### Section 3: Financial

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

\$35K I'm not clear on this, are sponsorship awards for marketing only?

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.)

Increased budget for paid advertising

Q3.3 If Sponsorship Funding is not awarded, will the event still take place?

Yes

No (If "no", explain why)



Q3.4 If event does not receive Sponsorship Funding, or does not receive the full requested amount, summarize the effect to specific programs or promotional strategies.  
Lower participation, fewer advertising and promotional opportunities

Q3.5 Will event solicit additional sponsors, either cash or in-kind?

Yes

No

Section 4: Marketing, Advertising, Public Relations

Q4.1 2023 In-Market Paid Advertising Budget: TBD

Q4.2 2023 Out-of-Market Paid Advertising Budget: TBD

Q4.3 Optional: 2022 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

Section 6: Lodging Partnerships

Q6.1 Identify the event's Placer County lodging partners in 2022.

The Village at Palisades Tahoe Lodging

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Q6.2 Identify the event's anticipated Placer County lodging partners for 2023. List type of partnership if one has already been established. The Village at Palisades Tahoe, Base Camp Tahoe City

Section 7: Attendance

Q7.1 2022 Attendance (or last year held – if canceled due to COVID-19. Specify below):

- # Of Event Participants: 5200

Q7.2 Using 2022 data what percentage of participants/spectators, were from out-of-market? 68%

Q7.3 Projected Spectator/Fan Attendance: 3.5K

Q7.4 Explain how 2023 attendance (Q7.3) was calculated.  
Historic data on average party size for participants

Section 8: Room Nights

Q8.1 2022 Placer County Room Nights

- Paid Room Nights: ≈ 3000
- Complimentary Room Nights: 0

Q8.2 Explain how 2022 room nights were calculated.

Number of out of town participants, 70% lodged in NLT, Average night stay

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

Q8.4 2023 Placer County Room Nights:

- Projected Paid Room Nights: 3500
- Projected Complimentary Room Nights: 0

Q8.5 Explain how 2023 room nights were calculated.

Number of out of town participants, 70% lodge in NLT, Average night stay

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 event key staff/volunteers.

Todd Jackson/Director, Scot Breithaupt/Ops, Miguel Garza/Ops, Doug Cichowicz/F&B

Nick Brown/Medical

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

\_\_\_\_\_

Section 10: Sponsors

Q10.1 Identify the top 5 sponsors of the 2022 events.

Craft, Synergy, Gatorade, Humango, Millhouse Coffee

Q10.2 Identify the top 5 sponsors that the event will target for 2023.

Footwear in the works, Synergy, Humango, Beverage, Humango, Optic company

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

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

Q11.3 If Sponsorship 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 shape existing information if event conducts their own survey.

Yes

No (If "no", explain why)

Q11.5 If Sponsorship Funding is awarded, funds will only be utilized for event promotion and marketing ONLY.

Yes

Checking both boxes here as I'm not clear on the funding requirements. Are all sponsorships required to spend the entire funding amount on marketing?

No (If "no", explain why)

Q11.6 If Sponsorship 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 Sponsorship 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: Todd Jackson Date: 1/13/2022

## 2023 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 December 2022 after recommendations are accepted by the NLTRA Board of Directors.

*Note Refer to "2023 Special Event Partnership Funding: Application Explanations" document for details and tips about the application. Note: Refer to "2023 General information" & "2023 Applicant Checklist & Deadline Worksheet" Documents for Timeline, Eligibility, and Evaluations Process Details!*

### Section 1: Contact Information

Special Event Name: Adventure Van Expo

Event Date: 9/16-17/2023

Event Host Organization: Go Adventure Van LLC

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

same event last 5 years

Event Mailing Address: po box 574 Verdi NV

Event Office Phone: 530-448-1944

Event Director or Producer: Neil Morse

Title: Owner

Email: neil@adventurevanexpo.com

Phone: 530-448-1944

Person Completing Application:

Title: Owner

Email: neil@adventurevanexpo.com

Phone: 530-448-1944

Event Website URL: www.adventurevanexpo.com

Unique Visitors in Past 12 months: 300,000+

Facebook Page URL: adventure van expo

Instagram Handle: adventurevanxpo

Number of Instagram Followers: 43,000



Twitter Handle: adventure van expo

Number of Twitter Followers: 100

YouTube URL: adventure van expo

TikTok Handle: nope

Number of TikTok Followers: \_\_\_\_\_

### Section 2: Event Overview

Q2.1 Where will event take place? 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 2022, how many years has the event occurred in the North Lake Tahoe region? 4

Q2.4 Can spectators (general public) attend events?

Yes

No

Q2.5 Will there be a charge for spectators (general public) to attend the event?

Yes

No

### Section 3: Financial

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

\$10,000 towards marketing \$5,000 Towards additional operational costs as we are moving from Homewood to Palisades

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.)

Digital ad spends on social media. Google ad campaign. Local press via Sierra sun, Reno press, radio ad buys.

Direct mailing via our mallist of over 30,000.

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.  
Have to cut back on our overhead costs which are going to be very high at this venue.

Q3.5 Will event solicit additional sponsors, either cash or in-kind?

Yes

No

Section 4: Marketing, Advertising, Public Relations

Q4.1 2023 In-Market Paid Advertising Budget: \$4,000 (some local such as KTHX crosses over)

Q4.2 2023 Out-of-Market Paid Advertising Budget: \$6,000

Q4.3 Optional: 2022 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

Section 6: Lodging Partnerships

Q6.1 Identify the event’s Placer County lodging partners in 2022.

Pepper Tree, Granlibakken, Basecamp

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Q6.2 Identify the event’s anticipated Placer County lodging partners for 2022. List type of partnership if one has already been established. (2023) The Village and Olympic Valley lodging partners.

Section 7: Attendance

Q7.1 2022 Attendance (or last year held – if canceled due to COVID-19. Specify below):

- # Of Event Participants: 5,000+

Q7.2 Using 2022 data what percentage of participants/spectators, were from out-of-market?  
85% from out of the area.

Q7.3 Projected Spectator/Fan Attendance: 6,000

Q7.4 Explain how 2023 attendance (Q7.3) was calculated.  
We have been growing every year,, and by changing to this marquee venue expect a bigger #.

Section 8: Room Nights

Q8.1 2022 Placer County Room Nights

- Paid Room Nights: 500+
- Complimentary Room Nights: 0

Q8.2 Explain how 2022 room nights were calculated.  
10% of our attendees over 2 nights.

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

Q8.4 2023 Placer County Room Nights:

- Projected Paid Room Nights: 600
- Projected Complimentary Room Nights: 0

Q8.5 Explain how 2023 room nights were calculated.  
10% of our attendees x 2 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 event key staff/volunteers.

V. Hertell, all media, B .Unger-operations, M. Keller-operations, J Hennion-Sound production

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

n/a

Section 10: Sponsors

Q10.1 Identify the top 5 sponsors of the 2022 events.

Mercedes-Benz, Airstream, Winnebago, Owl Van, Grech

Q10.2 Identify the top 5 sponsors that the event will target for 2023.

Mercedes-Benz, Grech, Airstream, Winnebago, Storyteller RV

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

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

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 shape 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 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: Neil Morse Date: 12/1/22



## north lake tahoe

December 2022

Meetings & Conventions Report

### **TURNED DEFINITE**

1. Association of Northern California Oncologists - Clinical Cancer Update - 1/18/24-1/21/24, 295 rooms and 100 people

### **NEW MEETINGS & RFPs DISTRIBUTED**

2. California District Attorneys Association - CDAA - 2023 Human Trafficking Seminar - 5/7/23-5/9/23, 136 rooms and 70 people
3. HPN - 89441 - Top Agent Trip June 2023 - 6/18/23-6/22/23, 100 rooms and 25 people
4. HPN - 89180 - Awards Trip 2023 - 6/23/23-6/25/23, 240 rooms and 100 people
5. Flannagan's Golf Tours, LLC - Summer 2023 - 7/11/23-7/16/23, 36 rooms and 12 people
6. United Church of God - Feast of Tabernacles 2023 - 9/29/23-10/7/23, 180 rooms and 480 people
7. HPN - 89380 - Training Event 2024 - 1/11/24-1/14/24, 130 rooms and 60 people
8. HPN - 89228 - President's Club 2024 - 11/15/24-11/19/24, 240 rooms and 150 people

### **NEW INQUIRIES**

1. Toyota North America - 11695 - SF Region - Winter Travel Incentive - TM56536 - 3/22/23-3/23/23, 40 people and 40 rooms
2. FamilyLife - Cru - FamilyLife 2023 Fall Donor Getaway - 9/26/23-10/1/23, 150 people and 264 rooms
3. Emerson Automation Solutions - Emerson 2023 Board Meeting - 2/5/23-2/7/23, 24 people and 63 rooms
4. Lockton Companies - 2024 Financial Services Program - 9/2/24-9/6/24, 240 people and 485 rooms
5. National State of Legislatures - NCSL - Fines and Fees State Teams Symposium and Roundtable - 8/27/23-8/30/23, 46 people and 145 rooms
6. National Association for Environmental, Health& Safety, and Sustainability (EHS&S) Management (NAEM) - NAEM Women's Leadership Conference 2024, 6/9/24-6/13/24, 175 people and 310 rooms
7. Caravel Group - 2023 Summer Retreat - 7/10/23-7/12/23, 16 people and 48 rooms
8. California New Car Dealers Association - June Board Meeting - 6/21/23-6/22/23, 18 people and 33 rooms
9. Alliance of Community Association Managers - CEO - ACAM-CEO Mindshare 2024 Meeting - 7/28/24-8/3/24, 250 people and 710 rooms
10. Awakened Nation - 5/18/23-5/20/23, 55 people and 84 rooms
11. Ingram Micro - Cisco Partner Incentive Trip - 2023 - 8/7/23-8/11/23, 60 people and 144 rooms

### **CONFERENCE SALES PROJECTS**

- Key Projects:
  - Sent holiday/year-end "Thank You" newsletter on 12/21 to 8,014 meeting planners and saw a 24% open rate

#### **SITE VISITS & SALES CALLS**

- NLT Staff joined Village at Palisades and Resort at Squaw Creek at the CalSAE Seasonal Spectacular conference in Sacramento December 13-14. NLT team hosted a dinner on 12/13 with (4) association managers and (2) associations
- NLT Staff attended the Society of Government Meeting Professionals meeting on December 15th
- Planning site for Farm Credit Services of America for January 3 and 4

#### **Chicago Rep Efforts**

- Client holiday event in Chicago hosted by NLT staff and Destination Reps with (37) planners
- Staff attended Holiday Showcase and added (90) planners to the database
- Staff attended PCMA Holiday Event with (300) planners



## north lake tahoe

December 2022

Leisure Tourism Development Report

### **KEY MEETINGS & PROJECT WORK**

- Key Meetings:
  - FAM for (2) Ski.com agents and (15) group leaders 12/7-12/11. Ski clubs:
    - High Life Ski Club
    - Little Rock Ski Club
    - ORE
    - Bad Dogs
    - Richmond Ski Club
    - Ski Bears of CT
    - Orlando & Florida Ski Council
    - SCWDC
    - Sterling Ski Club
    - South Jersey Ski Club
    - Clearwater Snow Sharks
    - Schuss Le Monde
    - Tech Center
    - Chicago Metropolitan Ski Council
  - Expedia Q4 Virtual Insights Summit
  - Webinar with Gendron Voyages from Canada 12/6
  - Webinar with Mogul from Australia 12/16
  
- Key Projects:
  - Planning Mexico Sales Mission with Visit California January 24-26
  - Sent holiday/year-end "Thank You" newsletter on 12/21 to 2,880 trade product managers and travel agents, which saw a 28% open rate

### **VISA VUE DATA**

- Domestic Data - January - November 2022
  - Top Cities - Visitor Origin:
    - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ, Fresno
    - Key spending findings on these cities YOY % change:
      - SF +13% YoY
      - Sacramento +14% YoY
      - Reno +19% YoY
      - San Jose/Sunnyvale/Santa Clara +17%
      - LA/Long Beach/Anaheim +11% YoY

- Santa Rosa +13% YoY
    - San Diego +20% YoY
    - Santa Cruz +16% YoY
    - New York +27% YoY
  - Total spend: \$527.9 M (all) and \$334.3M (non-resident)
  - Top spend by market YOY % change:
    - Restaurants +17.8%
    - Food & Grocery +24.4%
    - Retail +12.1%
    - Hotels & Lodging +15.7%
- International Data - January - November, 2022
  - Total spend: \$4.1M
  - Estimated visitors: 21.3K
  - Top countries by spend and YoY % Change
    - Canada \$676k, +205%
    - UK \$561k, +581%
    - China Mainland \$254k, +152%
    - Mexico \$210k, +48%
    - Australia \$277k, +910%
    - Germany \$234k, +959%
    - France \$244k, +701%
  - Market Segment YOY % change, spend:
    - Restaurants & Dining +292%, \$1.3M
    - Hotels & Lodging +193%, \$772k
    - Retail +162%, \$552k