



TOURISM DEVELOPMENT COMMITTEE

DATE: Tuesday April 25, 2023
TIME: 2:00 p.m. – 3:30 pm
LOCATION: Tahoe City PUD, 221 Fairview Dr., Tahoe City

COMMITTEE MEMBERS

CHAIR BECKY MOORE, Granite Peak Management
VICE CHAIR
NTCA BOARD REPRESENTATIVE RAY VILLAMAN
BRIT CREEZE, Sotheby’s International Realty
CAROLINE CRAFFEY, SOS Outreach
CHRISTINE HORVATH, Palisades Tahoe
CONNOR McCARTHY, Homewood Mountain Club

DJ EWAN, Granlibakken Resort
KATIE BIGGERS, Tahoe City Downtown Association
KRISTY OLK, Everline Resort & Spa
WADE MACHON, MJD Development, Boatsworks Tahoe

ADVISORY MEMBERS

NICHOLAS MARTIN Placer County Executive Office

INSTRUCTION FOR PUBLIC PARTICIPATION:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. 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 comment during the

- 2:00 p.m. 1. Call to Order – Establish Quorum
- 2.Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
- 3. Agenda Amendments and Approval [ACTION]
- Page:1** 4. Approval of Tourism Development Meeting Minutes from Feb 24, 2023 [ACTION]
- Page:5** 5. Summer Campaign Overview – Kirstin Guinn
- Page:19** 6.Event Sponsorships [ACTION]
- Page:22** A. Review and Possible Approval of the Lake Tahoe Dance Festival 2023 Sponsorship of \$30,000 – Christin Hanna
- Page:47** B. Review and Possible Approval of the Adventure Van Expo 2023 Sponsorship of \$15,000 – Neil Morse
- Page:58** C.Review and Possible Approval of the Tahoe Trail 100 2023 Sponsorship of \$15,000 – Keith Prawalsky
- Page:63** D. Review and Possible Approval of the California Enduro Series 2023 Sponsorship of \$10,000 – Keith Prawalsky

7. Discussion on Event Funding Allocation

8. 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

9. Standing Reports (located on ntca.com)

- Destimetrics
- Lodging Referral Report

10. Committee Member Comments

3:30 p.m.

11. Adjournment



TOURISM DEVELOPMENT COMMITTEE

DATE: Tuesday Feb 21, 2023

TIME: 2:00 p.m. – 4:00 p.m.

LOCATION: Via Zoom

COMMITTEE MEMBERS

CHAIR BECKY MOORE, Granite Peak Management

VICE CHAIR WENDY HUMMER, EXL Media

NTCA BOARD REPRESENTATIVE RAY VILLAMAN

BRIT CREEZE, Sotheby's International Realty

CAROLINE CRAFFEY, SOS Outreach

CHRISTINE HORVATH, Palisades Tahoe

CONNOR MCCARTHY, Homewood Mountain Club

DJ EWAN, Granlibakken Resort

KATIE BIGGERS, Tahoe City Downtown Association

KRISTY OLK, The Resort at Squaw Creek

WADE MACHON, MJD Capital Partners/The Boatworks at Lake Tahoe

ADVISORY MEMBERS

NICHOLAS MARTIN Placer County Executive Office

**** Draft Meeting Minutes from February 21, 2023 ****

Committee Member in attendance: DJ Ewan, Becky Moore, Ray Villaman, Christine Horvath, Caroline Craffey, Wade Machon, Wendy Hummer, Connor McCarthy, Katie Biggers, Kristy Olk

Staff in attendance: Bart Peterson, Adam Wilson, Kirstin Guinn, Kimberly Brown, Anna Atwood (joined late)

Others in attendance: Alyssa Reilly, Kyle Pivnick, Kevin Leveille, Meghan,

1. Call to Order – A quorum was established at 2:08pm
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

Motion to accept today's agenda M/S/C HUMMER/MCCARTHY/UNANIMOUS

4. Approval of Tourism Development Meeting Minutes from January 24, 2023

Motion to approve the meeting minutes from January 24, 2023 M/S/C CRAFFEY/VILLAMAN/UNANIMOUS

5. Group & Leisure Sales Update – Bart Peterson

Peterson presented on Sales Department efforts. The conference sales department supports destinations where there are non-stop flights. He highlighted his team and shared a conference sales territories map. Some of the incentives they offer meeting planners include a cash back incentive and the Come See, Fly Free program. North Lake Tahoe partners with third party meeting planning companies, HelmsBriscoe, ConferenceDirect, HPN and CVENT. The bulk of the leads that is received is from the CVENT platform.

Peterson highlighted sales missions and tradeshow that he has attended. He has also hosted 2 site visits. This year 23 programs turned Definite with 71 programs turned Tentative. The following are opportunities to get involved:

- Connect Spring Marketplace in Las Vegas – April 11-13
- CalSAE Elevate in Santa Rosa – April 17 – 19
- Visit California Roadshow – Denver and Seattle – April 25 – 27
- HelmsBriscoe ABC in Denver – May 3 – 6
- TopGolf in Roseville – June 1

- SF Giants game – June TBD

Peterson highlighted Leisure Sales efforts and shared international visitor origin through our VisaVue reports. He will compile quarterly reports on domestic and international spend and share them with our partners. Peterson also highlighted Sales missions & tradeshow and FAMs. The following are opportunities to get involved with Leisure Sales:

- Visit California Outlook Forum in Sacramento – March 7 – 8
- SkiTops in Bend, OR – March 19 – 23
- Travel Nevada Canada Sales Mission in Edmonton, Toronto and Calgary – March 15 – 21
- Mountain Travel Symposium – March 26 – 31
- Australia Sales Mission in Sydney, Melbourne and Brisbane – May 14 – 19
- IPW in San Antonio – May 20 – 24

Peterson shared he just hosted a Director of Sales meeting, and he is looking for feedback and emphasized that if there are tradeshow that our partners want us to attend, please don't hesitate to reach out. A survey will go out and he will make sure the Tourism Development Committee can participate in this as well.

Comments:

- Villaman offered to host event planners or influencers at his restaurant if Peterson needs help.
- Ewan complimented the booking rate this year as it seems the highest thus far. He questioned if the organization is seeing a more focused lead acquisition process? Peterson shared that he hopes it's the education and the attendance at the tradeshow that he has attended.
- Machon questioned if he tracks anything from Canada? Peterson stated there are no direct flights but he may be able to get numbers from VisaVue and from our airport representative.

6. Event Sponsorships [ACTION]

A. Review and Possible Approval of Lacrosse Tournament 2023 Sponsorship in the amount of \$12,000

Leveille thanked the destination for years of support and shared his presentation with the committee members. This year he is hoping to have 98 participating teams and an estimated 1,764 athletes with a total of 5,924 participants. The average stay is 2.5 days with an estimated \$2.1MM in direct economic impact. He is hoping to increase flight market attendance from 17% to 25% this year. Target markets include: Denver, CO, Dallas + Austin, TX, Salt Lake City, UT, Las Vegas, NV, Seattle, WA and Portland, OR. The additional support of \$4,000 from last year would support the effort to draw new customers to the event and to the area and to attract additional "flight market" teams. This event has always partnered with Northstar California Resort as their primary lodging property and team hub.

The Lacrosse Foundation will give back and this year they will be supporting the TK Memorial Scholarship.

Comments:

- Hummer questioned what the additional \$4,000 would help support? Leveille stated he is hoping to discount the registration/entry fees for the teams traveling from the flights markets.
- Hummer questioned the marketing efforts, and he shared it is primarily the use of his email database.
- Machon questioned what worked well last year and what was the negative feedback on the travel. Leveille addressed the concern with construction travel and the events that took place at Northstar.
- Biggers questioned what is the split for the for the fields, and what is Truckee providing for the tournament. Leveille stated he does not know what the split of fields look like yet, but probably more activity in the Squaw Valley park. He generally uses 4 fields and this is not all ironed out yet. He shared the sponsorship amount that Truckee provided.
- A staff member commented that if the entry fee is lower for some of those teams flying in, that is giving an opportunity to some teams that may not otherwise come. It was also mentioned for those who fly in, they typically come for more than 2 nights.

- Biggers also recommended that the Chamber in collaboration with the business associations create some deals for the teams to bring them around the region. All the teams like to host team dinners and there are 92 teams.
- Moore echoed Wilson comments that they come longer than 2 nights. She stated there are ways we can tie it to a KPI.
- Horvath suggested maybe there are creative ways to where they stay rather than looking at fields.
- Ewan shared this could have a longer positive effect on returns than just the event.
- Olk stated this event does bring great compression throughout the region with more than just 2 nights stay. Does he offer deals to local teams?

Motion to recommend for board approval \$12,000 for the Tahoe Lacrosse Tournament with the caveat to hold 10% of funding pending his post event survey, showing 20% visitation from the flight market M/S/C HORVATH/EWAN/UNANIMOUS

Caroline Craffey left the meeting at 3:00pm and Wendy Hummer at 3:20pm.

B. Review and Possible Approval of TCDA 2023 Drone Show Sponsorship in the amount of \$ 75,000 - \$100,000 (\$75K for 250 drones, \$90K for 300 drones, \$100K for 350 drones)

Brown stated both TCDA and NTBA have received \$50,000 in funding already for the drone show. This is an additional ask from both entities. She shared the TCDA has three funding options and NTBA is presenting 2 options.

Biggers shared that NTBA would be hosting their Drone Show on Labor Day weekend and TCDA would host theirs on 4th of July. She highlighted the reason for the shift from Fireworks to the Drone show and this aligns with NTCA's and the region's commitment to sustainability. The Drone show does carry a lot of ancillary costs such as permitting, insurance, venue space plan, video and entertainment, lodging and marketing of the event.

Biggers introduced the new Kyle Pivnick, the new operator of Sky Elements. He is an Incline Village resident and is one the leading drone show providers in the US. They completed over 350 shows in 2022 and have the experience, expertise, and cutting-edge technology to bring the Tahoe vision to life. He shared a visual of what 100 drones look like, versus 200 and 300 drones. Sky Elements just completed a show for Northstar for their 50th Anniversary. Biggers shared she spoke to the event producer at Northstar and they were very complimentary about Sky Elements, and the digital assets they received.

Biggers shared the three different options:

- Option 1 – NTCA has already committed to \$50K and with an ask of additional \$25K (\$75K total) and a total of 250 drones.
- Option 2 – Additional ask of \$40K so a total cost of \$90K and a total of 300 drones.
- Option 3 – Additional ask of \$50K so a total cost of \$100K and a total of 350 drones.

Biggers emphasized that locals and visitors want a big celebration or a show and it's important that this year we do something extraordinary.

Comments:

- A staff member asked why the difference in price for 300 drones for TCDA and NTBA. Biggers and Sky Elements pointed out that 4th of July is high in demand and the reason for the price difference.
- A committee member questioned how many drones Incline Village will have. Biggers shared Incline has 250 drones.
- Horvath asked what makes for a meaningful drone show? How many more drones? It's important that this year is successful.
- Villaman recommended not to consider the \$50K as that would put us over budget.

**Motion to recommend for board approval \$25,000 for TCDA Drone show M/S/C
MOORE/MACHON/Carried with 6-1 vote**

**C. Review and Possible Approval of NTBA 2023 Drone Show Sponsorship in the amount of \$
50,000 - \$75,000 (\$50K for 200 drones, \$75K for 300 drones)**

Reilly shared her two options for her Labor Day show.

- Option 1 – NTCA already committed to \$50K and with no additional ask this would be 200 drones.
- Option 2 – Additional ask of \$25K to a total cost of \$75K and a total of 300 drones.

Brown shared a spreadsheet with all Sponsorships that have applied for funding or will ask for funding. She highlighted the 3 events that will be presented at next month's meeting. The total dollar amount committed so far is \$405,000. This leaves a remaining balance of \$160,000.

**Motion to recommend for board approval \$25,000 for the NTBA Drone show M/S/C
MOORE/HORVATH/Carried with 6-1 vote**

7. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member.) Click [here](#) for reports.

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- Leisure Sales
- Marketing - Augustine Agency
- Reno Tahoe Airport Reports

8. Standing Reports (located on ntca.com)

- Destimetrics
- Conference Activity Report
- Lodging Referral Report

9. Committee Member Comments

10. Adjournment at 4:32pm.

2022-23 Summer Media Proposal



north lake tahoe

An aerial photograph of a kayaker in a red kayak on clear, turquoise water. The kayaker is wearing a white jacket and a yellow life vest, and is holding a yellow paddle. The water is crystal clear, revealing large, smooth, light-colored rocks at the bottom. In the foreground, there are several large, rounded boulders. To the right, the edge of a dense forest of evergreen trees is visible, with some branches extending over the water. The overall scene is serene and natural.

AGENDA

CAMPAIGN STRATEGIES

MEDIA STRATEGIES

TARGET MARKETS

TACTICS

CREATIVE EXAMPLES

SUMMER CAMPAIGN STRATEGIES

Tier 1:

- Increase length of stay and push Summer 2023 visits towards end of season.
- Increase mid-week visitation.

Tier 2:

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



north lake tahoe

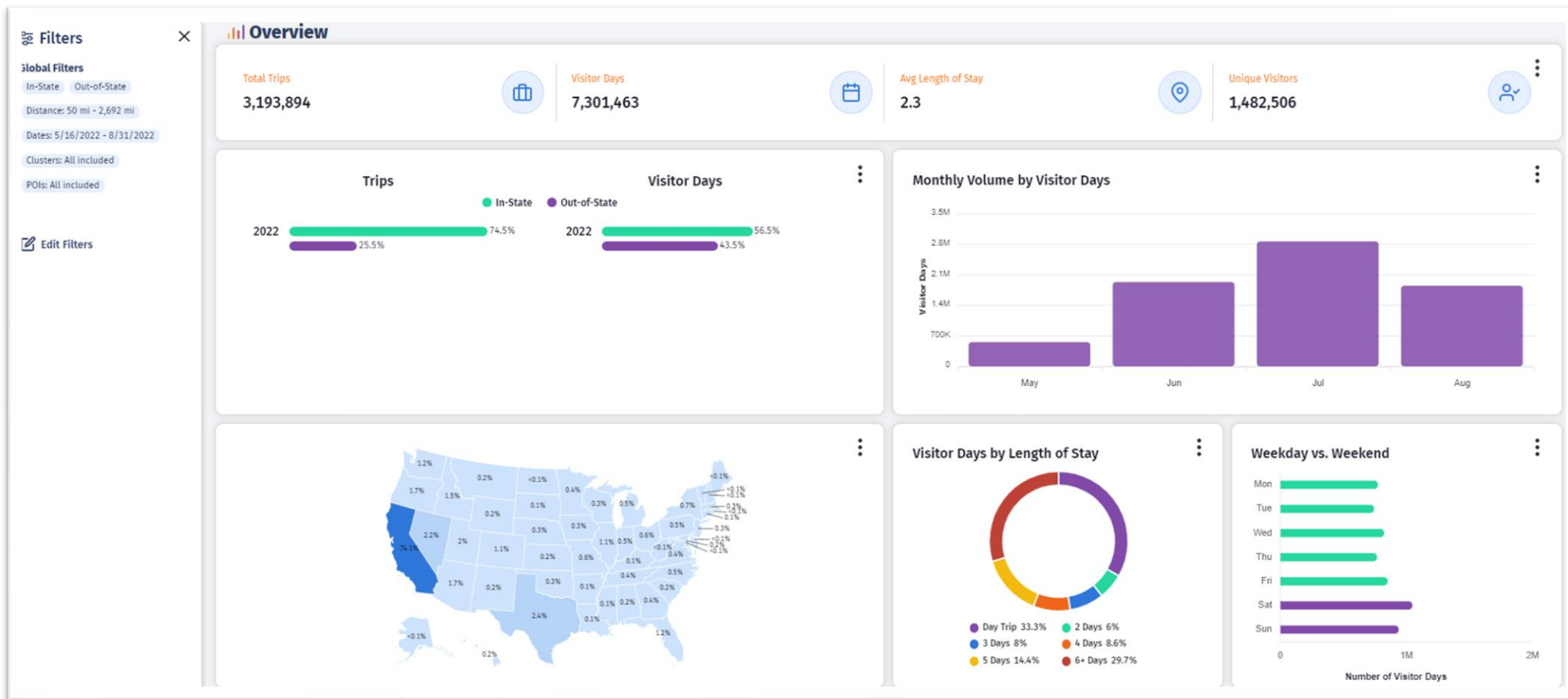
MEDIA STRATEGIES

- Use lower budgets to target Los Angeles audiences.
- Target national High-Value audiences.
 - Fly market / 3-year visitor.
 - 4+ day stay, mid-week, higher HHI and higher spending.
- Maintain Sustainability messaging.
 - TV: Bay Area
 - FB / Insta: In-Market Travelers 75%; Locals 25%



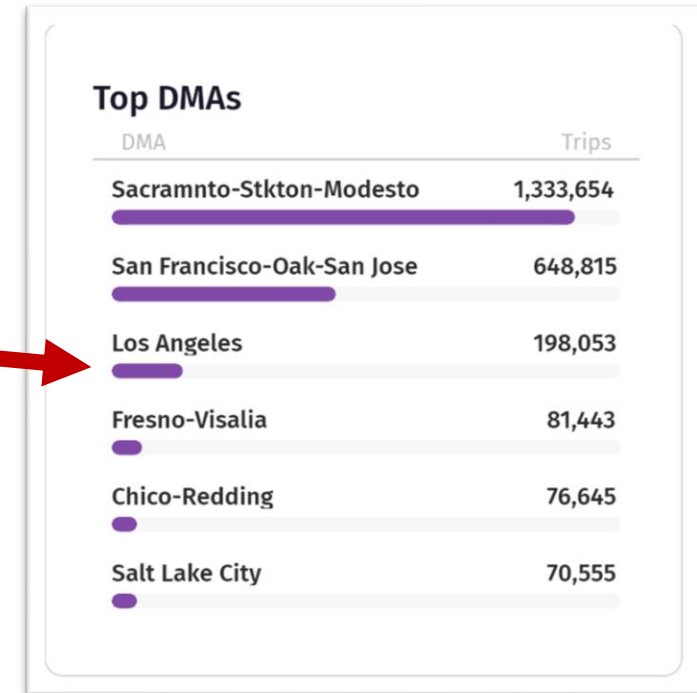
DATA COLLECTION

Markets were selected with Datafy's Visitation dashboard, pulling data from Summer 2022.



Dashboard Insights – Summer 2022

- Average length of stay for all visitors: 2.3 days.
- Summer 2022 weekends saw higher numbers than weekdays. 2023 advertising should focus on pushing weekday visits.
- LA was the third highest visitation market after Sacramento and San Francisco.
- Over 80% of LA visitors stay 2+ days with 62% staying 4+ days.



LA Visitor 'Only' Data:

Trip Length

Day Trip Visitor Days

97,256

2-Day Trip Visitor Days

36,918

3-Day Trip Visitor Days

58,950

4-Day Trip Visitor Days

80,014

5+ Day Trip Visitor Days

236,019

10

SUMMER TARGET MARKETS

1. Los Angeles, CA
2. National Fly Markets / 3 Years Visitor (High Value)
3. Local Market (Sustainability)
4. Bay Area - KRON TV (Sustainability)



north lake tahoe

Consumer Flowcharts



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Creative Strategy



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Display

n
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it's human nature

WORK
AND PLAY.
PLAN YOUR
STAY.

PLAN NOW

n
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it's human nature

ADVENTURE
SOARS IN
SUMMER'S
PLAYGROUND

**SAND HARBOR
INCLINE
VILLAGE, NV**

PLAN NOW

EXPLORE
SUMMER'S
BEST MIDWEEK
LODGING
SPECIALS

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it's human nature

BOOK NOW

SCHOOL'S OUT.
SUN'S OUT.
IT'S TIME
TO PLAY.

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it's human nature

**TAHOE TREETOP
ADVENTURE PARK
Tahoe City, CA**

PLAN NOW

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it's human nature

RELAX IN
SUMMER'S
PLAYGROUND

**THE LINKS AT
SQUAW CREEK
Olympic Valley, CA**

PLAN NOW

VIEW OUR

**KNOW
BEFORE
YOU GO**

**INFORMATIONAL
GUIDE**

n north lake tahoe
it's human nature

PLAN NOW

Social

North Lake Tahoe
Sponsored · 🌐

Experience the best of summer's playground by planning ahead with our Know Before You Go guide.



gotahoenorth.com
Travel Responsibly
Plan Ahead

Book now

Like Comment Share

North Lake Tahoe
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Be inspired by North Lake Tahoe, work from nature and stay to play.



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Expand Your Work Space
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North Lake Tahoe
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Crystal blue waters, mountain adventures and unique events are calling. Take advantage of midweek deals in our summer playground.



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North Lake Tahoe
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Schedule some "me" time and tee up relaxation in summer's playground. Book midweek for special deals and offers.



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North Lake Tahoe
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Find your next adventure in summer's ultimate playground. Make the most of your trip and book midweek.



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Travel Responsibly
Enjoy Forever

Learn more

Like Comment Share

North Lake Tahoe
Sponsored · 🌐

School's out. Sun's out. It's time to play in summer's official playground. Enjoy offers for the whole family when you book midweek.



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Travel Responsibly
Enjoy Forever

Learn more

Like Comment Share

Sustainability Examples



north lake tahoe
TRAVELER RESPONSIBILITY PLEDGE

TRAVEL RESPONSIBLY

Take the Pledge



DISCOVER EXQUISITE NATURAL BEAUTY IS WELL WORTH PRESERVING

North Lake Tahoe's alpine blue waters and majestic mountain peaks have drawn visitors and locals for generations. With your commitment, we can protect and preserve the natural wonders we all love for future generations. Take the Traveler Responsibility Pledge and join us in preserving our treasured spaces by leaving them better than you found them. Be sure to pack out what you pack in, drink Tahoe Tap from a reusable bottle and pick up after your pet.

Learn more and take the Traveler Responsibility Pledge at GoTahoeNorth.com/TravelNevada23

north lake tahoe
it's human nature



NEW NORTH LAKE TAHOE
FREE ON-DEMAND SHUTTLE SERVICE

north lake tahoe **TART connect** **RIDE NOW**



North Lake Tahoe
Sponsored

No feeding, poking or taking selfies with bears. Just keep things natural, wildlife depends on it.

Keep Wildlife Wild
Take the Pledge

LEARN MORE

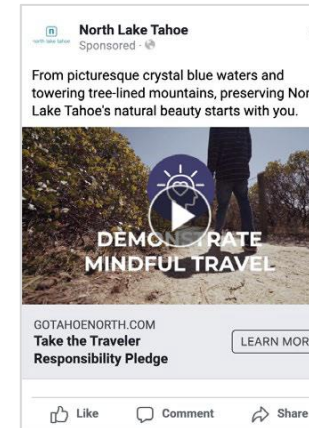


North Lake Tahoe
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Know how campfires work – and no fireworks. Your actions have the power to preserve the beauty of our region.

Be Fire Safe
Take the Pledge

LEARN MORE



North Lake Tahoe
Sponsored

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

Take the Traveler Responsibility Pledge

LEARN MORE



North Lake Tahoe
Sponsored

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 Tahoma.

Free Shuttle Service
Now - September 6, 2021

LEARN MORE



THANK YOU!



MEMORANDUM

Date: April 25, 2023

TO: Tourism Development Committee

FROM: Kimberly Brown, Director of Business and Community Relations

RE: 2023 Event Sponsorship Funds

Action Requested:

The Tourism Development committee will hear presentations for 4 events for the sponsored event grant cycle. **Lake Tahoe Dance Collective** is requesting \$30,000 for their Lake Tahoe Dance Festival, Go Adventure Van LLC is requesting \$15,000 for the Adventure Van Expo, and Northstar is requesting \$15,000 for their Trail 100 and \$10,000 for their Enduro. There is \$98,000 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, \$10,000 for Concours d' Elegance, \$35,000 Big Blue Adventures, \$40,000 Made in Tahoe, \$20,000 PVNC Oktoberfest, \$75,000 for the TCDA July 4th Drone Show, \$75,000 for the NTBA Labor Day Drone Show and \$12,000 for the Tahoe Lacrosse Tournament.

MARCH PRESENTATIONS:

Lake Tahoe Dance Festival - \$30,000 Ask

Overview: Christin Hanna requested \$30,000 for the Lake Tahoe Dance Festival. She would like to use the funds to re-hire an excellent pr firm and social media manager at a national level, as well as broaden their reach to grow awareness for this iconic festival. The event promotes the Arts and North Lake Tahoe as a cultural destination. 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.

- NTCA sponsored the event in 2022 in the amount of \$17,500. (Partnership \$2,500 and Producer \$15,000)
- They received a \$5000 grant in 2023 from NTCA in the producer sponsorship round.
- In 2022 they had 1,250 spectators with 13% local, 19% in CA, 19% Reno/Sac, and 49% out of state.
- They have hosted the event in Tahoe for 10 years.
- The event serves as major fundraiser for their year-round programming.
- Their school has grown to over 150 students, 22 of whom are on scholarship.
- 77% stayed three nights or more in North Lake Tahoe, 94% of which stated they'd return to Tahoe

Adventure Van Expo - \$15,000 Ask

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

Northstar Tahoe Trail 100- \$15,000 Ask

Overview: The Tahoe Trail 100 offers athletes a 2-loop, 50-kilometer bike course filled with beautiful views of Lake Tahoe. Rocky summits and breathtaking pine forests are found in every direction from the host location of Northstar. The event will take place on July 15. Keith Prawalsky will make the presentation.

- NTCA sponsored the event in 2022 in the amount of \$20,000.
- In 2022 they had 750 athletes compete and 300 spectators.
- The lodging impact to Lake Tahoe in 2022: 1200 room nights with an economic impact of \$300,000. In 2023 they are projecting 1500 room nights with an economic impact of \$420,000
- Media Impact: IG – 98.6K, Twitter 47.2K
- They would utilize the funds to increase their reach and invest in paid advertising opportunities.

Northstar Enduro - \$10,000 Ask

Overview: The California Enduro Series (CES) is a for-riders, by-riders operation. The ultimate goal is to create world-class enduro events that everyone from pros to amateurs can enjoy and showcase the amazing locations that make California one of the best places to mountain bike on earth. The Northstar event is August 19-20. Keith Prawalsky will make the presentation.

- NTCA sponsored the CA Enduro world series in 2022 in the amount of \$80,000.
- In 2022 they had 680 athletes compete and 350 spectators at Northstar.
- The lodging impact to Lake Tahoe in 2022: 1400 room nights with an economic impact of \$350,000. In 2023 they are projecting 1400 room nights with an economic impact of \$392,000

- Media Impact: IG – 98.6K, Twitter 47.2K
- They would utilize the funds to increase their reach and invest in paid advertising opportunities

Fiscal Impact:

- Lake Tahoe Dance Festival \$30,000
- Adventure Van Expo \$15,000
- Northstar Trail 100 \$15,000
- Northstar Enduro \$10,000

Total Funding : \$70,000

LAKE DANCE TAHOE COLLECTIVE

LAKE TAHOE
DANCE
COLLECTIVE,
INC
PO BOX 1766
TAHOE CITY, CA
96145

CHRISTIN
HANNA
FOUNDER,
ARTISTIC/
EXECUTIVE
DIRECTOR

TIMEA
GRISET
PRESIDENT

KATHLEEN
DALE

MICHAEL
GELBMAN

HILLARY
LANE

KATHY
NICHOLAS

MARJIE
PRISCO
BOARD OF
DIRECTORS

To the ladies and gentlemen of the Tourism Development Committee,

As the founder and Artistic Director of the Lake Tahoe Dance Collective and it's signature event, the Lake Tahoe Dance Festival, I formally request \$30,000 of the North Tahoe Community Alliance to be the key sponsor of our 11th Annual Lake Tahoe Dance Festival.

Simply put, these funds make the arts accessible to residents of and visitors to North Lake Tahoe, by keeping ticket prices affordable while offering the highest caliber of performers on stage in a diverse program of new and rarely-seen works.

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

Since the company's inception in 2008, we have worked closely with artists, dancers, teachers and choreographers from all backgrounds to bring world class dance from all walks of life to our community in order to educate our students and audience.

The Lake Tahoe Dance Festival is also our major fundraiser for our year-round programming. Our school has now grown to over 150 students, 22 of whom are on scholarship. The Young Dancers Workshop that the festival encompasses offers three weeks of highly-focused training for our local dancers, at a rate far under that of other programs that is therefore affordable to local families.

I look forward to presenting to your committee and how the Lake Tahoe Dance Festival not only brings a cultural gem to our area, but also how the event benefits our local community and businesses.

In appreciation of your time and consideration,



Christin Hanna
Founder, Artistic Director

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: 11th Annual Lake Tahoe Dance Festival

Event Date: Performances: July 26, 27 & 28; Young Dancers Workshop: July 26, 27 & 28

Event Host Organization: Lake Tahoe Dance Collective, INC (LTDC)

What other events have been produced by event promoter or host organization? LTDC has produced and presented its own repertory performances annually since 2009; Lake Tahoe Dance Festival since 2013, and Tahoe Nutcracker since 2019. LTDC has also presented visiting dance companies Los Angeles Ballet, Kinetech Arts, and New Chamber Ballet.

Event Mailing Address: PO Box 1766, Tahoe City, CA 96145

Event Office Phone: (530) 386-4136

Event Director or Producer: Christin Hanna and Constantine Baecher

Title: LTDC Founding Artistic Director & Lake Tahoe Dance Festival Co-Founder

Email: info@laketahodancecollective.org, costya@laketahodancecollective.org

Phone: (530) 613-4363 - Christin Hanna

Person Completing Application: Christin Hanna

Title: LTDC Founding Artistic Director

Email: info@laketahodancecollective.org

Phone: (530) 613-4363

Event Website URL: www.laketahodancecollective.org

Unique Visitors in Past 12 months: 30,163

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

Instagram Handle: [@laketahoedancecollective](https://www.instagram.com/laketahoedancecollective)

Number of Instagram Followers: 1657

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

Number of Twitter Followers: _____

YouTube URL: Vimeo account: https://vimeo.com/laketahoedancecollective

Section 2: Event Overview

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

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

Yes

No (If *no", explain why) _____

Q2.3 Including 2022, how many years has the event occurred in the North Lake Tahoe region? 10 years

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:

\$35,000 - \$20K for marketing, \$15K for Guest Artists

Q3.2 Summarize how Funding will be utilized? (Recap the marketing/promotional efforts that could be implemented with a funding award that otherwise would not be possible.)

The Lake Tahoe Dance Festival (LTDF) has grown and prospered since its inception in 2013, is locally-conceptualized and has proven itself highly successful and has established itself as a unique cultural experience both within our region and within the larger "dance" world.

LTDF, held annually in July, is a presentation of the Lake Tahoe Dance Collective, a 501c3 non-profit organization whose mission is to promote classical, modern and contemporary dance of the finest quality in the Lake Tahoe area through performance, education and outreach, enriching the community as a whole and as a cultural destination.

In 2022, LTDF received \$2500 from the Special Event Marketing Grant and an additional \$15,000 in NLTRA Event Sponsorship monies, which unfortunately was all that was available due to the shortened term of TOT funding prior to TBID funding becoming available, as compared with the \$5000 and \$20,000 received in 2021. These funds enabled us to re-hire an excellent PR Firm and Social Media Manager specializing in performing arts events on a national level. Additionally, we grew partnerships with lodging entities for the event which resulted in an overwhelmingly positive response from audiences traveling to the area. Of survey respondents, 77% stayed three nights or more in North Lake Tahoe, 94% of which stated they'd return to Tahoe. Furthermore, our Net Promoter Score was an 91, far above industry standard.

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

These funds from the North Lake Tahoe Resort Association would enable us to continue the path it has supported since our inception in marketing an event that has proven itself highly successful and has established itself as a unique cultural experience. Our "product" is proven, we seek your assistance to broaden our reach and continue to grow awareness for this iconic Festival on a national and international scale. As we grow the festival to host larger-name artists, our costs have increased in artist's fees, in addition to rising costs for travel and general expenses in line with recent inflation.

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.

Should our request not be funded, or only partially funded, we will not be able to engage our

excellent marketing team who have been building steady momentum in gaining national and international recognition of the Lake Tahoe Dance Festival, and our plan in moving forward with growing the awareness and reach for the event and North Lake Tahoe as a cultural destination as a whole.

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

It is also important to note that our partnership with NLTRA has supported a shared mission - one of NLTRA's tier 2 mission of supporting arts and culture. LTDC is the only locally-driven performing arts presenter in our area, with a year-round presence that provides performances of a professional caliber and programming for residents and visitors alike.

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

Yes

No

We are a 501c3 nonprofit organization. Our funding comes from foundation grants, sponsorships, and donations.

Section 4: Marketing, Advertising, Public Relations

Q4.1 2023 In-Market Paid Advertising Budget: \$2500

Q4.2 2023 Out-of-Market Paid Advertising Budget: \$15,000

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)

IN AREA PARTNERSHIPS:

- Tahoe Weekly, Moonshine Ink, NLT Visitor's Guide & Tahoe Quarterly are all media sponsors and give us a discount on advertising

OUT OF AREA:

- GOOGLE AD GRANTS recipient in 2021 & 2022 of more than \$30,000 to date
- DIY Dancer is a national publication and blog that comes to the event to cover through social media
- Conversations on Dance Podcast is an in-kind sponsors
- Theater Development Fund
- Fjord Review
- LA Dance Chronicle

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

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

amount of time.

Air Dates: The webcast is available to view for one week. Occasionally, some works are not available to view on the webcast due to the rights agreements with those entities that license the works, which is common in our industry.

Program Length: usually about one hour

• Remarks, if any: _____

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

Yes (Provide details) 1248 online views of 2022 presentation

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.



TAHOE GETAWAYS

Let Tahoe Getaways, with its extensive list of vacation homes throughout North Tahoe and Truckee, help you find the perfect rental in Tahoe to enjoy this magical place and access all your favorite activities from your doorstep. Tahoe Getaways offers both great service and rental homes as extraordinary as their majestic setting.

Enjoy a 10% discount using the code **TGDANCE** with the link below when booking your trip to the Lake Tahoe Dance Festival!

BOOK NOW!



BASECAMP HOTEL

Basecamp Tahoe City is a boutique hotel built for exploring the incredible lakes, trails, and mountains in the Lake Tahoe Basin. Our accommodations are located in the heart of Tahoe City, a short 5 minute walk to the lake and right here in Downtown Tahoe City.

Our 24 stylish rooms are designed for adventure and relaxation seekers alike, with the amenities and style of a modern resort, but at more reasonable prices. Come stay with us and let our Basecamp Hotel lodging be your springboard for your Lake Tahoe adventure.

Basecamp Hotel Tahoe City is happy to partner with the Lake Tahoe Dance Collective to extend a special 20% savings to guests attending the 2022 Lake Tahoe Dance Festival in July! Call 530-580-8430 and reference the code **LTDANCE2022** for assistance booking.

BOOK NOW!



PEPPERTREE INN

Located across the street from the great blue lake, Pepper Tree Inn is conveniently located in central Tahoe City, just a hop, skip, and a jump from restaurants, shops, trails, museum, the beach, the slopes, and splendid view points. Our multi-story building offers exquisite lakefront views and a glimmer of Tahoe's endless wonders and outdoor adventures.

Pepper Tree Inn, located at the heart of Tahoe City tells its own unique story. Built in anticipation of the 1960 winter Olympics, with its mountain décor, amazing views of the Summit, and Lake Tahoe's crystal clear waters. It's the perfect getaway!

The Pepper Tree Inn is happy to partner with the Lake Tahoe Dance Collective to extend a special 20% savings to guests attending the 2022 Lake Tahoe Dance Festival in July!

Call 530-583-3711 and reference the code **LTDANCE2022** for assistance booking.

BOOK NOW!

Q6.2 Identify the event's anticipated Placer County lodging partners for 2022. List type of partnership if one has already been established. While our lodging is always extended to multiple options in the area, we will continue to work with our long-time partners, Tahoe Getaways, Peppertree Inn and Basecamp.

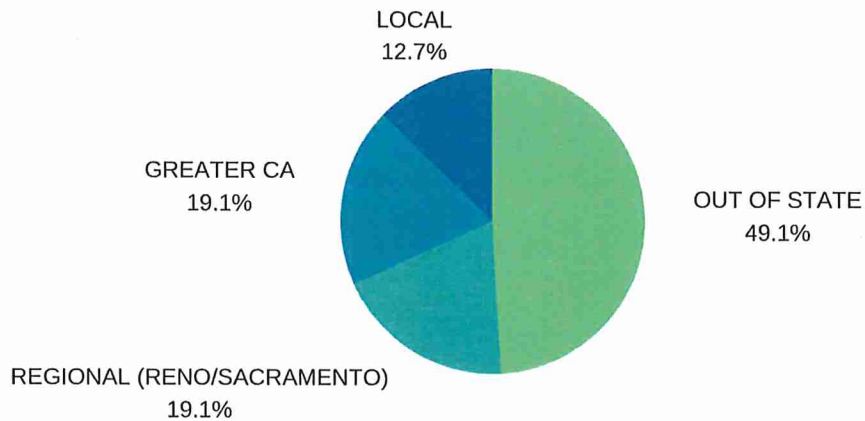
Section 7: Attendance

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

Of Event Participants: 1009 ticket buyers

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

AUDIENCE BREAKDOWN



Q7.3 Projected Spectator/Fan Attendance: 1250

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

This is an estimate based on an increased investment in marketing with a larger amount of funding will have a direct correlation with the number of people who will be marketed to and therefore become aware of and attend the event, conservatively at 124%.

Section 8: Room Nights

Q8.1 2022 Placer County Room Nights

- Paid Room Nights: 23 Nights booked by event volunteers/staff/etc. Estimated between 866 and 1548 paid room nights in Placer County by audience based on survey results (see breakout below)
- Complimentary Room Nights: 148 room nights donated by volunteers/hosts for artists/visiting production staff

Q8.2 Explain how 2022 room nights were calculated.

Projections based on scale utilizing reporting from ticket sales and survey results from 2022.

PROJECTION FROM TICKET SALES

Total audience: Unique Attendees 1002

- **Local (NLT/Truckee) 12.7%**
- **Regional (Sacramento to Reno) 19.1%**
- **Other CA/Out of State/International 68.2%**

IF ONLY THE 50% of Out of Area attendees pay lodging, that's 683 people, 342 couples*. If that's all couples and they each stay two nights, we will have 683 room nights.

PROJECTION FROM AUDIENCE SURVEY - Where did you stay?

Total audience: Unique Attendees 1002

- **Friends/Family in the Area 14%**
- **Second Home/Vacation Unit 22%**
- **Lodging 64%**

OF THIS LODGING, ONLY 14% WAS REPORTED TO BE OUTSIDE OF PLACER COUNTY, MEANING 86% OF LODGING WAS PURCHASED IN TAHOE CITY, WEST SHORE, KINGS BEACH, NORTHSTAR AND OLYMPICVALLEY.

86% of 1002 attendees = 861

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

- **1 Night - 6%; 6% of 861 = 52 ppl.**
- **2 Nights - 17%; 17% of 861 = 146 ppl.**
- **3 Nights - 31%; 31% of 861 - 267 ppl.**
- **4 Nights - 2%; 2% of 861 = 17 ppl.**
- **5+ Nights - 44%; 44% of 861 = 379 ppl.**

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

- 52ppl = 26 couples in 1 room night = 26 rooms
- 146ppl = 73 couples in 2 room nights = 146 rooms
- 267ppl = 133 couples in 3 room nights = 399 rooms
- 17ppl = 8 couples in 4 room nights = 32 rooms
- 379ppl = 147 couples in 5 room nights = 945 rooms

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

Q8.3 Which Placer County lodging properties feasibly received room nights as a result of the event? Including our links to our three lodging partners mentioned above, our survey results yielded that 34% of attendees stayed on the West Shore, 41% stayed in Tahoe City, and 5% in Olympic Valley.

Q8.4 2023 Placer County Room Nights:

- Projected Paid Room Nights: based on 124% increase, 29 Nights booked by event volunteers/staff/etc. Estimated between 1074 and 1920 paid room nights in Placer County
- Projected Complimentary Room Nights: 150

Q8.5 Explain how 2023 room nights were calculated.

Based on 124% increase.

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.

Production Team:

- Christin Hanna - Founder, Artistic Director, Producer, Curator *paid staff
- Constantine Baecher - Royal Danish Ballet, Carolyn Carlson Company, Copenhagen International Choreography Competition - Festival Co-Founder, Producer, Curator, Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist *paid independent contractor
- Kristina Berger - Erick Hawkins Dance Company/Lester Horton Dance Theater/Dean College - Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist *paid independent contractor

- Holly Curran - New Chamber Ballet, Metropolitan Opera Ballet Guest Artist, Choreographer, Young Dancer's Workshop Teaching Artist *paid independent contractor
- Daniel Baudendistel - American Ballet Theater, Joffrey Ballet, Bar Lubovitch Dance Company - Master Teacher & choreographer for the Young Dancer's Workshop *paid independent contractor
- Alex Tolger - Gala Opening Night Caterer

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

- Kathleen Dale - Guest Liason, Volunteer Coordinator *volunteer - board member
- Kathleen Hanna - Guest Liason, Floral Design & Aesthetics Coordinator, Bartender*Volunteer
- Jennifer Saathoff - Bartender, server *Volunteer
- Tony Clark - Bartender, server *Volunteer
- Elena Prisco - Bartender, server *Volunteer
- Debi Pierce - Bartender, server *Volunteer
- Vince, Allyson, Steve, Maria, Tony - production team/stage builders *Volunteers
- John Pang, Sound engineer *Volunteer
- Lynda Walsh - Box Office

Q9.3 Provide the names of event's Board of Directors, if applicable.

Timea Griset, Michael Gelbman, Kathy nicholas, Kathleen Dale, Marjie Prisco and Hillary Lane Hochberg.

Section 10: Sponsors

Q10.1 Identify the top 5 sponsors of the 2022 events. NLTRA, Tahoe Truckee Community Foundation, Arts Council of Placer County, Interwest Insurance, Individual Donors.

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

NLTRA, Tahoe Truckee Community Foundation, Arts Council of Placer County, National Endowment for the Arts, Fidelity National bank.

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:Christin Hanna Date: 10/28/2022



Adrian Danchig-Waring and Indiana Woodward, principal dancers with New York City Ballet, in Jerome Robbins' "Three Chopin Dances."

Event Overview

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

Through the Festival, we offer the finest professional dance and dance instruction in North Lake Tahoe.

This includes a three-week workshop for young dancers, who then perform alongside some of the finest international guest artists and choreographers in the three performance evenings of the Festival.

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

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

The festival celebrates a variety of innovative new works while preserving beloved classics of the past: including works by George Balanchine, Lester Horton, Erick Hawkins, Agnes DeMille, Gerald Arpino and Jerome Robbins

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

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



Kristina Berger, Erick Hawkins Dance Company, and Lloyd Knight, Martha Graham Dance, in Katherine Duke's staging of Erick Hawkins' "Acrobat of Innocence."

Goals for the 2023 Lake Tahoe Dance Festival

In 2023, we envision yet another outstanding Festival in continuance of our highly successful model of presenting phenomenal guest artists in our uniquely beautiful world-class setting.

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

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

Tenets of the LTDF Model of Success:

- Maximize performances: increase marketing reach and continue to engage the finest professional artists who in turn will draw additional audiences, thus benefiting the entire community through cultural tourism.
- A-List guest performers: This is the key to our success. These artists lend greater credibility to our growing Festival because of their strong, established reputations within the dance world. The works these artists perform are often items in their “bucket lists,” that may not be the kind of repertory that is performed in their regular companies, so the audience then has the chance to see these artists in works not seen anywhere else.

Project Feasibility, Accessibility, Management & Evaluation:

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

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

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



Ethan Price and Kate Loxtercamp, Principal Dancers with Ballet Arizona, in Gerald Arpino's "Light Rain."

Who Are We:

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

Co-Director Constantine Baecher has enjoyed an international career in dance (Royal Danish Ballet, Hamburg Ballet, Compagnie du Carolyn Carlson), as well as having founded the Copenhagen International Choreography Competition. Constantine's extensive personal relationships with dancers, choreographers and companies around the world coalesce with his desire to foster a place where artists come to share their works with a new community and are inspired by the beautiful surroundings of Lake Tahoe.

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

How Your Project Would Be Adapted if Only Partially Funded:

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

2022 Event P&L

	<u>Jan - Dec '22</u>
Ordinary Income/Expense	
Income	
4000 — Revenue from Direct Cont.	
4010 — Individ, Small Bus. Cont.	26.59
4020 — Corporate Contributions	15,000.00
Total 4000 — Revenue from Direct Co...	15,026.59
4200 — Revenue from Non-Gov Grant	
4230 — Foundation Support	2,500.00
Total 4200 — Revenue from Non-Gov ...	2,500.00
5100 — Program Income	
5110 — Workshops/Master Classes	6,000.00
5120 — Ticket Sales	10,684.50
Total 5100 — Program Income	16,684.50
5400 — Revenue from Other Sources	
Retail Sales Net	
5410 — Retail Sales	292.32
5415 — Sales Cost	-161.28
Total Retail Sales Net	131.04
Total 5400 — Revenue from Other So...	131.04
Total Income	34,342.13
Gross Profit	34,342.13
Expense	
7500 — Contract Service Expenses	
7541 — Public Relations	7,712.50
7550 — Artist Fees	26,716.49

10/28/22

Lake Tahoe Dance Collective
Profit and Loss Standard
January through December 2022

	<u>Jan - Dec '22</u>
Total 7500 — Contract Service Expenses	34,428.99
8100 — Nonpersonnel Expenses	
8110 — Supplies	2,670.85
8112 — Costume supplies	212.56
8170 — Printing and Copying	1,633.43
Total 8100 — Nonpersonnel Expenses	4,516.84
8200 — Facilities and Equipment	
8210 — Rent, Parking	
8211 — Venue, rehearsal rental	395.00
Total 8210 — Rent, Parking	395.00
8260 — Equip Rental and Maintenance	506.25
Total 8200 — Facilities and Equipment	901.25
8300 — Travel and Meetings	
8310 — Travel	4,306.53
8315 — Lodging	138.00
8320 — Conferences, conv, meetings	42.28
8330 — Artists Meals	5,090.53
8340 — Catering	54.19
8300 — Travel and Meetings - Other	14.84
Total 8300 — Travel and Meetings	9,646.37
8500 — Other Expenses	
8570 — Advertising Expenses	
8571 — Marketing Advertising	2,140.00
Total 8570 — Advertising Expenses	2,140.00
8590 — Other Expenses	
8591 — merchant services & bank fees	65.91

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10/28/22 Lake Tahoe Dance Collective
Profit and Loss Standard
January through December 2022

	Jan - Dec '22
8592 — Licensing Fees	<u>615.00</u>
Total 8590 — Other Expenses	<u>680.91</u>
Total 8500 — Other Expenses	<u>2,820.91</u>
Total Expense	<u>52,314.36</u>
Net Ordinary Income	<u>-17,972.23</u>
Net Income	<u><u>-17,972.23</u></u>

Event Budget

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

INCOME	W/O NLTRA	WITH NLTRA
FOUNDATION GRANTS	\$10,000	\$15,000
SPONSORSHIPS (CASH)	\$10,000	\$40,000
SPONSORSHIPS (IN-KIND)	\$12,500	\$12,500
EVENT INCOME (TICKET SALES, WORKSHOP TUITION)	\$20,000	\$40,000
TOTAL INCOME	\$52,500	\$107,500

EXPENSE	W/O NLTRA	WITH NLTRA
NON-PERSONNEL EXPENSES (COSTUMES, ETC)	\$5,000	\$5,000
FACILITIES & EQUIPMENT (PAID VENUE & REHEARSAL SPACE, EQUIPMENT RENTAL/ PURCHASES)	\$3,000	\$3,000
TRAVEL & MEETINGS (INCLUDES GUESTS FLIGHTS, MEALS, AND CATERING FOR GALA EVENT)	\$25,000	\$25,000
CONTRACT SERVICE EXPENSES (ARTISTS FEES)	\$15,000	\$30,000
ADVERTISING/MARKETING EXPENSES	\$4,000	\$24,000
OTHER EXPENSES (LICENSING, PRODUCTION, ETC)	\$20,000	\$20,000
TOTAL EXPENSES	\$72,000	\$107,000

Marketing Plan With Vs. Without NLTRA monies

DRAFT MARKETING PLAN - WITHOUT NLTRA SPONSORSHIP MONIES

ITEM	NOTE	COST
MARKETING COLLATERAL	Posters, Postcards, Rack Cards, Banners	\$500.00
MAILING	Nonprofit mailing - our list	\$500.00
PAID ADVERTISING	OUT OF MARKET: Conversations on Dance Podcast Sponsorship & Sponsored Content Episodes, LOCAL/IN-MARKET: Moonshine Ink, NLT Visitor's Guide	\$1000.00
SOCIAL MEDIA/ DIGITAL ADVERTISING	Facebook & Instagram post and event promotion; Google targeted ads	\$1000.00
PUBLIC RELATIONS	RKF Social Media Management	\$1000.00
TOTAL WITHOUT NLTRA MONIES		\$4000.00

DRAFT MARKETING PLAN - WITH NLTRA SPONSORSHIP MONIES

ITEM	NOTE	COST
MARKETING COLLATERAL	Posters, Postcards, Rack Cards, Banners	\$1000.00
MAILING	EDDM Nonprofit mailing, 13,000+ Mailing List	\$2000.00
PAID ADVERTISING	OUT OF MARKET: Conversations on Dance Podcast Sponsorship & Sponsored Content Episodes, SFGate, SF Ballet Program, NYCB Program, SF Chronicle/Datebook Picks. LOCAL/IN-MARKET: Moonshine Ink, NLT Visitor's Guide	\$5000.00
SOCIAL MEDIA/ DIGITAL ADVERTISING	Facebook & Instagram post and event promotion; Google targeted ads	\$5000.00
PUBLIC RELATIONS	Michelle Tabnick Public Relations & RKF Social Media Management	\$11000.00
TOTAL WITH NLTRA MONIES		\$24000.00

Potential Sponsorship Amenities to NLTRA

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



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

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 mailist 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

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



ADVENTURE VAN EXPO

6th ANNUAL ADVENTURE VAN EXPO®



2023 Dates & Locations:

April 29-30	San Juan Capistrano, CA
May 13-14	Sonoma, CA
June 10-11	Cable, WI <i>Adventure Series</i>
June 17-18	Hood River, OR
July 8-9	Evergreen, CO
July 29-30	Topsfield, MA
September 2-3	Ogden, UT
September 16-17	Palisades Tahoe, CA <i>Adventure Series</i>
Sept. 30 - Oct. 1	Bend, OR
October 7-8	Chattanooga, TN
October 14-15	Big Bear, CA



2023

ABOUT THE EXPO

The Show:

The main attraction is the custom built adventure vans. These vehicles are mostly Mercedes Benz Sprinters, Ford Transits and Ram Promasters. At the show, you'll see the latest innovations in solar, sleeping spaces, lighting, off-road components, and much more. Everything you would want to see in a Class B RV.

In addition to Vans, the expo hosts Truck Campers, Travel Trailers, Roof-Top Tents, and other products an outdoor vehicle enthusiast would enjoy.

At the show, vehicles and booths are open house, with live music both day and night.

We have a top tier demographic attending the show who like to shop. Generally our shows are paid attendance, which reduces the number of tire kickers.

- National show with presence in the best van markets in the county.
- 6000 to 7,500+ Capacity per Weekend and Growing.
- Around 100 Vendors per Show.
- Great B2B Opportunities.
- Radio, Print, and Web Advertising.
- Robust Social Media.
- 43K+ IG followers, Posting daily.
- 20,000+ Person Email List.
- 25,000+ Monthly Web Traffic.
- Van Tours Available on YouTube.



BENEFIT TO THE COMMUNITY



How We Benefit the Lake Tahoe Region

Hiring 10 Members of the Community

In addition to our team (most of which are locals) we will be hiring 10 additional members of the community over the course of the event.

Free Music to the Public

Over the course of Friday, Saturday, and Sunday we will be hiring 5 local bands to play at the event.

Filling Hotel Rooms

A good portion of our guest make a weekend trip out of coming to one of our shows. Many do not yet have a van of their own and will be looking for lodging while traveling up for the show.

Driving Local Businesses

In addition to the show, visitors will be looking for other things to do while in the area. Eating at restaurants, shopping at the local boutiques, hiring guide services, etc.

Off Season Event

Drives tourism to the area in a time period after the peak summer visitation and before the winter starts.



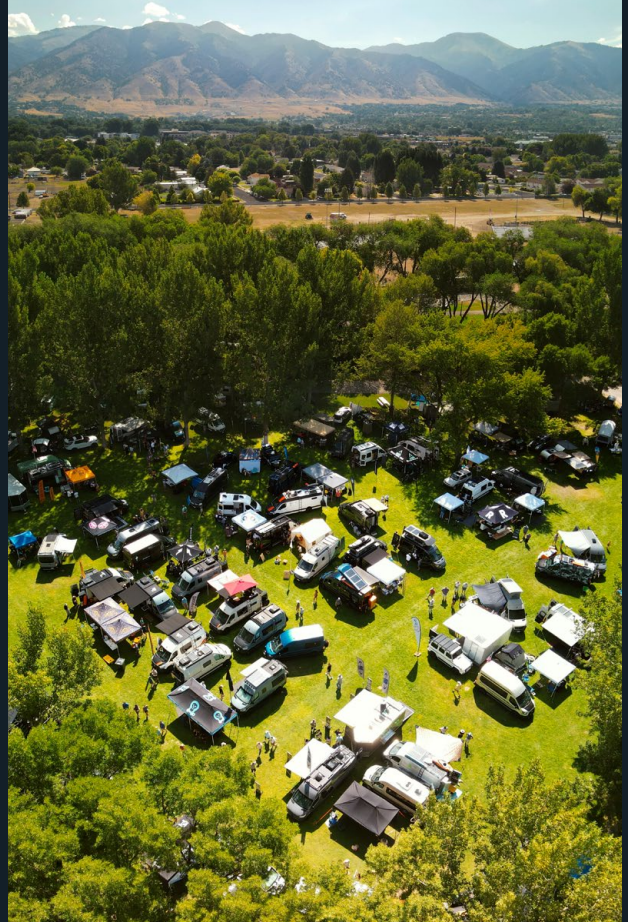
Supporting Local Businesses

There are a handful of local businesses that attend the show as a vendor. This is a great way for them to build awareness/ market themselves in their own geographic area.

Marketing to a Different Demographic

We have a digital audience of 43k+ social and 20k+ on our email list.

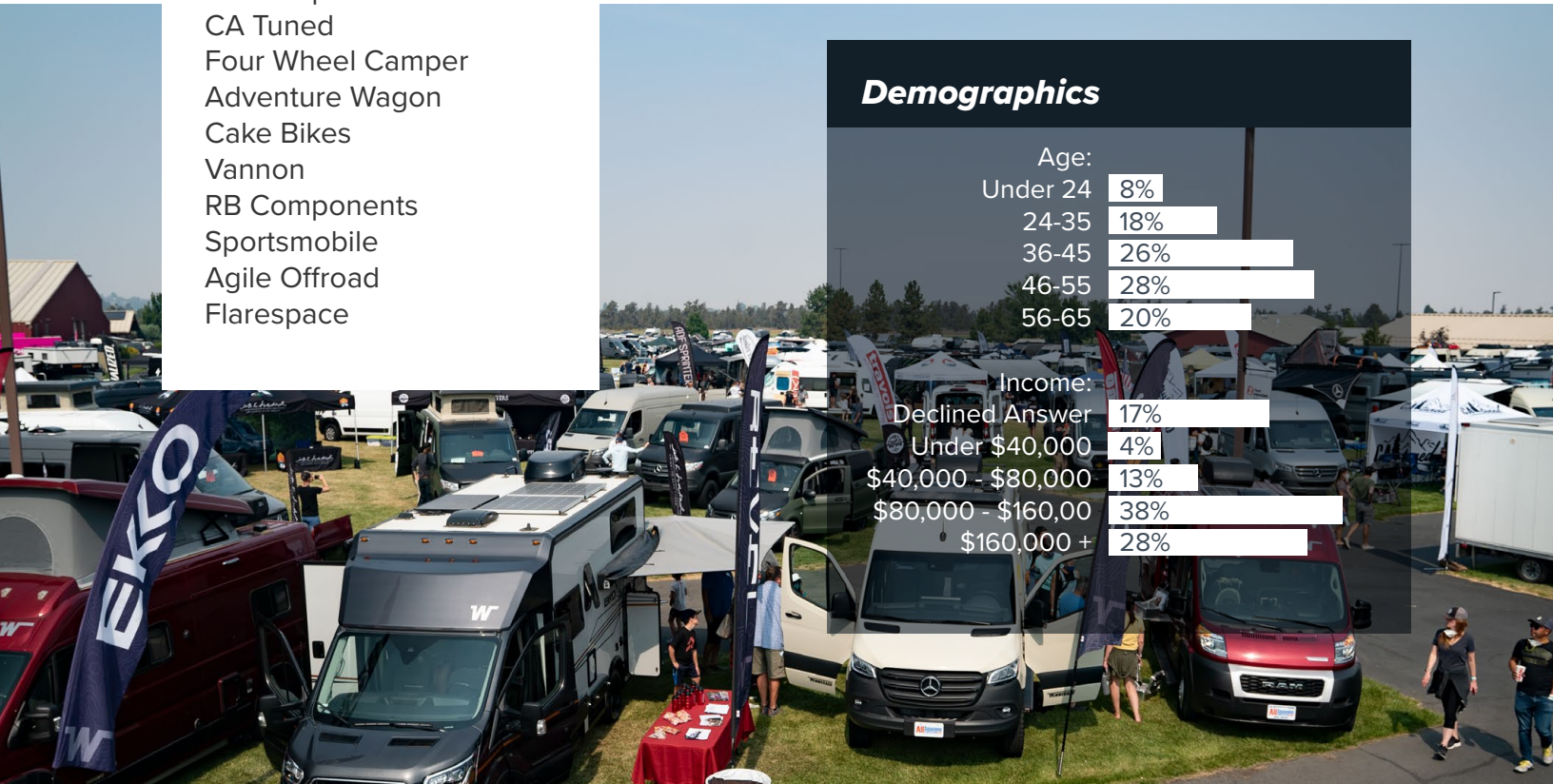
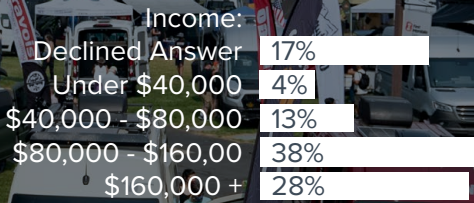
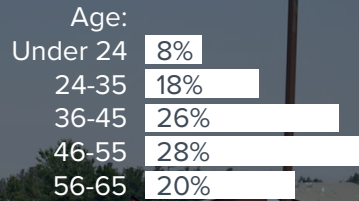
“ We have been very impressed with the quality and turnout of all of the shows that A.V.E. has put on. They have been well worth the time and we have gotten a lot of value out of them. - K. Gorham, Aluminess ”



Partial List of Sponsors:

- Mercedes Benz Sprinter
- Airstream
- Winnebago
- Tourig
- Van Compass
- Storyteller RV
- Benchmark Vehicles
- La Mesa RV
- Owl Van Engineering
- Quigley
- Aluminess
- Go Camp
- CA Tuned
- Four Wheel Camper
- Adventure Wagon
- Cake Bikes
- Vannon
- RB Components
- Sportsmobile
- Agile Offroad
- Flarespace

Demographics



Event Sponsorship 2023 Tahoe Trail

Hosted at Northstar California Resort



Event Overview

What

Tahoe Trail 100

When

July 15th 2023

Where

Northstar California

Who

1000 competitors from all over the globe

Overview

Northstar California is proud to host the 13th year of the Tahoe Trail 100, a Leadville Race Series and Leadville 100 Qualifier.

The Tahoe Trail cross country mountain bike event offers athletes a 2-loop, 50 kilometer course with views of Lake Tahoe, Sierra Summits and forest single track. The course begins and ends in The Village at Northstar. The course winds through the resorts trail system, through public land behind the resort and climbing back around onto Northstar's backside to complete the loop.

Each Leadville qualifying event provides 25-100 qualifying spots to the Leadville Trail 100 event, based on total number of registered riders.

2022 Tahoe Trail

750 athletes from all over the world, attracts both professional and amateur athletes, Olympic medalists, and World Cup competitors.

It is estimated that 85% of the competitors are from outside of the Tahoe region and brought an additional 300 spectators to the venue

2023 Tahoe Trail goals

Our goal in 2023 is to see 1000 competitors and spectators to reach at least 500. We are continuing to see registrations from all over the world.

Marketing

The event marketing plan is to include print, social media and event specific banners, tents and signage.

Northstar California Resort's social media reach is well beyond 100,000 subscribers, and is continuing to see increase on engagement year over year.

With our on-site content, marketing and event teams we are able to create content specific to the Tahoe region, our resort and sponsors needs.

Event Sponsorship Opportunity

Support Requested: \$15,000

- Branded race tape at all stage starts & finishes
- Logo on website and event marketing materials
- Branding on Northstar signage and collateral
- North Tahoe info in event briefs/Official Race Book/emails to teams and riders
- Branding on Highlight Video
- Discuss Post event survey and email pushes
- Free of charge expo space- prime location near the Start/Finish
 - Access to additional expo opportunity in the village





Event Sponsorship
California Enduro Series
Northstar

Hosted at Northstar California Resort

VAIL RESORTS®

Event Overview

What

California Enduro Series

Where

Northstar California

When

August 18-20, 2023

Who

600-800 competitors

Overview

Northstar California is proud to host the 5th leg of the California Enduro Series, a Enduro World Series International Mountain Bike qualifier.

The California Enduro Series is the groundbreaking race format that has brought together the best enduro mountain bikers in the world. A concept originating in the French Alps, enduro is a unique event designed to reflect and engage with the largest sector of the mountain bike market demographic.

By creating an exciting platform for mountain bike racing that directly replicates what recreational riders do for fun, the California Enduro Series now showcases the best trails, destinations, riders and brands.

2022 California Enduro Series, Northstar Stop

650 athletes from all over the world. This event attracts both professional and amateur athletes, as well as the reigning World Enduro Champion. It is estimated that 70% of the competitors are from outside of the Tahoe region and brought an additional 350 spectators to the venue

2023 California Enduro Series Goals

Our goal in 2023 is to host 800 competitors, and provide access to the race courses for 500 spectators. We will be adding a Pro only stage to the 2023 race schedule.

Marketing

The event marketing plan is to include print, social media and event specific banners, tents and signage.

Northstar California Resort's social media reach is well beyond 100,000 subscribers, and is continuing to see increase on engagement year over year.

With our on-site content, marketing and event teams we are able to create content specific to the Tahoe region, our resort and sponsors needs.

Event Sponsorship Opportunity

Support Requested: \$10,000

- Branded race tape at all stage starts & finishes
- Branding on all event signage and collateral
- Branding on podium
- Branding on event swag (staff/volunteer shirts, athlete shirts/hats, awards,
- North Tahoe info in event briefs/Official Race Book/emails to teams and riders.
- Branding on Highlight Video
- Discuss Post event survey and email pushes
- Free of charge expo space- prime location near all stage finishes.
- Comp entries and Bike Park tickets
 - Access to additional expo opportunity in the village

