



IN-MARKET TOURISM DEVELOPMENT

DATE: Tuesday, April 25, 2023
TIME: 1:30pm
LOCATION: Tahoe City PUD
221 Fairway Dr, Tahoe City, CA 96145

BACC MEMBERS

CHAIR CAROLINE ROSS, Squaw Valley Business Assoc.
VICE CHAIR ALYSSA REILLY, NTBA
STEVE LAMB, PLUMPJACK INN
KATIE BIGGERS, TCDA
SAHRA OTERO, WANDA’S FLOWER SHOP

LINDSAY THAYER, LT MARKETING
GREG LONG, TRAVEL NORTH TAHOE NEVADA
PAUL RAYMORE, IVGID
LINDA OFFERDAHL, INCLINE VILLAGE BUSINESS ASSOC.

TOURISM DEVELOPMENT COMMITTEE MEMBERS

CHAIR BECKY MOORE, Granite Peak Management
VICE CHAIR
CHRISTINE HORVATH, PALISADES TAHOE
CONNOR MCCARTHY, HOMEWOOD MOUNTAIN RESORT
KRISTY OLK, EVERLINE RESORT AND SPA
RAY VILLAMAN, NTCA BOARD REPRESENTATIVE

BRIT CREZEE, Sotheby’s International Realty
CAROLINE CRAFFEY, SOS Outreach
DJ EWAN, GRANLIBAKKEN RESORT
KATIE BIGGERS, TCDA
WADE MACHON, MJD DEVELOPMENT/BOATWORKS TAHOE

PLACER COUNTY APPOINTED ADVISORY SEATS:

NICHOLAS MARTIN

INSTRUCTION FOR PUBLIC PARTICIPATION:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or inperson. To participate via Zoom, join the meeting from the link:
<https://us02web.zoom.us/j/83175691447?pwd=WFBNaGF5VndMY2N5dWxRZGxOQnV3UT09>

If you wish to make a public comment, use the “Raise Hand” feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item.

The meeting will be conducted in-person and the room is open to the public. As a courtesy, the public may participate via video conference or telephone. Online and telephonic access does not guarantee the public the ability to observe the meeting or to make public comment in the event there is a disruption that prevents the NTCA from broadcasting the meeting or the public from being able to offer public comment. Members of the public who want to be assured that they have the ability to observe the meeting and offer comments during the meeting should attend the meeting in-person.

1:30 p.m.

1. Call to Order – Establish Quorum
2. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
3. Agenda Amendments and Approval [ACTION]
4. Approval of Meeting Minutes from November 29, 2022 [ACTION]

5. Informational Updates/Verbal Reports:

a) Update on remaining meeting dates – Kirstin Guinn

6. Action Items:

a) Squaw Valley Business Association Request of 23/24 Business Association
Marketing Grant of \$10,000 – Caroline Ross **Page 5**

7. Committee Member Updates

8. NTCA Staff Updates

9. Adjournment



north lake tahoe

Chamber | CVB | Resort Association

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

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

BACC Committee member that joined via teleconference: Chair: Caroline Ross, Vice Chair: Alyssa Reilly, Steve Lamb, Katie Biggers, Greg Long and Placer County Advisory member: Nick Martin

NLTRA Board of Directors member: Alyssa Reilly & Ray Villaman

Tourism Development Committee: Carlyne Fajkos, Brit Creeze, Christine Horvath, Kressa Olguin, Kristy Olk, Vinton Hawkins

Staff in attendance: Kirstin Guinn, Kimberly Brown and Anna Atwood

Other in attendance: None

1. The meeting was called to order at 1:04pm and a quorum was established.
2. Public Forum – No public forum.

3. Agenda Amendments and Approval

The agenda was accepted as presented. M/S/C REILLY/VILLAMAN/UNANIMOUS

4. Motion to approve the In-Market Meeting minutes

- a) Motion to approve the May 24, 2022 meeting minutes M/S/C LONG/LAMB/UNANIMOUS
- b) Motion to approve the Sept 37, 2022 meeting minutes M/S/C REILLY/HAWKINS/Carried with Fajkos and Ross abstaining

5. Review and Approval of Partnership Funding Recommendations – Kim Brown

Brown thanked Kristen Costa, Katie Biggers, Cameron Calvert and Kirstin Guinn for volunteering to sit on the Partnership Panel committee. She also touched on the funding has shifted from TOT funding to TBID funding and how these events would help influence and drive business to our local vendors.

The Partnership Panel committee heard proposals from eleven events on November 17, requesting \$113,500 in event sponsorship. The partnership budget is \$50,000. The panel recommended funding 9 of the applications.

Alpenglow Speaker Series - \$5,000 RECOMMENDATION

- Brendan Madigan requested \$5,000 for Alpenglow's 2023 speaker series. The funding would allow him to advertise locally in Moonshine Ink, The Tahoe Weekly and with 101.5 KTKE Truckee Tahoe Radio. He would like to increase local participation which is currently 60% out of market and 40% residents. The event has been held for 17 years and has raised over \$1 million for local non-profits. In 2022, he had 3000 in-person and 33,000 online participants. The 2023 event is at Palisades Tahoe on 12/8; 1/5; 1/19; 2/9; 2/23 with an amazing speaker line up.

No committee member comments.

TCDA Food and Wine Festival - \$5,000 RECOMMENDATION (\$2000 Marketing Bike Valet/\$3000 event funding marketing)

- Katie Biggers requested \$7,500 for TCDA's 2023 Food and Wine Festival. She would like to use the funds for Reno ads in Getaway and Edible publications, local radio ads 101.5 and Tahoe Moonshine, tahoeopia, Tahoe.com, boosted IG ads, FB ads, and email promotion. In 2022, they had a pre-event glass pick-up that was held in the Boatworks and supported local biz and for the main event they had wine/food booths throughout Tahoe City to support biz and local biz brand awareness. They are looking at expanding the event to include cooking classes and/or educational workshops. They had 900 participants with 67% being out of market and 33% residents. The panel would like to sponsor the marketing of the 2023 event at \$3000 and fund the marketing of the bike valet to promote our sustainability mission at \$2000. The event will be June 9 and 10, 2023.

No committee member comments.

Pain McShlonkey Classic and International Snowblade day - \$0 RECOMMENDATION for event

- Sherry McConkey (Shahrazada) requested \$10,000 for the 2023 event. She would like to use the funds to LiveStream the event. The panel believes the NLTRA could best support the eco-challenges through an alternate funding bucket or create a lake art collection site at the VIC to collect caps for the Shane McConkey Foundation's benches to support our stewardship model.

One member commented that she supported the recommendation.

The Great Ski Race - \$7,000 RECOMMENDATION

- Wes Moody requested \$7,000 for the 2023 Tahoe Nordic Search and Rescue event. The marketing funding would be used for digital advertising/social media ads, posters, t-shirts, local newspapers: Sierra Sun, Moonshine Ink, Tahoe Quarterly, and OpenSnow. KCRA – NBC Sac affiliate covered the event last year. They raised funds through the event for Tahoe Nordic Search and Rescue. In 2022 they had 605 racers with 200 spectators/volunteers and raised \$79K. 60 % of the participants were residents. The event is March 5, 2023. The course is 16.2 miles around Mt. Watson and finishes on the Blue Trail at TXC.

No committee member comments.

Snowfest - \$5,000 RECOMMENDATION

- Doug Hartline requested \$5,000 for 2023 Snowfest. He would like to use the funds to promote out-of-market advertising. There are many opportunities for visitors and locals to engage in a diverse group of events from fireworks to parades on the North Shore. In 2022 they had 20,000 participants across all events – 51% residents and 49% visitors. It is held from March 2 – 12, 2023 so it promotes multi-night visitation and drives clients to local businesses.

No committee member comments.

Concours d' Elegance - \$0 RECOMMENDATION

- Neil and Jess Horning requested \$10,000 for 2023 Concours d' Elegance. The panel believes there are great opportunities to market the NLTRA's sustainability pledge message in the event program, banner ads, pa announcements, and by speaking to participants at the event booth. It also supports businesses on the Westshore. However, the scope and size of the event is 7,000 participants which would better qualify sponsorship funding. The event is August 11 & 12, 2023 at Obexers Marina.

No committee member comments.

TaHoe Nalu - \$5,000 RECOMMENDATION

- Ernie Brassard requested \$6,000 for the 2023 paddle race event on behalf of Bob Pearson. They would use the marketing \$ for print ads in SUP publications, t-shirts/hats, and social media. They attract the SUP community in Nor-Cal and So-Cal. They project 2000 attendees with 50% residents and 50% visitors. The event is August 12 & 13, 2023 in Kings Beach State Park.

No committee member comments.

Skate the Lake - \$5,000 RECOMMENDATION

- Maggie Gonzalez and Curt Sterner requested \$10,000 for the 2023 skate. They would like to use the funds for newspaper, magazine, radio, and digital ad buys, print promotional materials. It raises funds for breast cancer and promotes local cancer prevention education. It has 250 event participants and 2000 spectators. The event is July 22 – 23, 2023 in Commons Beach Tahoe City.

No committee member comments.

Lake Tahoe Paddle Racing Series - \$10,000 RECOMMENDATION

- Anik and Jay Wilde requested \$20,000 for the paddle race event series from June to September 2023. The funds would be for the Tahoe Enduro - \$2500, \$2500 Paddle Jam, \$500 Downwind champion, and \$10,000 for the Lake Crossing. It starts and finishes in Carnelian Bay at Waterman Landing. The funding would be utilized for reaching the paddle community outside of CA, increase digital ads within paddle industry, and collaborations with high profile SUP media and athletes to increase event participation. In 2022 they had 450 participants with 60% being out of market. In 2023 their goal is 500 paddlers and 1500 spectators.

No committee member comments.

Lake Tahoe Dance Festival - \$5,000 RECOMMENDATION

- Christin Hanna requested \$35,000 - \$50,000 for her dance festival: \$2500 for in-market, \$15,000 out of market, and \$15,000 for guest artists. She would like to use the funds to re-hire an excellent pr firm and social media manager at a national level. The event promotes the Arts and North Lake Tahoe as a cultural destination. In 2022 they had 1,250 spectators with 13% local, 19% in CA, 19% Reno/Sac, and 49% out of state. It is a world class event with an affordable ticket price for residents and visitors alike. It is held July 26 – 28, 2023 in Tahoe City and Donner Lake.

One member questioned if the \$5,000 is being utilized for marketing? Brown stated that is a requirement for all these events.

TCDA Oktoberfest - \$3,000 RECOMMENDATION

- Katie Biggers requested \$3,000 for the TCDA Oktoberfest. The \$ will be used to increase the marketing efforts, which in turn will increase the number of visitors, increase the length of stay, and spending in NLT. More specifically, it will be spent on Public Relations and Media Services, Banners, Ad buys: Print/Social/TV. The media partners include Tahoe weekly, Tahoe Quarterly, 101.5, Getaway Reno/Tahoe, Edible Reno, Tahoe Moonshine, and tahoetopia. In 2022 they had 2800 participants: 69% out-of- market and 31% residents. The event is September 23, 2023.

No committee member comments.

Brown asked the committee for feedback on funding recommendations.

- Ross stated she supports the recommendation made by the Panel committee.
- Villaman has some questions regarding how funds are dispersed geographically and if this was part of the consideration. Biggers shared some of the events being funded, Snowfest for example has their events spread out regionally and Skate the Lake goes from Palisades Tahoe to Tahoe City and down the West Shore. Horvath also made a comment that it's also where the applications come from.
- Villaman also recommended looking at how the events are leaning towards an annual long-term event. Brown shared many of the events are annual long-term events, about 10+ years.
- Biggers suggested creating a document to show the value/ROI of what each event is bringing to the North Lake Tahoe Community. Brown stated she is working with Francois on bringing this into the application itself.
- Brown is really looking at the process and one idea is moving the process to spring. Ross suggested that may work for one event producer but not necessarily for others. She suggested if that is the case that she looks at a winter and summer cycle.
- Ross suggested, along with Biggers comments, working on a more comprehensive point system to include all the value that an event brings.
- Biggers suggested creating a taskforce to look at this.

Motion to approve the funding to 9 applicants as presented by Kimberly Partnership for a total of \$50,000 out of the Partnership Funding M/S/C ROSS/REILLY/UNANIMOUS

6. Committee Member Reports/Updates from Community Partners
No committee member update.

7. Staff Updates- Dec Breakfast Club
Brown shared NLTRA has an exciting lineup for the December Breakfast Club with updates for the local ski areas along with the Cross County Ski Resort.
8. Adjournment
The meeting adjourned at 1:57pm.



Proposal for consideration for: The Business Association Marketing Grant Program
By: In/Out Marketing Tourism Development Committees
For: FY 2022-2023

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

The purpose of the Association is to:

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

Currently our Association maintains an annual operating budget of approximately \$45,000. The funding is made up solely by contributions from the above businesses to cover expenses associated with the gateway to our community at the base of Route 89/Olympic Valley Rd, marketing and normal business expenses to operate a non-profit corporation. In addition to this funding, our members contribute individual funds towards enhanced operations that will benefit visitors and our community as well as to promote and host numerous events throughout the year. The businesses in the Valley have successfully created a well-rounded calendar of events that draws visitors nationally, regionally and locally.

We are respectfully requesting \$10,000 from the Business Association Marketing Grant Program for FY 2022-2023 so that we may contract with EXL Media to assist us with a digital campaign to promote the Olympic Valley lodging properties and a midweek lodging offering, spring skiing and Memorial Day weekend events (Made in Tahoe) this April and May 2023. Please see the attached SOW prepared by EXL Media for campaign details and budget.

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

The success of the project will be measured by a performance report at the end of our campaign. On behalf of all SVBA members and the Olympic Valley community, we thank you for your consideration and continual support in our marketing efforts. Thank you.

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



SUPERIOR INSIGHTS. EXCELLENT RESULTS.

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

Campaign Focus:

To promote midweek lodging for all Olympic Valley lodging properties through Memorial Day Weekend via the spring skiing offering and via Made in Tahoe event (May 27-28).

Featured Events: Made in Tahoe, Memorial Day Weekend

I. Campaign Timeline: April-May 2023

II. Provided Budget: \$12,124*

Agency Compensation: \$3,000

Net Media: \$9,124

*\$10,000 of provided budget is from requested grant funding

III. Possible Media Buys

- Google Ads/Microsoft Ads
- Social Media: Facebook/Instagram
- Sponsored Publisher Content or On The Snow

IV. Campaign Targeting and Strategies

- Audience Target: Travel intenders to Lake Tahoe
- Geographic Focus: San Francisco and Sacramento DMAs (blocking Lake Tahoe and Truckee)
- Buys will link to a SVBA landing page where events and lodging will be promoted. This page will be created and hosted by Palisades Tahoe
- \$1,024 unused balance from 2022 grant campaign is being applied to media buys
- EXL Media will launch and manage buys from the Palisades Tahoe ad platforms and work with the PT digital team to ensure tracking goals are established via the Palisades Tahoe GA
- Creative:
 - SVBA will provide key messaging and creative assets/images
 - EXL Media will create text listings and social media ads upon receipt of desired creative assets from SVBA
 - The ads will be pre-approved by SVBA prior to activation
 - EXL Media will provide a creative spec sheet including static and video options for social media campaigns.
- The campaign performance report will be provided at the end of the campaign



V. Agency Compensation and Services

Campaign Development and Launch: 6 hours

Campaign Management: 14

Campaign Completion Performance Report: 3 hours

Agency Compensation: \$3,000

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



ROI Prepared for: The Business Association Marketing Grant Program
For: FY 2021-2022

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

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- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

The Association was awarded \$10,000 in May 2022 from the Community Marketing Program for a digital campaign to promote the Village at Palisades Tahoe events and spring skiing, in an effort to drive midweek lodging in Olympic Valley for Summer 2022, June-September.

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



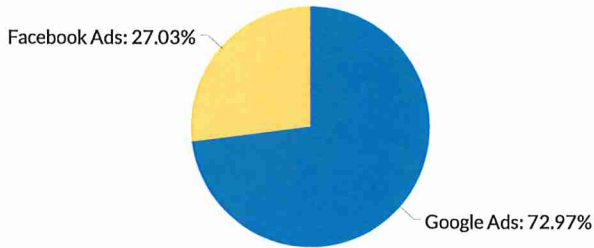
**Squaw Valley Business Association
Digital Campaign Report
June 23 – September 30, 2022**



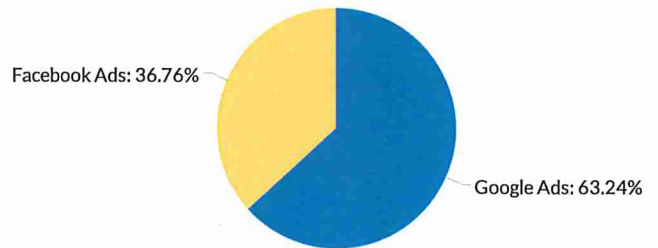
Campaign Overview



Campaign Spend by Channel



Campaign Clicks by Channel



Overview by Channel

Data Source Name	⌵	Spend	Impressions	Clicks	CTR	CPC
Facebook Ads		\$1,993.90	291,095	6,938	2.38%	\$0.29
Google Ads		\$5,382.13	78,789	11,938	15.15%	\$0.45
Total		\$7,376.03	369,884	18,876	5.10%	\$0.39



Insights & Overview

- This campaign included Google Ads paid search and Facebook/Instagram. The buys were served to the Sacramento and San Francisco DMAs, but excluded the cities of: Homewood, Incline Village, Modesto, South Lake Tahoe, Stateline, Stockton, Tahoe City and Truckee.
- These buys sent 18,876 clicks to the SVBA Lodging-Events page.
- 73% of the spend and 63% of the clicks were from Google Ads.
- This campaign was optimized to click rate and cost per click and both buys exceeded industry benchmarks (shown later in the report) .
- Of the the buys, Google Ads had a higher click rate but Facebook was more efficient with a \$0.29 cost per click.

▲ Paid Search Overview



▲ Campaign by Ad Group

Ad Group	Client Cost	Impressions	Clicks	CTR	Avg. CPC
Lake Tahoe Events	\$5,023.51	73,480	11,122	15.14%	\$0.45
North Lake Tahoe Events	\$358.62	5,309	816	15.37%	\$0.44
Total	\$5,382.13	78,789	11,938	15.15%	\$0.45

▲ Top 5 Keywords by Clicks

Keyword	Cost	Impressions	Clicks	CTR	Avg. CPC
fun things to do in lake tahoe	\$1,228.50	17,466	2,899	16.60%	\$0.42
things to do in lake tahoe	\$728.80	10,092	1,563	15.49%	\$0.47
lake tahoe entertainment	\$650.73	9,028	1,501	16.63%	\$0.43
lake tahoe activities	\$790.77	10,590	1,405	13.27%	\$0.56
events in lake tahoe	\$345.36	5,111	824	16.12%	\$0.42



Paid Search Insights & Overview

- The Google Ads all industry standard benchmarks are 3.17% click rate and \$2.69 cost per click. This campaign far exceed these benchmarks with a 15.5% click rate and \$0.44 cost per click.
- The campaign was set up with two ad groups to focus the keywords on Lake Tahoe and North Lake Tahoe terms. The click rate and cost per click for each ad group was relatively flat, but the Lake Tahoe ad group generated 93% of the total clicks.
- Optimizations were made throughout the campaign including adding/pausing keywords and blocking keywords that were irrelevant.

f Facebook/Instagram Overview



f Campaign by Platform

Platform	Spend	Impressions	Link Clicks	CTR (Link Click-Through Rate)	CPC (Cost per Link Click)
facebook	\$999.41	181,525	5,410	2.98%	\$0.18
instagram	\$994.49	109,570	1,528	1.39%	\$0.65
Total	\$1,993.90	291,095	6,938	2.38%	\$0.29

Facebook/Instagram Insights & Overview

- The Facebook/Instagram campaigns targeted Adults 18+ with interests in Lake Tahoe and Blues music, Yoga or Bingo.
- Facebook performed better than Instagram with more clicks, higher click rate and lower cost per click.
- The Facebook benchmark for all industries is a click rate of 0.90% and \$1.72 cost per click. Both Facebook and Instagram far exceeded these benchmarks with a 2.38% click rate and \$0.29 cost per click.
- In addition to clicks, there were 3,349 engagements from the campaign. Engagements include post reactions, comments, saves and shares as well as those who click out to your Facebook or Instagram profile or expand a photo or video to full screen.