



north lake tahoe

NORTH LAKE TAHOE COOPERATIVE MARKETING COMMITTEE

Meeting Agenda

Wednesday, January 27th, 2015 – 9:00 am

Call in information:

Call in number: 712-770-4010

Meeting ID: 961-748

The January meeting of the North Lake Tahoe Cooperative Marketing Committee will be held on Wednesday, January 27th, 2016 at 9:00 A.M. The meeting will be held in the conference room of the Incline Village Crystal Bay Visitors Bureau located at 969 Tahoe Blvd, Incline Village, NV 89451. Phone: (775) 832-1606.

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

- | | |
|---|-------------------|
| A. Call to Order | Chair |
| B. Public Comment (Pursuant to NRS 241.020) | Chair |
| C. Roll Call/Introductions | Chair |
| D. Approval of Agenda (For Possible Action) | Chair |
| E. Approval of October 28, 2015 Coop Meeting Minutes
(For Possible Action) | Chair |
| F. Review and Discussion of Consumer Marketing Efforts | School of Thought |
| G. Review and Discussion on PR & Social Efforts | The Abbi Agency |

H. Review and Discussion on FY 2015/16 Coop Q1 & Q2 Financials Priester/Chapman

I. *Advertizing RFP to go out in January – Draft Review (For Possible Action) Thompson

J. New Business Chair

K. Old Business Chair

L. Public Comment (Pursuant to NRS 241.020) Chair

M. Adjournment (For Possible Action) Chair

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8700

**RFP will be sent to committee members in a separate email due to the confidential manner of the RFP. It will be posted after final approval.*

Public Posting

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitors Center

North Lake Tahoe Resort Association

IVGID

Incline Justice Court

Meeting Location

**NORTH LAKE TAHOE MARKETING COOPERATIVE
MINUTES OF THE BOARD MEETING
Wednesday, October 28, 2015**

A. Call to Order.

- a. The quarterly meeting of the North Lake Tahoe Marketing Cooperative Board meeting was called to order at 9:05 am, by John Monson.

B. PUBLIC COMMENT- Pursuant to NRS 241-020

- a. Public comment was called for by John Monson. There being none the meeting continued.

C. Roll Call/Introductions.

- a. Roll call was taken and the following members were present; Bill Wood, Sandy Evans-Hall, John Monson, Brain Lang, JT Thompson, Heather Bacon, Andy Chapman and Tricia Davis. Also attending were Marc Sabella and Sarah Winters from the North Lake Tahoe Resort Association; Ryan Gelow from School of Thought, Abbi Whitaker and Connie Anderson with the Abbie Agency.

D. Approval of Agenda (For Possible Action)

- a. John mentioned that agenda shows the meeting is scheduled for 9am but in the body, 3pm is listed and that time change should be notated. A motion was made by Andy Chapman to approve the updated agenda. Heather Bacon seconded the motion and it passed unanimously.

E. Approval of Minutes from the June 22, 2015 Meeting (For Possible Action)

- a. A motion to approve the minutes was made by Heather Bacon, seconded by Bill Wood, and the motion was passed unanimously.

F. Review of Consumer Marketing Efforts – School of Thought

a. Plan

- i. Data Xu, ability to reach through the internet with use of:
 - 1. Desktop Banner Ads
 - 2. Mobile
- ii. Trip Advisor buy in in UT/CO/MT (DMO sponsor)
 - 1. Banner on the right side web DMO page (what's going in)
- iii. Main focus is in Southern California
 - 1. Gum Gum (videos)
 - 2. Hulu (pre video partner)

Board Meeting Minutes

Object for business is head in beads during the middle of week, ads will be used to expand brand awareness in Southern California; continue to drive traffic to the site. Brain inquired if most of the ad for winter dropped early? Ryan stated yes with the last year's lack of snow we missed the market. Sandy stated that the Coop is trying to fill in with social media and it would not be part of the ad.

b. Summer

i. Traditionally ads run from June 29th – August 30th.

1. Radio partnerships with

a. KRNO – Reno

b. KKDOFM/KDND FM/KSEGFM – Sacramento

JT stated that we have a great partnership with Sacramento radio stations. Ryan stated they helped to promote 6 events (Tahoe Art, Wanderlust, Peaks & Paws, Guitar Strings & Chicken, Spartan Race and Oktoberfest) with online listings and interviews.

ii. Searched AdWords – 100% on Google

1. Ale Trail – September Launch

2. Evergreen – “vacation keyword”

3. Spring Summer

We were able to get more click/impressions for non-branded vacation (not specially searched for North Lake Tahoe vacations). Site analytics show that San Francisco is in the #1 position and Los Angeles in #5.

Top clicked keywords

1. North Lake Tahoe

2. Lake boating

3. Lake fishing

4. Cabins for rent

5. Events

6. Camping California

Heather inquired if it was worrisome about Cabins/Camping on the top key word search. Since TOT is a main source of funding, would it be possible to have Hotel/Motel listed instead? Ryan informed that when a visitor clicked on camping, it would jump to other locations on the site. JT would like to convert from camping key work to lodging. Ryan stated that with the new site launch, analytics show the average session duration has double to 2:59.

c. Fall/Winter Preview

i. Traditionally ads run from September 14th – October 25th

ii. Using the following areas:

1. Desktop banners

Analysis: CTR is slightly below benchmark, but is on par for SoCal averages. Based on Winter '14 display activity (0.09% CTR). DataXu has shown great performance as a complement to the leadership presence that we are driving on TripAdvisor with similar CTR and greater scale in

**Page -3 -
Board Meeting Minutes**

reach. High demand placements are also strongest performers: DataXu's retargeting - 0.21% CTR & 0.05% LP VTR.

TripAdvisor's UT, CO, MO Overview takeover - 0.38% CTR & 0.11% LP VTR.

- a. .09% CTR (benchmark is .10%CTR)
- b. Pretty good in comparison with last year's campaign
- c. 12MM impressions and cost effective

2. Miscellaneous banners

- a. GumGum

Analysis: GumGum continues to perform above standard display. GumGum's performance more than doubled the CTR benchmark 0.83% CTR. While there is no exact benchmark for slates, since this placement is more of a complementary, sit-back piece, CTR is an acceptable rate as users are not as expected to leave the Hulu environment when watching shows.

- i. Animated in-picture
 - 1. 262, 852 impressions
 - 2. 3.22% CTR
- ii. Static in-picture
 - 1. 1.01MM impressions
 - 2. 0.21% CTR

3. Mobile banners

- a. DataXu
 - i. 6.8K impressions
 - ii. 0.22% CTR
- b. TripAdvisor
 - i. 320,588 impressions
 - ii. 0.39% CTR

Analysis: While it is common for mobile units to outperform display units, DataXu and TripAdvisor's placements both continue to deliver strong results and beat industry benchmarks by 76%. With the new mobile-optimized site, it is also great to see strong VTRs.

4. Video/Pre roll

- a. DataXu
 - i. 1.4K impressions
 - ii. 0.05% CTR
- b. Hulu
 - i. 692,222 impressions
 - ii. 0.23% CTR

Analysis: As a premium publisher, Hulu is expected to beat the VCR benchmark, but it is more surprising to see Hulu also beat the CTR benchmark. Hulu's VCR has floated just below 100% and we do not expect to see much change there. Since DataXu is auto-optimizing to deliver conversions (lodging page "book now" clicks), their other metrics have seen a dip in performance. Unfortunately, this medium has not driven a

Page -4 -
Board Meeting Minutes

significant amount of conversions either and we are pressing DataXu for a change in results.

5. Search AdWords

- a. Ale Trail – September Launch
- b. Evergreen – “local keyword”
- c. Evergreen – “vacation keyword”
- d. Spring Summer

More impressions going to North Lake Tahoe keywords

Top clicked keywords

1. North Lake Tahoe
2. Lake boating
3. Lake fishing
4. Cabins for rent
5. Events
6. Camping California

G. Review and Discussion on PR & Social Efforts – The Abbi Agency

There are 6 types of audiences that are targeted by PR and Social efforts:

- Adventurer/Risk Taker
- The Parents
- The Direct Flight Traveler
- The Mountain Professional
- The Meeting Planer
- The Bride

Summer Themes

- Festivals/Human Powered Sports
 - Crisis Communications: Drought
 - Social Media: #TahoeSports Contest with SUP giveaway
 - 1) Entries: 171
 - 2) Impressions: 1775
 - 3) Engagement: 735
 - 4) Usage of #TahoeSports: 309
 - Social Media: Instagram Takeovers (invited influencers on Instagram to come and visit North Lake Tahoe; provided activity and/or local to show the area and they intern invited their followers to share in their journey)
 - 1) Gained 4,000 followers
 - 2) Reached 70,000 new people
 - Content: Blog/Social Media
 - Media Fams: NY Trip in partnership with RASC, individual
- Yahoo Travel voted Lake Tahoe, one of the 10 best lakes in US.

Fall Campaign

- Destination Pitching
- Event Pitching
- Social Media Giveaways
- Media Fams: Momma’s Gone City, Style of California Magazine
- Desksides: SF/Sac and New York City

North Lake Tahoe Ale Trail Campaign (August 29 – October 31)

- Estimated Campaign Impressions: 3,000,000
- Estimated Impressions within audience: 2,000,000+
- Campaign Assets
 - 1) 4 videos (8 locations)
 - 2) Interactive Map
 - 3) Printed Poster
 - 4) Ale Trail Stickers
 - 5) Press Release
 - 6) Interactive Booth (launched at CANFEST)
 - 7) Social Media (Photo Contest, Instagram Takeovers)
- Interactive Map
 - 1) Views: 9,565
 - 2) Hovers: 31,658
 - 3) Clicks: 1,663
 - 4) Average time on image: 21.4 seconds
 - 5) In first week drove 1,200 clicks to website
- Placements: 22
 - 1) Highlights: Outside Magazine, Grind TV, LA Times, 7x7, CBS Sacramento, NBC Bay Area, NBC Los Angeles

Winter Campaign

- Focus on January
- Crisis Communication
 - 1) real time response and sharing
- TravelNevada Grant
- Desksides NYC
- Pending Placements: San Jose Mercury News, Sacramento Magazine, Modern Luxury, Diablo Magazine

H. Review and Discussion on FY 2015/16 Coop Q1 Financials (For Possible Action)

Andy stated that a September payment was not received until the 1st of October. Mark Sabela stated that P&L shows a negative balance due to the timing difference; not all monies have been received nor put into account, which in turns shows light revenues and expense are whole. All monies will be caught up as future quarters are happening. Balance sheet also shows negative cash balance, which is due to timing as well. Accounts Payable is larger this month, though checks have not been sent. In second quarter all payables and receivables should be caught up. Sandy stated that Coop has received payment from Placer County; it is just a matter of getting into the account.

Andy and JT worked with SOT in developing a payment schedule that matches the Coop's funding; they will continue to work on this for next year. Heather inquired about the Smith & Jones piece: Andy stated this is www.VisitingLakeTahoe.com site that we Coop with South Shore.

A motion was made by Andy Chapman to approve the Q1 Financials. Sandy Evans-Hall seconded the motion and it passed unanimously.

I. Advertising RFP Committee Selection

JT stated that the contract with School of Thought will end on June 30, 2016 and the Coop will need to put out RFP in January 2016. This happens every 3 years as required by funding.

JT is looking for 2 members from each organization to help form the selection committee:

Brian Lang and Bill Wood will represent IVCBVB

Sandy Evans-Hall and John Monson will represent NLTRA

Historically selection committee will receive 12-15 responses, 4 will be allowed to present a 20 minutes presentation. The committee will present final selection to Coop board. Andy stated that time period is from January to March.

John inquired if this RFP is for Advertising/Marketing services only or does it include Social/PR service and no change in overall structure in responsibilities; JT responded that scope of work will be the same, though actions might change.

J. NLTRA Fund Balance Outline (For Possible Action)

Mexico Market	\$35,000
China Market	\$10,000
Bike Tahoe	\$ 4,000
CRM Upgrade 2.0	\$10,000
Computer Hardware	\$ 2,000
Domestic FAM's	\$ 2,500
International FAM's	\$ 5,000
Email Marketing Initiative	\$10,000
Add on to Destination Video	\$15,000
Conference Sales Calls	\$20,000
Leisure Sales Coop with VCA & NCOT	\$20,000

(VCA=Visit California & NCOT=Nevada Commission on Tourism)

A motion was made by Andy Chapman to approve the recommended additional expenditures. Bill Wood seconded the motion and it passed unanimously.

K. VII. Old Business

Sandy reviewed that Placer County has requirements regarding vendor payments and that the Co-op board should create requirements that both Placer County and Washoe County have in place, instead of just adopting North Lake Tahoe Resort Association. The board would create MOU for all vendor contracts. Andy stated that process is related to the funding percentage of NLTRA and what is need from all boards.

Sandy said all contracts over \$10,000 need to have Co-op board approval; approval process needs to be listed on agenda, which is currently not. NLTRA and IVCBVB will provide recommendations in writing to the Co-op board. Timing will be the biggest challenge as board only meets quarterly.

L. VIII. New Business

None

M. IX. Public Comment – Pursuant to NRS 241.020

(This is the time for the Public to comment on any matter, whether or not it is included on the Agenda of this Meeting.)

- a. Public comment was called for by John Monsoon. There being none the meeting continued.

N. X. Adjournment (For Possible Action)

A motion to adjourn was made by John Monson and the meeting was adjourned at 11:04 am.

Submitted by
Tricia Davis

NLT - WINTER ADVERTISING REPORT

1/21/16



AGENDA

Advertising Plan Recap

Fall Media Review & Analysis

- Vendor
- Creative
- Website

Winter Media Preview

Spring Creative Approach



OBJECTIVES

Business

- Increase mid-week heads in beds

Advertising

- Increase brand awareness/preference in SoCal
- Drive site traffic (specifically lodging page)



2015-2016 NLT MEDIA PLAN RECAP



North Lake Tahoe
2015/16 Brand Campaign - Media Flowchart
01.13.16

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- Completed
- In Progress
- Elements planning to be revised



F-4

FALL MEDIA CAMPAIGN REVIEW



FALL CAMPAIGN OVERVIEW

Partners	Impressions	Clicks	CTR	CPC	Lodging Page View Throughs	LP VTR	Completed Views	VCR	CPCV	Avg. Ad Position
DataXu	39,460,372	49,580	0.13%	\$2.04	20,693	0.052%	1,145,046	46%	\$0.026	-
TripAdvisor	2,131,921	3,059	0.14%	\$9.55	452	0.021%	-	-	-	-
GumGum	2,855,756	15,886	0.56%	\$1.73	107	0.004%	-	-	-	-
Hulu	1,589,388	2,115	0.13%	\$19.50	74	0.005%	1,223,853	100%	\$0.032	-
Google	934,280	10,777	1.15%	\$0.88	2,704	0.289%	-	-	-	4.2
Grand Total	46,971,717	81,417	0.17%	\$2.67	33,768	0.072%	2,368,899	64%	\$0.029	4.2

Reporting Period: 9/14-11/29 (11 weeks)

Digital Activity:

- Desktop, In-Picture & Mobile Banners
- Video Slate & Pre-Roll
- Search AdWords

Analysis:

- Display partners over-delivered on impressions by 13%
- Fall Campaign ran 2x more impressions than 2014 Winter Campaign, driving 2x more clicks as a result of leveraging more budget into cost-efficient placements of DataXu
- Mid-campaign optimizations were successful

**Winter 2014-15
Campaign Benchmark**
(NorCal + SoCal, Digital + Search):

- 19.2MM Impressions
- 36.6K clicks (0.19% CTR)



FALL MEDIA PARTNER REVIEW

7



F-7

DATA XU PERFORMANCE

DataXu	Impressions	Clicks	CTR	CPC	Lodging Page View Throughs	LP VTR	Completed Views	VCR	CPCV
Desktop Banners	21,816,642	17,365	0.08%	\$2.73	9,164	0.042%	-	-	-
Mobile Banners	15,166,511	30,231	0.20%	\$0.78	10,909	0.072%	-	-	-
Video Pre-Roll	2,477,219	1,984	0.08%	\$15.20	620	0.025%	1,145,046	46%	\$0.026
Total	39,460,372	49,580	0.13%	\$2.04	20,693	0.052%	1,145,046	46%	\$0.026

Analysis:

- DataXu was the Fall season workhorse
- Driving the most impressions, clicks and lodging page view throughs
- Mobile placements were DataXu's most successful unit, ultimately achieving a lower than planned CPM in programmatic real time bidding
- Since the mid-campaign report, DataXu was tasked to improve video efforts and did show some improvement, but not to expected levels
- CTR, VCR, & LP VTR all increased by 60%, 5%, & 153% respectively
- Planning to reallocate video efforts to another vendor/partner

CTR benchmarks
 Desktop: 0.10%
 Mobile: 0.13%
 Video: 0.20%

TRIPADVISOR PERFORMANCE

TripAdvisor	Impressions	Clicks	CTR	CPC	Lodging Page View Throughs	LP VTR
Desktop Banners	1,553,794	1,108	0.07%	\$19.13	285	0.018%
Mobile Banners	578,127	1,951	0.34%	\$4.10	167	0.029%
Total	2,131,921	3,059	0.14%	\$9.55	452	0.021%

Analysis:

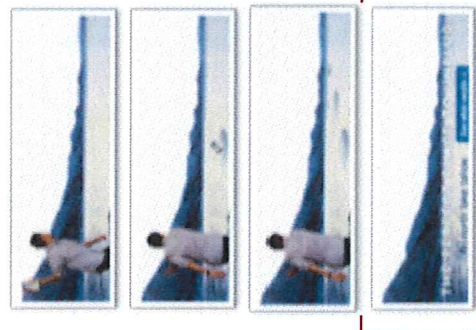
- The mobile placement performed tremendously well in driving both clicks and lodging page view throughs, above the CTR benchmark
- While the desktop banner did not drive as strong of a performance, it showed great potential in the free UT, CO, MO Overview Takeover units with 0.40% CTR & 0.021% LP VTR
 - Will be bigger in the Spring, also including the CA Overview page

CTR benchmarks
Desktop: 0.10%
Mobile: 0.13%

GUMGUM PERFORMANCE

GumGum	Impressions	Clicks	CTR	CPC	Lodging Page View Through	LP VTR	Home Page View Through	HP VTR
Animated in-Picture	479,350	10,550	2.20%	\$0.52	3	0.001%	1,310	0.273%
Static In-Picture	2,376,406	5,336	0.22%	\$4.12	35	0.001%	1,177	0.050%
Total	2,855,756	15,886	0.56%	\$1.73	38	0.001%	2,487	0.087%

Travel Industry
CTR benchmark:
0.32%
Winter 2014-15
CTR benchmark:
0.38%



Animation ->

Analysis:

- GumGum continued to perform above CTR benchmarks
- Since the 6-week report, there was a slight overall decrease to the CTR, which was unusually high to begin with and might indicate a link to stronger impact during the late Summer season
- Higher CTR was partially due to the animated version receiving 80% of its clicks in the first half

<- Static

HULU PERFORMANCE

Hulu	Impressions	Clicks	CTR	CPC	Lodging Page View Throughs	LP VTR	Completed Views	VCR	CPCV
Desktop Banners	130,550	16	0.01%	\$0.00	1	0.001%	-	-	-
Slate	231,569	126	0.05%	\$14.08	8	0.003%	-	-	-
Video Pre-Roll	1,227,269	1,973	0.16%	\$20.01	65	0.005%	1,223,853	100%	\$0.032
Total	1,589,388	2,115	0.13%	\$19.50	74	0.005%	1,223,853	100%	\$0.032

CTR benchmarks

Desktop: 0.10%
Mobile: 0.13%
Video: 0.20%

Hulu's 6-Week Slate Benchmarks:

CTR: 0.06%
LP VTR: 0.000%

Analysis:

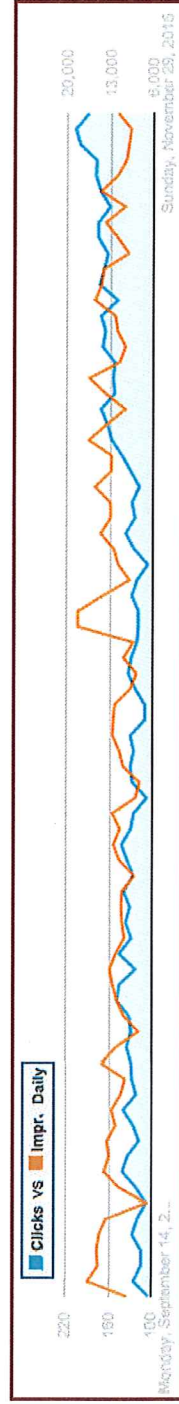
- Although, the Slate's CTR slightly dropped from the 6-week report, its Lodging Page View Through activity was generated entirely in the 2nd half of the campaign
- Hulu continued to drive a nearly flawless VCR
- Slight dip in Hulu's CTR experienced after the 6-week report
 - Drove 18% of total clicks in the 2nd half
- LP VTR showed an increase over mid-campaign report
 - 54% of total Lodging Page View Throughs in the 2nd half



F-11

GOOGLE PERFORMANCE - BY CAMPAIGN

Non-Brand Efforts		Impressions	Clicks	CTR	CPC	Conversions	Cost/Conv.	Avg. Ad Pos.
Evergreen Local Evergreen Vacation Fall Winter	Ale Trail	8,851	82	0.93%	\$7.17	5	\$117.59	1.1
	Evergreen Local	34,791	1,043	3.00%	\$0.48	43	\$11.63	2.4
	Evergreen Vacation	687,249	3,859	0.56%	\$0.61	1241	\$1.89	4.7
	Fall Winter	129,230	2,959	2.29%	\$0.89	538	\$4.87	3.2
Total		860,121	7,943	0.92%	\$0.76	1,827	\$3.32	4.4
NLT Brand Efforts		Impressions	Clicks	CTR	CPC	Conversions	Cost/Conv.	Avg. Ad Pos.
Ale Trail Evergreen Vacation Fall Winter	Ale Trail	1,507	50	3.32%	\$1.48	0	N/A	1.0
	Evergreen Vacation	68,530	2,562	3.74%	\$0.94	830	\$2.91	2.3
	Fall Winter	4,122	222	5.39%	\$4.25	47	\$20.05	1.0
	Total	74,159	2,834	3.82%	\$1.21	877	\$3.91	2.2
Grand Total		934,280	10,777	1.15%	\$0.88	2,704	\$3.51	4.2



Adwords Search Analysis:

- Since the mid-campaign report, CPC is already half of last year's Winter campaign and have continued to drop
 - Non-Brand efforts decreased in CPC and Cost/Conv.
- Spike in clicks towards the end of the campaign was influenced by "snow resort" keywords in anticipation of the season
 - Non-Brand efforts drove majority of media activity, more positively compensating for lower performing and more costly NLT Brand efforts
- NLT Brand efforts were subject to higher costs in 2nd half of campaign with the snow season ramping up

* Conversions refer to those engagements that make their way to the lodging section of GTN.com
 *In order of most clicks, and then impressions for this date range



FALL CREATIVE ANALYSIS

13



F-13

DESKTOP BANNER CREATIVE

Beach



Stargazing



Ale Trail



CTR benchmark:
0.10%
Winter '14 LP VTR:
0.004%

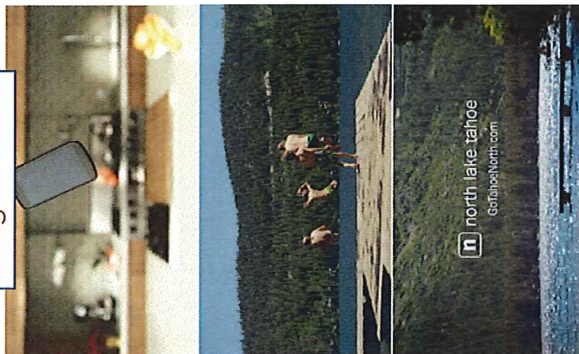
Desktop Banner Creative	CTR	CPC	Lodging Page VTR
Beach	0.09% ★	\$3.42 ★	0.039% ★
Stargazing	0.07%	\$4.06	0.046% ★
Ale Trail	0.08%	\$4.07	0.011%

Analysis:

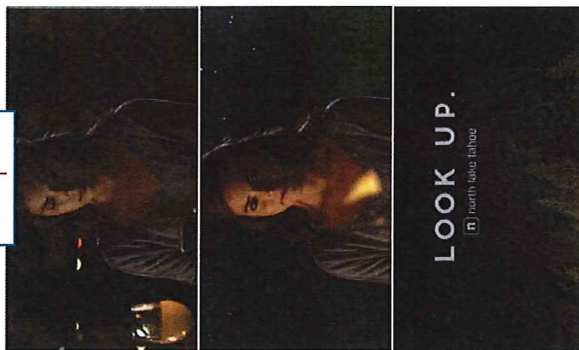
- Beach creative was the most successful in driving cost-efficient clicks, at end of Summer
- Stargazing drove a higher percent of View Throughs to the Lodging page
- Ale Trail was middle of the pack for CTR, but ultimately did not influence as much site traffic to the lodging

VIDEO/PRE-ROLL CREATIVE

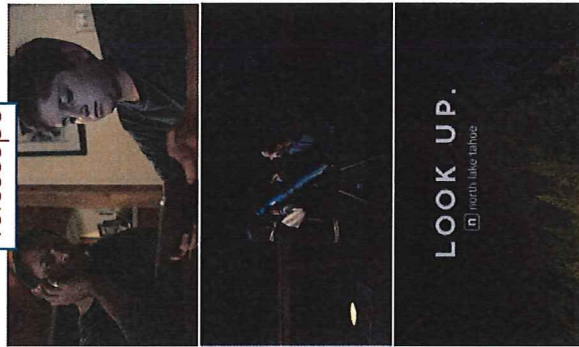
Gadgets-Docks



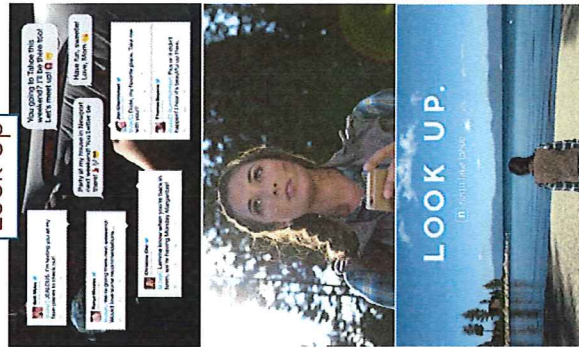
Campfire



Telescope



Look Up



CTR benchmark:
0.20%
VCR benchmark:
79%

Analysis:

- Docks-Gadgets started out at 100% and received higher CTR and VCR
- Other placements auto-optimized towards conversions, generating a lift in Lodging Page VTRs
- Campfire is attracting more clicks, while Look Up has driven more View Throughs in late Fall activity

Partners vs. 6-Week Mark	CTR	CPC	Lodging Page VTR	VCR
Gadget-Docks*	0.09%	\$22.17	0.003%	68%
Campfire	0.11% (+1%)	\$16.18 (-3%)	0.023% (+65%)	63% (+9%)
Look Up	0.11% (+7%)	\$16.22 (-9%)	0.025% (+51%)	63% (+9%)
Telescope	0.11% (+4%)	\$16.95 (-7%)	0.023% (+82%)	63% (+9%)



GOOGLE ADWORDS SEARCH KEYWORDS

Top Keywords	Impressions	Clicks	CTR	CPC	Conv.	Cost/ Conv.	Avg. Ad Pos.	Top Keywords	Impressions	Clicks	CTR	CPC	Conv.	Cost/ Conv.	Avg. Ad Pos.
north lake tahoe	30,574	1,395	4.56%	\$0.90	390	\$3.23	2.2	north lake tahoe	30,574	1,395	4.56%	\$0.90	390	\$3.23	2.2
skiing resorts	33,755	752	2.23%	\$0.93	220	\$3.19	3.6	skiing resorts	33,755	752	2.23%	\$0.93	220	\$3.19	3.6
hotels	28,524	630	2.21%	\$0.51	6	\$54.03	2.4	vacation rentals	19,292	234	1.21%	\$0.60	162	\$0.87	4.9
hotel	25,860	621	2.40%	\$0.50	3	\$102.70	2.1	cabin Rentals	86,612	263	0.30%	\$0.63	152	\$1.09	4.7
events	8,776	465	5.30%	\$0.46	11	\$19.49	2.0	cabins for rent	23,291	323	1.39%	\$0.70	131	\$1.74	3.9
snowboarding	12,966	337	2.60%	\$0.89	16	\$18.75	2.0	dog friendly resorts	4,210	102	2.42%	\$0.65	117	\$0.56	5.2
cabins for rent	23,291	323	1.39%	\$0.70	131	\$1.74	3.9	north tahoe	6,771	242	3.57%	\$0.99	83	\$2.88	2.0
ski resorts	8,540	280	3.28%	\$0.78	82	\$2.65	2.9	ski resorts	8,540	280	3.28%	\$0.78	82	\$2.65	2.9
cabin Rentals	86,612	263	0.30%	\$0.63	152	\$1.09	4.7	dog friendly vacation	2,336	103	4.41%	\$0.59	82	\$0.74	4.7
north tahoe	6,771	242	3.57%	\$0.99	83	\$2.88	2.0	dog friendly lodging	4,044	74	1.83%	\$0.66	77	\$0.63	3.7

Analysis:

- Clicks do not always lead to conversions with the most general keywords
 - i.e. "hotels", "hotel", "events" & "snowboarding"
- "Dog friendly" keywords also did not receive the most searches or clicks, but resulted in some of the lowest cost per conversions



Conversions refer to those engagements that make their way to the lodging section of GTN.com
 *In order of most clicks, and then impressions for this date range

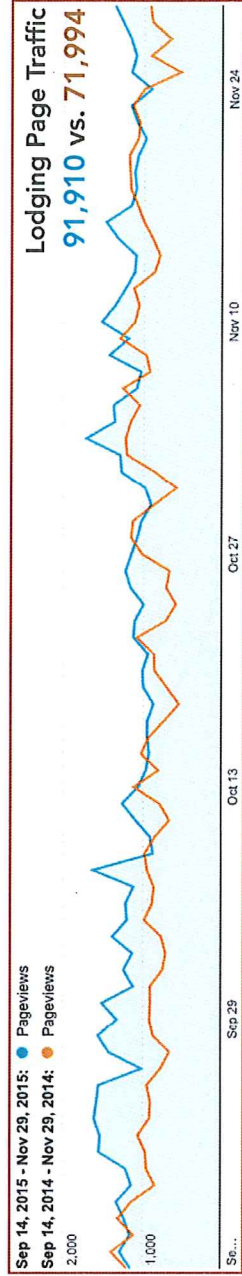
FALL CAMPAIGN SITE ANALYTICS

17

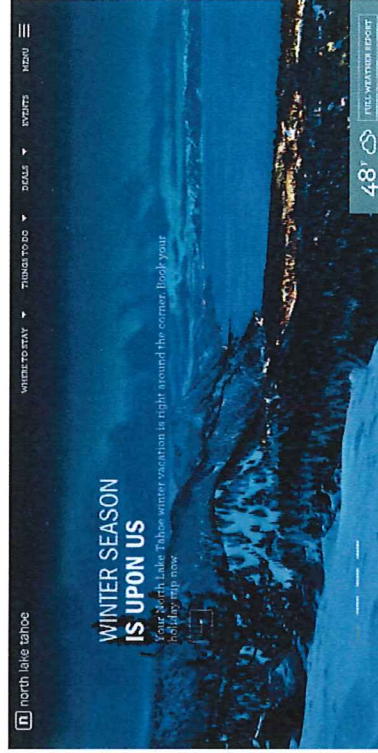


F-17

SITE ANALYTICS - OVERALL



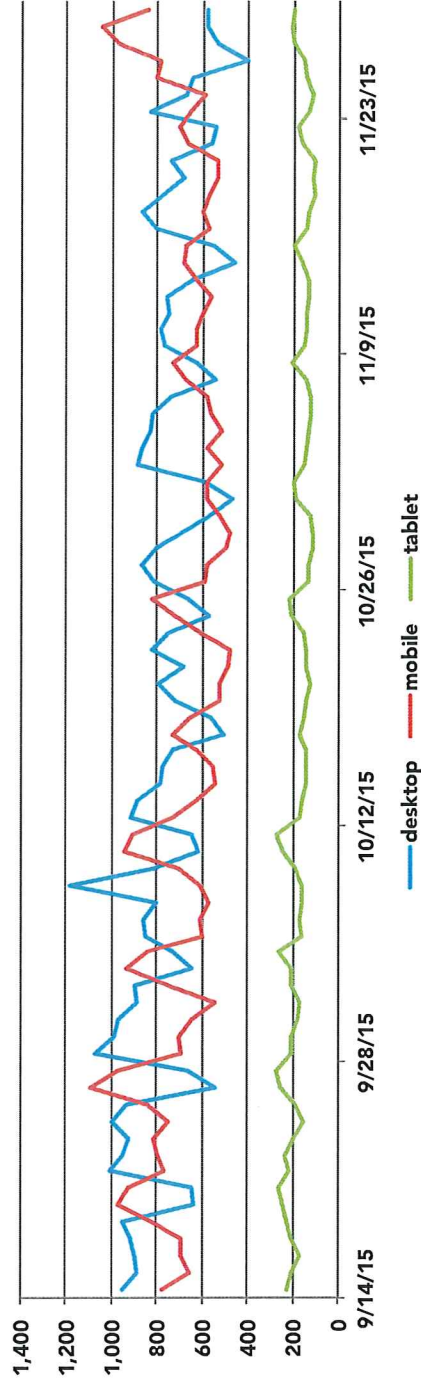
Site Metrics	Totals	% vs. YAG
Sessions	123,781	-28%
Unique Visitors	101,154	-30%
Page Views	468,757	+10%
Avg. Pages/Session	3.79	+52%
Avg. Session Duration	2:10	+27%
Bounce Rate	26.6%	-57%
Lodging Page Views	91,910	+28%
Lodging "Book Now"	2,959	N/A
Lodging Listing Site	10,512	N/A
Lodging Referral Rate	14.7%	N/A



Analysis:

- Lodging page traffic saw an increase in page views YOY vs. overall site page views, which is attributed to more ads leading to the lodging page

SITE ANALYTICS - DEVICE



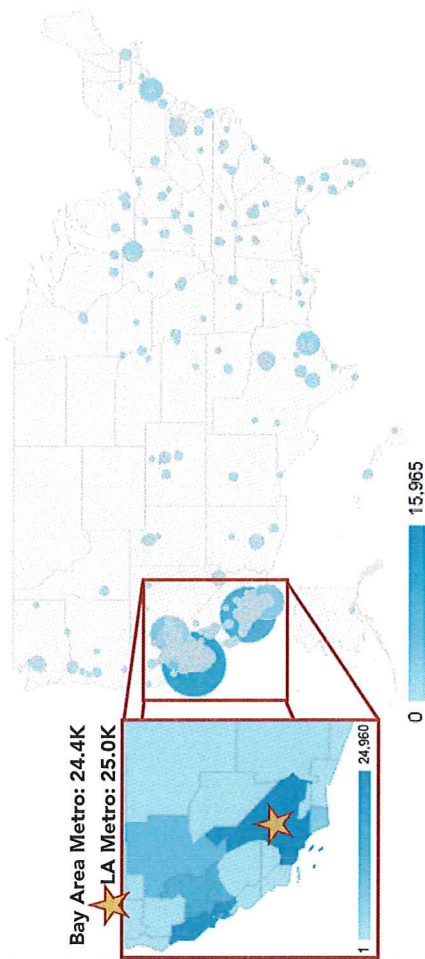
Analysis:

- Mobile and tablet site traffic on weekends complemented desktop site traffic on weekdays
- The final days of the campaign shows the opposite, which we will check to see if this trend continues into the winter months

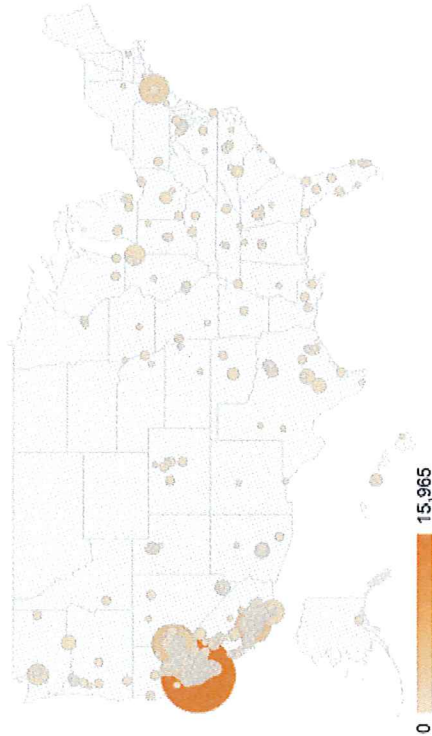
Site Metrics	Total Sessions
Desktop	58,082
Mobile	52,472
Tablet	13,227

SITE ANALYTICS - BY GEO

Sep 14, 2015 - Nov 29, 2015



Sep 14, 2014 - Nov 29, 2014



Traffic Sources by Session	Totals	% of Total*	% vs. YAG
California	75.4K	65.6%	-1%
San Francisco	12.1K	16.1%	-24%
Los Angeles	9.3K	12.4%	+158%★
Sacramento	4.0K	5.3%	+24%
San Diego	3.4K	4.5%	+144%★
Truckee	2.2K	2.9%	-42%
South Lake Tahoe	1.9K	2.5%	-24%
San Jose	1.8K	2.4%	-27%
Tahoe City	0.8K	1.0%	+50%
Nevada	9.4K	8.1%	-30%
Incline Village	3.5K	37.8%	-25%
Reno	3.4K	36.2%	+55%

*States are % of US. Cities are % of State.

Analysis:

- LA and SD also have greatly increased rankings in terms of site traffic sources, attributed to 100% digital ads running in SoCal



F-20

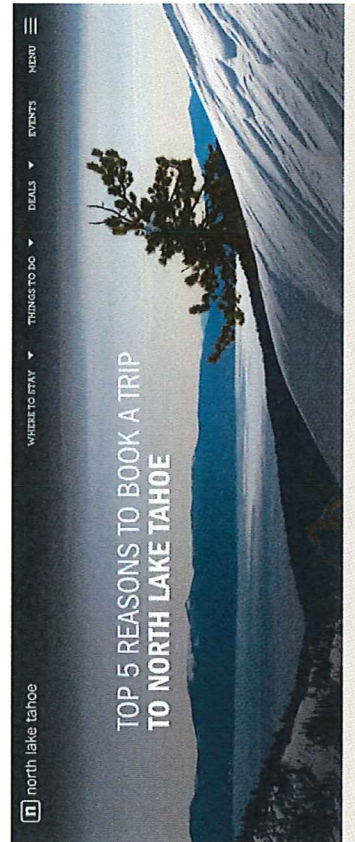
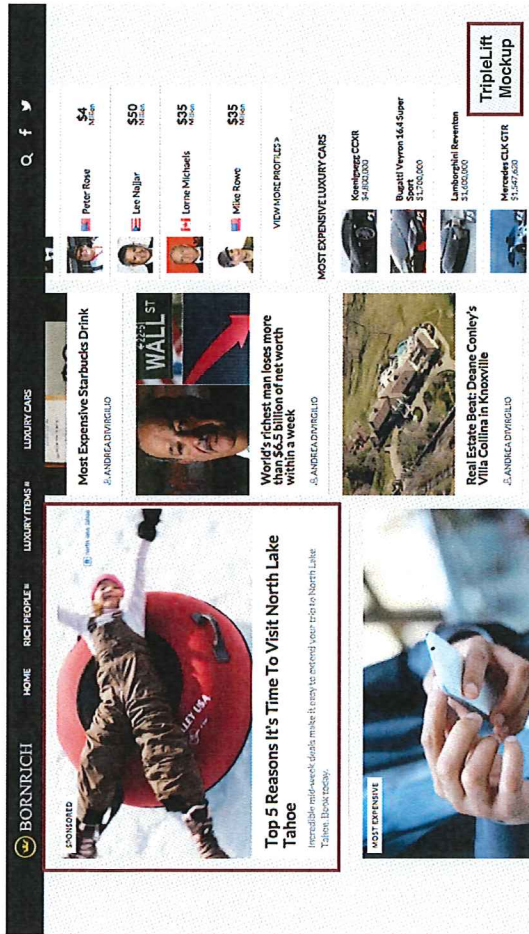
WINTER MEDIA PREVIEW

21



F-21

WINTER MEDIA PREVIEW



Introduction

- **Objective:** Winter season campaign using reserve budget to drive heads in beds [emphasis on mid-week] in January-February
- **Tactic:** **Digital Native** placements driving to **GTN.com/wintertop5/** (custom landing page) with deals [mid-week] as a top reason
- **What is Digital Native?** - Digital ads that look like content, live in content, and drive to sponsored content. Specifically, they are a set of custom pictures, headlines and descriptions in a digital article, identified with a "sponsored" notifier and the brand's logo.
- **Flight Dates:** 1/15-2/29

WINTER MEDIA PREVIEW



Top 5 Reasons It's Time To Visit North Lake Tahoe

Incredible mid-week deals make it easy to extend your trip to North Lake Tahoe. Book today.

Media Launch

- Selected Partners: **TripleLift** - premium native, managed service (start date delayed until 1/19) and **StackAdapt** - native programmatic, self-service (started on 1/15)
 - Each partner has been set up with 5 sets of creative and copy based on each of the Top 5 Reasons, set to optimize between creative and partner based on performance
- Preliminary reporting showed StackAdapt earning competitive CTRs, CPCs and Conversion Rates

Native Total (1/15 only)	Impressions	Clicks	CTR	CPC	Conv.	Cost/ Conv.	CVR
StackAdapt	107,713	504	0.47%	\$0.65	103	\$3.17	20.44%

- Conversions are people that have made their way to GoTahoeNorth.com/Lodging, post ad delivery

SPRING CREATIVE APPROACH

24

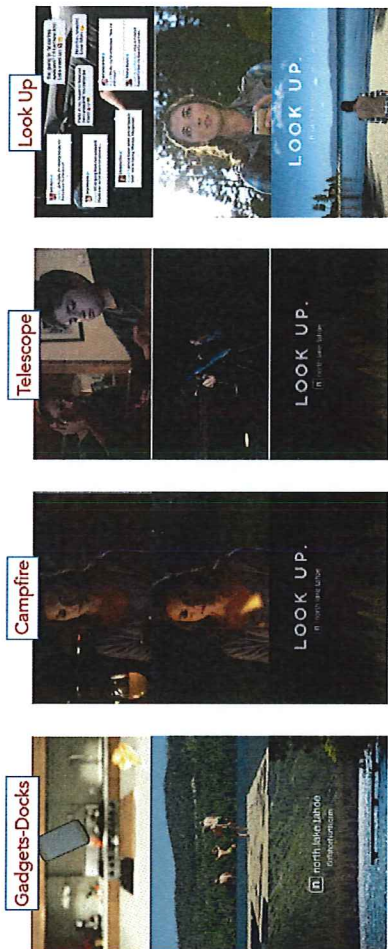


F-24

CREATIVE APPROACH



F-25



Spring follows the same objectives as our fall campaign:

- Increase midweek heads-in-beds
- Increase brand awareness/preference in SoCal
- Drive site traffic (specifically to lodging)

Where possible we'll re-purpose existing creative assets.

We'll also explore ways to enhance digital placements, working with technical partners to run richer media that drives deeper engagement.

New creative executions will be explored where appropriate.

TIMING

CONCEPT EXECUTIONS: JAN/FEB
Round 1 presentation mid Feb.

PRODUCTION: FEB/MARCH

IN-MARKET: APRIL/MAY/JUNE



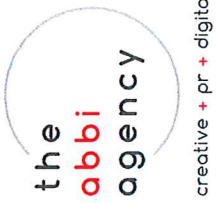
F-26

THANK YOU

27

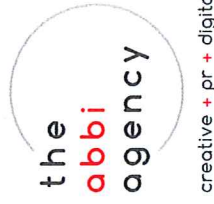


F-27



NORTH LAKE TAHOE JANUARY 2016 RECAP

Public Relations Content Marketing Design Social Media



MARKETING WORK PLAN

Objective: Increase destination and visitation to North Lake Tahoe during slower shoulder seasons and create longer stays throughout the year.

Performance Measurements:

1. Generate and update content for media center on GoTahoeNorth.com
2. Number of media contacts and press releases downloaded from GoTahoeNorth.com increased by 15% over FY 2014-15
3. Advertising equivalency of public relations efforts increased by 10 percent of FY 2014-15
4. References to GoTahoeNorth.com in editorial stories and features about North Lake Tahoe increased by 20 percent over FY 2014-15
5. Increase number of social media followers by 15 percent over FY 2014-15
6. Increase number of YouTube views by 20 percent as compared to FY 2014-15
7. Number of newsletter sign-ups increased by 5 percent over FY 2014-15



KEY THEMES: 2015-2016

Strategy: In order to increase North Lake Tahoe's perception nationally as a world-class year-round destination for families, outdoor enthusiasts, millennials, and professionals the Abbi Agency will lead story-driven strategies across earned, rented and owned audiences. In order to meet performance measurements, the agency will apply this strategy to the following key themes.

Key Themes:

- Outdoor recreation and activities – 30%
 - Encouraging visitors to seek out mountainside adventures in summer months, lakeside activities in winter months and experience the full offerings of North Tahoe resorts – 10%
- Events (includes groups/meetings/weddings) – 20%
- Family – 20%
- Health/Wellness – 10%
- Hotel and hotel packages – 10%
 - Shoulder season-specific – 5%
 - Mid-week-specific – 3%
- Food, Culture & Dining – 10%



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PUBLIC RELATIONS

Pitch Angles:

- Winter Human Powered Sports
- Off the slope activities
- Learn to Ski & Ride Month
- Seasonal Lodging deals
- Spring launch of Lake Tahoe Ale Trail
- Cross Country Skiing/Nordic 12-pack
- Events (Alpenglow Mountain Festival, WinterWonderGrass, Tough Mudder...)
- Rejuvenation and wellness in Tahoe
- Music offerings in North Lake Tahoe
- Meetings & Conventions
- Wedding and Honeymoon destination focus

Target Media Outlets:

- Outside Magazine
- Sunset Magazine
- Golf Magazine
- Travel + Leisure
- Condé Nast Traveler
- Backpacker
- The Knot
- Men's Health
- Women's Health
- Family Travel Forum
- USA Today
- Sherman's Travel
- Los Angeles Travel Magazine

PUBLIC RELATIONS: JANUARY RESULTS



Total Placements: 44
Total Reach: 144,734,971
Total Publicity Value: \$1,338,798.48

Placement Highlights:

- Huffington Post, Tahoe Vintage and Modern - FAM result (publicity value: \$331,490.65)
- Los Angeles Times Online, Weekend Escape: Ski Lake Tahoe without breaking the bank (publicity value: \$236,796.09)
- Examiner.com, Lake Tahoe Snow Report: Most resorts reporting more than foot new snow (publicity value: \$6,537.31)
- CNBC Online, Where the skiing is best so far this winter (publicity value: \$10,835.43)

Hot Leads:

- Travel + Leisure, 2016
- Conde Nast Traveler, 2016

Coverage Book Link:

- https://coveragebook.com/coverage_books/63d41e03



PUBLIC RELATIONS

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Media FAMs

Journalist: Adrienne Jordan, Freelancer (BBC Travel, Travel Age West, Washington Times, USA Today) Angle: Escape to nature, Winter recreation Trip Date: January 14-18 Run Date: February 2016	Journalist: Paul Tolme, Ski Magazine Angle: West and North Shore of Lake Tahoe Trip Date: January 26 Run Date: Spring 2016
Journalist: Jill Robinson, San Francisco Chronicle Angle: Tahoe three ways: Budget, Family, Luxury Trip Date: January 23-26 Run Date: February 2016	Group FAM: Visit California Learn to Ski & Ride influencer trip Angle: Learn to ski & ride Trip Date: January 31-February 2 Run Date: on-going
Journalist: Ko Im, Freelancer (Yahoo! Travel, Forbes Life, Bustle) Angle: Luxury Travel Trip Date: Possible Spring or Summer trip Run Date: N/A	Journalist: Tim Neville, Freelancer (Outside, New York Times) Angle: Outdoor/backcountry adventure in North Tahoe Trip Date: March 21-25 Run Date: TBD
Partner FAM: Resort at Squaw Creek (4 regional journals) Angle: Winter in Tahoe, what's new. North Lake Tahoe hosting dinner lakeside Trip Date: January 23	Journalist: Spencer Spellman, Whiskey Tango Globetrot/Social influencer Angle: Spring in Tahoe Trip Date: TBD Run Date: TBD



TARGETED OUTREACH

Meteorology Outreach

Sacramento and Bay Area meteorologists are the trusted sources for weather, road condition updates, and snowfall totals. With that in mind, The Abbi Agency has implemented a communications system specific to meteorologists. After each snow the agency updates a North Lake Tahoe Dropbox with photos and b-roll of the storm from the resorts. The same Dropbox link is distributed along with snowfall totals, road condition updates and other timely information each storm.

Link here: <http://bit.ly/NLTwinter>

The clicks to the link have steadily increased from its inception and has become a resource for meteorologists who check it before we email out the updated Dropbox. In total, the clicks have reached over 170.

Meetings & Conventions

The Abbi Agency has worked closely with Jason Neary to streamline outreach angles. The following pitch angles will be used in outreach for a year-round meetings and conventions push:

- Renovations
- Foster team creativity in an inspirational outdoor setting
- Authentic retreats
- Escaping to nature with ease
- Rejuvenating a team with outdoor activities
- Go Green: Spa and eco-friendly amenities



Great Deals for Learn to Ski and Ride Month

Have you ever wanted to learn to ski or snowboard? Well, there's no time like the present! Why you ask? January is Learn to Ski and Snowboard Month and many of North Lake Tahoe's resorts are offering steep discounts on lessons, lift tickets, rentals, lodging and more, making it easier than ever to try a new sport. [Click here](#) for more information Learn to Ski and Snowboard Month deals.





Nordic 12-Pack, a convenient way to easily experience all Nordic ski locations for \$200. Learn to ski package upgrades are available for an additional fee and vary at each resort. Visit www.GoTahoeNorth.com/nordic for more information.

Experience 6 Nordic Ski Resorts for 15% Off

Cross-country skiing, the most popular form of Nordic skiing, is one of North Lake Tahoe's biggest draws – offering the most concentrated area of groomed trails and snowshoe terrain in North America. Come give it a try with the

Martin Luther King, Jr. Holiday Weekend Deals

With more great snow in the forecast, there's no better time to book for the Martin Luther King, Jr. holiday weekend than now! The three-day weekend is just 7 days away and will be filled with skiing, snowboarding, fine dining, spa retreats and plenty of alpine air. Get ahead and book lessons, drone videos, dining specials, lodging promotions and more at www.GoTahoeNorth.com/deals.



PRESS ROOM, NEWSLETTER & BLOG

Press Room: Currently working with NLT team to fix contact us forms, update press room content, and add photo capabilities.

Newsletter: First January newsletter focused on deals, new snow, and learn to ski and ride month all driving back to the GTN website. Second newsletter to focus on Winter events, wellness and rejuvenation in the New Year and dinning. Creating auto-generated Welcome newsletter through myEmma for new subscribers.

Blog: Launched partnership with Where publications to provide blog content twice a month covering different evergreen topics. January blogs to focus on wellness, off the slope activities, deals and new snow. Currently installing a new plug-in on the blog in order to get analytics for posts.



TRAVEL NEVADA WINTER CAMPAIGN

Millenials are craving bite-sized content across all mediums. Armed with this information the winter campaign will create an interactive guide to explore the trails around Tahoe that are often less traveled. Multimedia elements include photos, videos, and thinglink interactive graphics. All elements will live on a GTN landing page driving traffic and conversions on the website.

Sports:

- Backcountry Skiing
- Cross Country Skiing
- Fat Tire Biking
- Family Snow Play (snowshoeing/sledding)

Concept: While vacation time accumulates and you toil at your desk – a snowy Tahoe vacation doesn't wait. As you work, the sun shines on North Lake Tahoe 300 days a year. Find the Tahoe Winter Trail that is right for you from a backcountry ski tour in pristine wilderness, a snowbike ride with lake views, cross-country ski day with views of magnificent mountain peaks, or snowshoeing with your family.

Projected Launch: February 1, 2016





BACC: TOUCH LAKE TAHOE CAMPAIGN



Strategy: Use interactive multimedia elements in an engaging way to encourage in-market visitors to visit lakeside businesses.

Individual tactics below:

- Interactive Map: The Abbi Agency designed and developed, in coordination with the BACC, an interactive map highlighting business with close proximity to the lake.
- Content: A series of (4) four blog posts to live on the GoTahoeNorth.com blog in conjunction with the launch of the map and the scavenger hunt
- On-site Activation: Designed and developed Lake Tahoe Thumbprint sticker and rack card to be distributed to local hotels and businesses
- Social Media: Social media scavenger hunts in each region will drive social engagement throughout the campaign.

Web address: www.gotahoenorth.com/touchlaketahoe/



SOCIAL MEDIA: JANUARY* RESULTS

Facebook Data

- Total Number of Likes: 93,298
- Gained in January: 566
- Demographic: 46% male, 54% female
- Impressions by City:
 - Los Angeles: 19.8k
 - Reno: 16.3k
 - Sacramento: 7.9k
- Likes by City:
 - Los Angeles: 14.8k
 - Sacramento: 3.6k
 - San Francisco: 2.8k

Instagram Data

- Total Number of Followers: 23,332
- Gained in January: 3,089
- Total Photos: 1,275

Pinterest Data

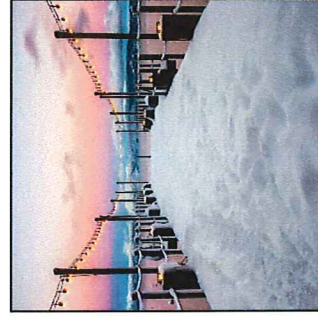
- Total Number of Followers: 523
- Total Number of Pins: 804

Twitter Data

- Total Number of Followers: 14k
- Gained in January: 488
- Mentions: 115
- Link Clicks: 2,649
- Re-Tweets: 78
- Demographic: 59% male, 41% female

User-Generated Content

- Photos with tag #TahoeNorth: 10,281



*Results pulled from December 21, 2015 – January 19, 2016

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SOCIAL ENGAGEMENT TOOLS

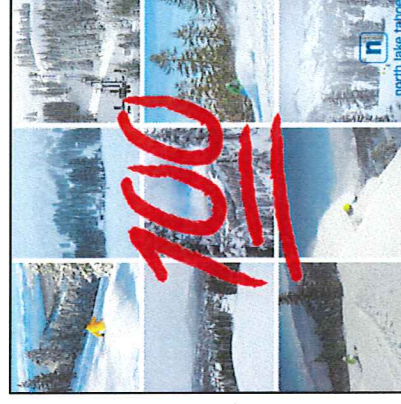
#FoodieChats Twitter Chat

- Goal: Promote North Lake Tahoe dining hotspots and unique dishes, engage with the Visit California food community, and use the #DreamEats and #CaliforniaEats campaign tags.
- Jan. 11: Participate in #FoodieChats event.
- Deliverables: Curate responses to Visit California's #FoodieChats questions, share on Twitter during designated chat time, and engage with other participants.



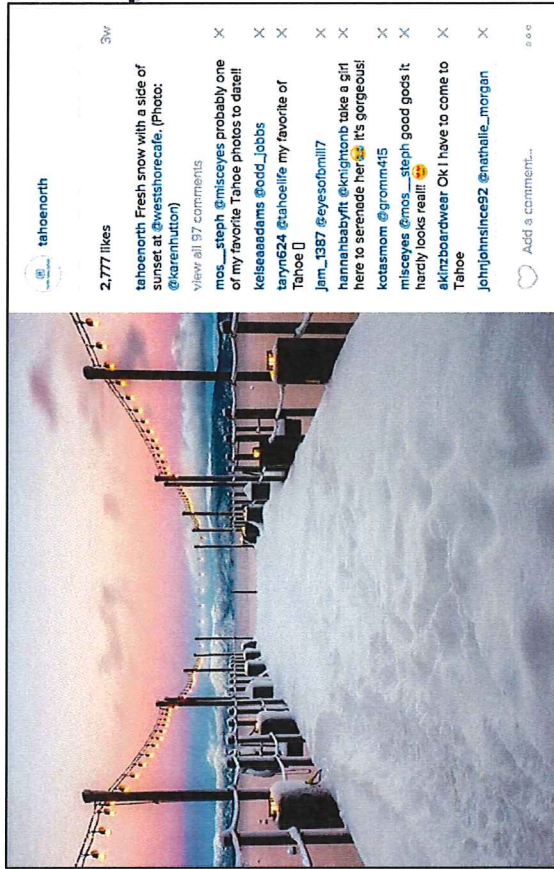
#TahoeNorth 100 Announcement

- Goal: Celebrate North Lake Tahoe ski resorts being 100% open in 2016. Encourage followers to visit North Lake Tahoe Resorts.
- Jan. 16: Shared 100% graphic featuring resort photos on Facebook and Instagram.
- Deliverables: Creating and posting North Lake Tahoe branded graphic.
- Campaign highlights
 - 861 total engagements
 - 23,831 total impressions





SOCIAL MEDIA HIGHLIGHTS



Instagram Post, Dec. 26
West Shore Café Sunset

- Likes: 2,777
- Comments: 97
- Reach: 20,100



Facebook Post, Dec. 29
Travel and Leisure Article

- Likes: 1,156
- Shares: 153
- Comments: 64
- Reach: 38,261

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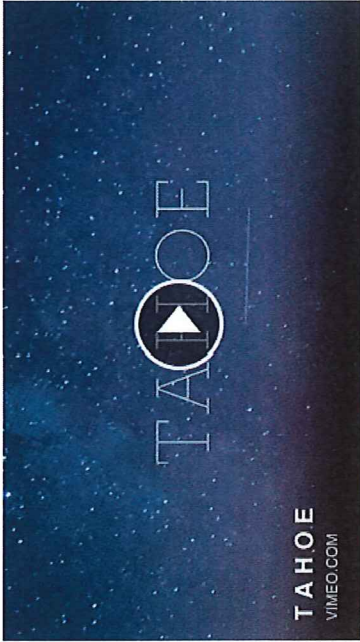


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SOCIAL MEDIA HIGHLIGHTS

North Lake Tahoe
Published by Nicole Duxbury [?] · January 10 at 11:30am ·

North Lake Tahoe is gorgeous any time of year, and Shortt and Epic's video proves it.



TAHOE
VIMEO.COM

31,713 people reached

299 Likes 14 Comments 129 Shares

Like Comment Share


Boost Post

Facebook Post, Jan. 10
Shortt and Epic Video

- Likes: 448
- Shares: 130
- Comments: 60
- Reach: 31,713

North Lake Tahoe @TahoeNorth · Jan 11

A5 - The #FarmToTable dinner series at @squawalpine is our favorite foodie paradise. #CaliforniaEats #Foodiechats



RETWEETS 3 LIKES 3

5:51 PM · 11 Jan 2018 · Details

Twitter Post, Jan. 11
#FoodieChats Entry

- Likes: 3
- Retweets: 3
- Link clicks: 3
- Reach: 3,369

1385 HASKELL STREET RENO, NV 89509 | 775.323.2977 | THEABBIAGENCY.COM



THANK YOU

JANUARY NEWS ITEM REPORT

NORTH LAKE TAHOE

JANUARY NEWS ITEM REPORT

NORTH LAKE TAHOE



TABLE OF CONTENTS

MEDIA GROUP: INTERNET

34 ITEMS

DIABLO ONLINE: Tahoe Tips: From Ski Legend Daron Rahives	4
THE HUFFINGTON POST: Tahoe Vintage and Modern	4
SAN MATEO DAILY JOURNAL: Promising start to the ski season	4
NORTH LAKE TAHOE BONANZA ONLINE: Lake Tahoe weather: Ski resorts report more than foot of fresh snow Wednesday	4
EXAMINER.COM: Lake Tahoe ski resorts revel in holiday conditions	4
SIERRA SUN : Lake Tahoe weather: Ski resorts report more than foot of fresh snow Wednesday	5
10BEST - USA TODAY: Tahoe Romantic Things to Do: 10Best Attractions Reviews	5
AUBURN JOURNAL ONLINE: Santa comes to the slopes: Lake Tahoe ski resorts reveling in outstanding holiday conditions	5
SACRAMENTO MAGAZINE: Go! Lake Tahoe's East Shore	5
INSIDEBAYAREA.COM: Tahoe's holiday fests: 10 ways to play	5
SAN JOSE MERCURY NEWS ONLINE: Tahoe's holiday fests: 10 ways to play	5
SILICONVALLEY.COM: Tahoe's holiday fests: 10 ways to play	6
CONTRA COSTA TIMES ONLINE: Tahoe's holiday fests: 10 ways to play	6
DIABLO ONLINE: Tahoe Tips: From Ski Legend Jonny Moseley	6
EXAMINER.COM: Quick winter escapes from Brooklyn	6
KOLO-TV ONLINE: Skiers Attempt World's Largest Lesson	6
7X7: How to Do Tahoe on a Budget	6
CNBC ONLINE: Where the skiing is best so far this winter	7

JANUARY NEWS ITEM REPORT

MEDIA GROUP: INTERNET

NORTH LAKE TAHOE



TABLE OF CONTENTS

SF GATE: Stunning skiing, John Steinbeck and Monterey sardines	7
SIERRA SUN : Tahoe ski areas joining 150 others in Guinness World Record attempt	7
EXAMINER.COM: Lake Tahoe snow report: Most resorts reporting more than foot new snow	7
ROOTSRATED: A Quick and Dirty Guide to Skiing in Northern California	7
INSIDE SOCAL: North Lake Tahoe resorts primed for MLK weekend skiing, snowboarding	7
TAHOE SKI WORLD: LAKE TAHOE SNOW REPORT: PLENTY OF SNOW FOR HOLIDAY WEEKEND	8
PRESS DEMOCRAT ONLINE: Tahoe area resorts roll out improvements	8
SMART MEETINGS MAGAZINE ONLINE: Mountain Meetings Take the High Road Smart Meetings	8
RENO TAHOE BLOG: Learn To Ski and Snowboard Month	8
10BEST - USA TODAY: Tahoe Happy Hours: 10Best Cocktail Hour Reviews	8
FATHOM: Roll a Fatty, Shoe Some Snow: No Skis Necessary in Tahoe This Winter	8
HUFFINGTON POST CANADA: 8 Amazing American Winter Trips	9
FAMILY TRAVEL: Kids Free Learn To Ski Passes	9
LOS ANGELES TIMES ONLINE: WinterWonderGrass tickets on sale for three-day music fest at Squaw Valley	9
TAHOE SKI WORLD: LEARN TO SKI & SNOWBOARD MONTH AT LAKE TAHOE RESORTS	9
UNOFFICIAL NETWORKS: The Top 5 Snowiest Resorts In Tahoe This Season	9

JANUARY NEWS ITEM REPORT

NORTH LAKE TAHOE



MEDIA GROUP: INTERNET

(34 ITEMS)

DIABLO ONLINE: Tahoe Tips: From Ski Legend Daron Rahlves

12/29/2015

MEDIA TYPE: Online Print Version

REACH: 95,679

TEXT SNIPPET:

...picks for fun in the snow in North Lake Tahoe now. Q: Why do you love Sugar Bowl? A: Sugar Bowl is the essence of a tr...

LOCATION: Walnut Creek, California - United States of America

PUBLICITY VALUE: \$32.78

SOURCE URL: [Link to Source](#)

THE HUFFINGTON POST: Tahoe Vintage and Modern

12/29/2015

MEDIA TYPE: News Web Sites

REACH: 35,836,828

TEXT SNIPPET:

LOCATION: New York, New York - United States of America

PUBLICITY VALUE: \$331,490.65

SOURCE URL: [Link to Source](#)

SAN MATEO DAILY JOURNAL: Promising start to the ski season

12/26/2015

MEDIA TYPE: News Web Sites

REACH:

TEXT SNIPPET:

LOCATION:

PUBLICITY VALUE: \$140.00

SOURCE URL: [Link to Source](#)

NORTH LAKE TAHOE BONANZA ONLINE: Lake Tahoe weather: Ski resorts report more than foot of fresh snow Wednesday

12/25/2015

MEDIA TYPE: Online Print Version

REACH: 13,161

TEXT SNIPPET:

LOCATION: Incline Village, Nevada - United States of America

PUBLICITY VALUE: \$140.00

SOURCE URL: [Link to Source](#)

EXAMINER.COM: Lake Tahoe ski resorts revel in holiday conditions

12/24/2015

MEDIA TYPE: News Web Sites

REACH: 18,371,429

TEXT SNIPPET:

LOCATION: Denver, Colorado - United States of America

PUBLICITY VALUE: \$16,473.33

SOURCE URL: [Link to Source](#)

JANUARY NEWS ITEM REPORT



MEDIA GROUP: INTERNET

NORTH LAKE TAHOE

SIERRA SUN : Lake Tahoe weather: Ski resorts report more than foot of fresh snow Wednesday

12/24/2015

MEDIA TYPE: News Web Sites

LOCATION:

REACH:

PUBLICITY VALUE: \$280.00

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

10BEST - USA TODAY: Tahoe Romantic Things to Do: 10Best Attractions Reviews

12/23/2015

MEDIA TYPE: News Web Sites

LOCATION: Greenville, South Carolina - United States of America

REACH: 966,245

PUBLICITY VALUE: \$1,750.87

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

...in romance, take to the skies with a Fly Together package from Hang Gliding Tahoe. North Shore Parasail One of the most fanta...

AUBURN JOURNAL ONLINE: Santa comes to the slopes: Lake Tahoe ski resorts reveling in outstanding holiday conditions

12/23/2015

MEDIA TYPE: Online Print Version

LOCATION: Auburn, California - United States of America

REACH: 97,203

PUBLICITY VALUE: \$899.12

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

SACRAMENTO MAGAZINE: Go! Lake Tahoe's East Shore

12/21/2015

MEDIA TYPE: News Web Sites

LOCATION:

REACH:

PUBLICITY VALUE: \$1,950.00

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

INSIDEBAYAREA.COM: Tahoe's holiday fests: 10 ways to play

12/20/2015

MEDIA TYPE: News Web Sites

LOCATION: Oakland, California - United States of America

REACH: 477,993

PUBLICITY VALUE: \$230.15

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

...this year. Single-day tickets start at \$99; three-day passes are \$199 and up. Details: www.snowglobemusicfestival.com. North Lake...

SAN JOSE MERCURY NEWS ONLINE: Tahoe's holiday fests: 10 ways to play

12/20/2015

MEDIA TYPE: Online Print Version

LOCATION: San Jose, California - United States of America

REACH: 1,579,337

PUBLICITY VALUE: \$722.48

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

...are \$199 and up. Details: www.snowglobemusicfestival.com. North Lake Tahoe Advertisement You'll find Santa on the slop...

JANUARY NEWS ITEM REPORT



MEDIA GROUP: INTERNET

NORTH LAKE TAHOE

SILICONVALLEY.COM: Tahoe's holiday fests: 10 ways to play

12/20/2015

MEDIA TYPE: News Web Sites

REACH: 588,129

TEXT SNIPPET:

...are \$199 and up. Details:
www.snowglobemusicfestival.com. North Lake Tahoe
Advertisement You'll find Santa on the slop...

LOCATION: San Jose, California - United States of America

PUBLICITY VALUE: \$265.90

SOURCE URL: [Link to Source](#)

CONTRA COSTA TIMES ONLINE: Tahoe's holiday fests: 10 ways to play

12/19/2015

MEDIA TYPE: Online Print Version

REACH: 468,206

TEXT SNIPPET:

...are \$199 and up. Details:
www.snowglobemusicfestival.com. North Lake Tahoe
Advertisement You'll find Santa on the slop...

LOCATION: Walnut Creek, California - United States of America

PUBLICITY VALUE: \$215.02

SOURCE URL: [Link to Source](#)

DIABLO ONLINE: Tahoe Tips: From Ski Legend Jonny Moseley

12/19/2015

MEDIA TYPE: Online Print Version

REACH: 95,679

TEXT SNIPPET:

...Lake Tahoe now. Q: What is your Favorite Run for Going Fast? A: Siberia Bowl is the place to let'em run at Squaw early in the...

LOCATION: Walnut Creek, California - United States of America

PUBLICITY VALUE: \$55.01

SOURCE URL: [Link to Source](#)

EXAMINER.COM: Quick winter escapes from Brooklyn

12/19/2015

MEDIA TYPE: News Web Sites

REACH: 18,371,429

TEXT SNIPPET:

LOCATION: Denver, Colorado - United States of America

PUBLICITY VALUE: \$1,954.46

SOURCE URL: [Link to Source](#)

KOLO-TV ONLINE: Skiers Attempt World's Largest Lesson

1/8/2016

MEDIA TYPE: Online Broadcast Version

REACH: 128,036

TEXT SNIPPET:

LOCATION: Reno, Nevada - United States of America

PUBLICITY VALUE: \$355.36

SOURCE URL: [Link to Source](#)

7X7: How to Do Tahoe on a Budget

1/5/2016

MEDIA TYPE: News Web Sites

REACH: 674,873

TEXT SNIPPET:

LOCATION: San Francisco, California - United States of America

PUBLICITY VALUE: \$6,242.57

SOURCE URL: [Link to Source](#)

JANUARY NEWS ITEM REPORT



MEDIA GROUP: INTERNET

NORTH LAKE TAHOE

CNBC ONLINE: Where the skiing is best so far this winter

1/5/2016

MEDIA TYPE: Online Broadcast Version

REACH: 16,792,608

TEXT SNIPPET:

...resort in North Lake Tahoe, California, snowfall is already at 17 feet for the season, according to resort spokesman M...

LOCATION: Englewood Cliffs, New Jersey - United States of America

PUBLICITY VALUE: \$10,835.43

SOURCE URL: [Link to Source](#)

SF GATE: Stunning skiing, John Steinbeck and Monterey sardines

1/5/2016

MEDIA TYPE: News Web Sites

REACH:

TEXT SNIPPET:

LOCATION:

PUBLICITY VALUE: \$2,000.00

SOURCE URL: [Link to Source](#)

SIERRA SUN : Tahoe ski areas joining 150 others in Guinness World Record attempt

1/4/2016

MEDIA TYPE: News Web Sites

REACH:

TEXT SNIPPET:

LOCATION:

PUBLICITY VALUE: \$140.00

SOURCE URL: [Link to Source](#)

EXAMINER.COM: Lake Tahoe snow report: Most resorts reporting more than foot new snow

1/17/2016

MEDIA TYPE: News Web Sites

REACH: 20,460,428

TEXT SNIPPET:

...s at least one thing that skiers and snowboarders heading to Lake Tahoe ski resorts this weekend can be assured of – snow! An...

LOCATION: Denver, Colorado - United States of America

PUBLICITY VALUE: \$6,537.31

SOURCE URL: [Link to Source](#)

ROOTSRATED: A Quick and Dirty Guide to Skiing in Northern California

1/16/2016

MEDIA TYPE: News Web Sites

REACH: 122,976

TEXT SNIPPET:

...West. See you on the slopes. Squaw Valley | Alpine Meadows, North Lake Tahoe Squaw is beloved for its wide-open runs...

LOCATION: Chattanooga, Tennessee - United States of America

PUBLICITY VALUE: \$182.12

SOURCE URL: [Link to Source](#)

INSIDE SOCIAL: North Lake Tahoe resorts primed for MLK weekend skiing, snowboarding

1/15/2016

MEDIA TYPE: News Web Sites

REACH:

TEXT SNIPPET:

LOCATION:

PUBLICITY VALUE: \$140.00

SOURCE URL: [Link to Source](#)

JANUARY NEWS ITEM REPORT



MEDIA GROUP: INTERNET

NORTH LAKE TAHOE

TAHOE SKI WORLD: LAKE TAHOE SNOW REPORT: PLENTY OF SNOW FOR HOLIDAY WEEKEND

1/15/2016

MEDIA TYPE: News Web Sites

LOCATION:

REACH:

PUBLICITY VALUE: \$140.00

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

PRESS DEMOCRAT ONLINE: Tahoe area resorts roll out improvements

1/14/2016

MEDIA TYPE: Online Print Version

LOCATION: Santa Rosa, California - United States of America

REACH: 778,159

PUBLICITY VALUE: \$7,197.97

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

SMART MEETINGS MAGAZINE ONLINE: Mountain Meetings Take the High Road | Smart Meetings

1/14/2016

MEDIA TYPE: Online Print Version

LOCATION: Sausalito, California - United States of America

REACH: 147,055

PUBLICITY VALUE: \$425.62

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

...Tahoe, California California & Nevada Surrounded by granite peaks, Lake Tahoe is North America's largest alpine lake...

RENO TAHOE BLOG: Learn To Ski and Snowboard Month

1/13/2016

MEDIA TYPE: Blogs

LOCATION: United States of America

REACH:

PUBLICITY VALUE: \$286.89

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

...are offering lessons for first-timer, intermediate and advanced skiers and riders: North Lake Tahoe A...

10BEST - USA TODAY: Tahoe Happy Hours: 10Best Cocktail Hour Reviews

1/12/2016

MEDIA TYPE: News Web Sites

LOCATION: Greenville, South Carolina - United States of America

REACH: 881,063

PUBLICITY VALUE: \$1,410.68

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

...on weekends, but the seafood-focused menu is worth an entire week's wait. Enjoy spectacular views of the marina on the North Shore...

FATHOM: Roll a Fatty, Shoe Some Snow: No Skis Necessary in Tahoe This Winter

1/12/2016

MEDIA TYPE: News Web Sites

LOCATION: United States of America

REACH: 454,596

PUBLICITY VALUE: \$252.06

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

...Snowshoeing in North Lake Tahoe. Photo by David Bunker. Yay! You're going to Lake Tahoe! Boo! You don't s...

JANUARY NEWS ITEM REPORT



MEDIA GROUP: INTERNET

NORTH LAKE TAHOE

HUFFINGTON POST CANADA: 8 Amazing American Winter Trips

1/12/2016

MEDIA TYPE: News Web Sites

REACH: 1,723,940

TEXT SNIPPET:

...Tahoe is guaranteed to be the shining star of your winter.
North Lake Tahoe is a haven for nature lovers seekin...

LOCATION: Toronto, Ontario - Canada

PUBLICITY VALUE: \$1,222.84

SOURCE URL: [Link to Source](#)

FAMILY TRAVEL: Kids Free Learn To Ski Passes

1/11/2016

MEDIA TYPE: Blogs

REACH: 10,341

TEXT SNIPPET:

...in Maryland, Bolton Valley in Vermont; and Mount Rose
on the North Shore of Lake Tahoe. These locally run and o...

LOCATION: United States of America

PUBLICITY VALUE: \$14.00

SOURCE URL: [Link to Source](#)

LOS ANGELES TIMES ONLINE: WinterWonderGrass tickets on sale for three-day music fest at Squaw Valley

1/11/2016

MEDIA TYPE: Online Print Version

REACH: 25,599,578

TEXT SNIPPET:

LOCATION: Los Angeles, California - United States of
America

PUBLICITY VALUE: \$236,796.09

SOURCE URL: [Link to Source](#)

TAHOE SKI WORLD: LEARN TO SKI & SNOWBOARD MONTH AT LAKE TAHOE RESORTS

1/11/2016

MEDIA TYPE: News Web Sites

REACH:

TEXT SNIPPET:

LOCATION:

PUBLICITY VALUE: \$140.00

SOURCE URL: [Link to Source](#)

UNOFFICIAL NETWORKS: The Top 5 Snowiest Resorts In Tahoe This Season

1/11/2016

MEDIA TYPE: News Web Sites

REACH:

TEXT SNIPPET:

LOCATION: Brooklyn, New York - United States of America

PUBLICITY VALUE: \$500.00

SOURCE URL: [Link to Source](#)

Request for Proposals
For Advertising and Marketing Services



north lake tahoe

North Lake Tahoe Marketing Cooperative

PO Box 5459

Tahoe City CA. 96145

February 1, 2016

Table of Contents

	<u>Page</u>
1.0 Introduction	3
2.0 Background Information	3
3.0 RFP Schedule	4
4.0 Reference Materials	5
5.0 General Scope of Anticipated Services	5
6.0 Preparation of Submittal – Required Content	7
7.0 Submittal Instructions	9
8.0 Evaluation Criteria	9
9.0 Selection Procedure	10
10.0 Assurance of Designated Team	10
11.0 Non-Appropriation	10
12.0 Conflict of Interest	10
13.0 Non-Collusion	11
14.0 Additional Services	11
15.0 Disclosure of Principals	11
16.0 Open Meeting Law	11
17.0 Client Attachments	11
18.0 Responder Attachments	
Attachment A (Price Schedules)	
Attachment B (List of Sub-Contractors)	
Attachment C (Client List/References)	
Attachment D (Disclosure of Principals)	

1.0 INTRODUCTION

The North Lake Tahoe Resort Association and the Incline Village Crystal Bay Visitors Bureau (The Agencies) are soliciting a Request for Proposal (RFP) with the intent of establishing an agency of record for various advertising and marketing services on behalf of the North Lake Tahoe Marketing Cooperative. The successful firm shall assist in the planning, development, creation and execution of various marketing and advertising programs in support of the established goals of the North Lake Tahoe Marketing Cooperative, the North Lake Tahoe Resort Association and the Incline Village Crystal Bay Visitors Bureau. Additionally, an approved qualified list of specialty agencies will be developed to assist in various projects in support of the North Lake Tahoe Marketing Cooperative.

Submit all inquiries regarding this RFP to:

JT Thompson
North Lake Tahoe Resort Association
PO Box 5459
Tahoe City, CA 96145
jt@GoTahoeNorth.com
Phone: (530) 581-8709
Fax: (530) 581-1686

2.0 BACKGROUND INFORMATION

- 2.1 The North Lake Tahoe Resort Association (NLTRA) is an association of related and coordinated services provided to our members and the community at large. These services include operation of the Tahoe North Visitors and Convention Bureau and the North Lake Tahoe Chamber of Commerce. The NLTRA has an agreement for services with Placer County. Through this agreement, the NLTRA receives Placer County Transient Occupancy Tax (TOT) funds to provide "*a full spectrum of management activities for tourism marketing and visitor services for businesses of the North Lake Tahoe area*". The NLTRA also serves as a partner with Placer County and other local organizations and agencies in the development and funding of infrastructure, transportation and strategic planning projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region. To guide its work, the NLTRA has developed and adopted the [North Lake Tahoe Tourism and Community Investment Master Plan](#) (June 2015) which has also been adopted by the Placer County Board of Supervisors.

- 2.2** The Incline Village Crystal Bay Visitors Bureau (IVCBVB) is the public organization responsible for destination marketing for the North Shore, Nevada side of Lake Tahoe. Operating primarily from a percentage of lodging room tax collected by the Reno Sparks Convention and Visitors Authority allocated to the organization, the IVCBVB conducts advertising, promotions, public relations and special events programs to promote tourism for the Lake Tahoe portion of Washoe County, NV. The IVCBVB's mission is *"to encourage tourist visits and ultimately enhance the occupancy and revenues for lodging facilities in the Incline Village and Crystal Bay areas"*. The IVCBVB will offer the most current marketing and sales support, produce appropriate special events, publish targeted advertising and collateral, and provide visitor services and information.
- 2.3** The North Lake Tahoe Marketing Cooperative (NLTMC) is a cooperative agreement between the NLTRA and the IVCBVB to market and position the region as one tourism destination. The NLTMC is designed to present the North Lake Tahoe area under one brand umbrella, with one consistent creative execution, one call to action, and a single Web site for fulfillment and referrals to area businesses and constituents. The NLTMC is overseen by the Cooperative Marketing Committee consisting of 4 members from each entity. This committee, with input and direction from each organization, directs the implementation of the NLTMC marketing efforts.
- 2.4** Once selected, the agency of record will be contracted for a three year period to provide the scope of services outlined in **Section 5.0**. Additionally, a qualified list of specialty agencies will be approved and consultants may be contacted to provide a proposal for specific projects to meet the needs of NLTMC. The resulting qualified list of specialty agencies shall be in effect for a period of three years.

3.0 RFP SCHEDULE

The Agencies have established the following target dates for processing the RFP. The schedule for evaluation and award of this RFP is subject to change and can be affected by various intervening events.

Release Date	February 1, 2016
Qualified Proposals Due	March 4, 2016, 5pm

Evaluation and Interviews (if needed)
by Selection Committee

March 7 - 18, 2016

Selection Committee Recommendation for Approval
to NLTMC Committee

March 30, 2016

Execution of Agreement between the Successful
Bidder and the IVCBVB and the NLTRA

April 4, 2016

4.0 **REFERENCE MATERIALS**

Reference materials can be found on www.GoTahoeNorth.com as well as www.nltra.org.
Reference materials can be requested by contacting JT Thompson, as listed in Section 1.0.

5.0 **GENERAL SCOPE OF ANTICIPATED SERVICES**

The Vendor, on behalf of the NLTMC, shall be capable of providing those services customarily performed by a full-service advertising agency. In the past, marketing and advertising activities have included image/brand promotion, print, broadcast, collateral production, internet marketing, Web development, media planning and placement among others. The successful Consultant will be required to provide professional consulting and other services upon request by the NLTMC. The NLTMC is open to a combination of two separate agencies teaming up to provide these services. Such services may include, but are not limited to:

- **Advertising** – The ability to create and/or place advertising in print and electronic media that reflects an appropriate image of North Lake Tahoe. Media buying and trafficking should keep an eye toward developing partnerships/promotions with other clients and/or media outlets for the purpose of maximizing the exposure of, and minimizing the cost to, the NLTMC. The selected agency of record will be responsible for seeing commercial production through to completion (conceptualization, production and trafficking to select media outlets) whether that capability is proposed as an in-house arrangement or as a sub-contractor arrangement. Agency will provide a full range of creative and account management skills and activities and must be familiar with many applications of advertising and design (i.e., commercial production, media buying/placement, direct mail, point of purchase, signage, etc.).
- **Brand Development** – Assist in the further development and evolution of the North Lake Tahoe brand identity. Agency to assist in the consistency of the North Lake Tahoe brand message throughout all forms of consumer marketing programs.

- **Electronic Production** – The ability to produce and reproduce high quality commercial productions. Including but not limited to cable TV, broadcast TV, radio, email broadcasts, and database communications.
- **Print Production** – The ability to produce and reproduce high quality print advertising for newspapers and magazines. This may include digital output, web and offset production.
- **Graphic/Website Design** – The ability to design and produce brochures, reports, advertising materials, website development, direct mail materials, and miscellaneous promotional materials. These designs will be required to maintain graphic integrity and continuity with the overall image and brand of North Lake Tahoe.
- **Market Research** – Assist in the development and implementation of various market research programs designed to provide insight into the effectiveness of the advertising and marketing campaigns.
- **New Initiatives** – Agency to advise the NLTMC on appropriate advertising and marketing opportunities that may help communicate the North Lake Tahoe brand message to our targeted audiences. Agency will also provide advice on other related communication, advertising and public relations matters, as requested by the NLTMC.

5.1 PROCEDURES AND PROTOCOLS

- The NLTMC or its designee will review and sign off on all projects and work prior to release or use. The NLTMC or its designee shall have complete and total approval of any proposed advertising plan or any part thereof and shall have the express rights to modify, change or delete all or any part of the plan at any time.
- The Consultant shall communicate the progress of work to the NLTMC through preparation and submittal of written status reports, including anticipated project completion dates, and through periodic meetings with the NLTMC or its designee, at intervals as specified by the NLTMC.
- The Consultant shall promptly notify the NLTMC of events which have a significant impact on contract work, including (1) problems, delays or adverse conditions which will prevent the meeting of time or work schedules, and (2) favorable developments which will enable meeting time or work schedules sooner than anticipated.
- The Consultant shall agree that from time to time the NLTMC or its designee may provide copy or creative concepts for advertisements. In such cases,

the Consultant shall perform those necessary functions identified herein for media placement of advertisements as directed and supplied by the NLTMC.

- Due to changing fiscal and economic conditions, the Consultant may be required to change, modify, or totally revise any or all of the above assignments including the advertising plan, the strategy and objectives, media schedules, budget allocations etc, as instructed by the NLTMC.
- The Consultant shall assist the NLTMC in maintaining a system for measuring the results of all advertising efforts, including tracking of responses from specific placed media.

6.0 PREPERATION OF SUBMITTAL – REQUIRED CONTENT

Each response to this RFP shall include the information described in this section. Failure to include all of the elements specified may be cause for rejection. Additional information may be provided, but should be succinct and relevant to the goals of the RFP. However, descriptions that tend to be excessive, not “to the point” or too wordy may not be considered favorably. Document pages shall be 8 ½” x 11” in size or folded to such a size.

All submittals shall contain the following elements, and in the order given:

6.1 Cover Letter with the following information

- 6.1.1** Name and mailing address of your firm (include physical location in addition if mailing address is a PO Box).
- 6.1.2** Contact person, telephone number, fax number and email
- 6.1.3** A statement that the submitting firm will perform the services as described in this Scope of Services

6.2 Signatory Requirement. The Cover Letter must be signed by an officer empowered by the Consultant to sign such materials and thereby commit the Consultant to the obligations contained in the RFP response. Further, the signing and submission of a response shall indicate the intention of the vendor to adhere to the provisions described in the RFP. As such, submittals which are signed:

- 6.2.1** For a partnership, shall be signed in the firm name by a partner.
- 6.2.2** For a corporation, shall have the correct corporate name thereon and the actual signature of the authorized officer of the corporation.

6.2.3 By an individual doing business under a firm name, shall be signed in the name of the individual doing business under the proper firm name and style.

6.3 Firm Description. A description of the firm, including the year the firm was established, type of organization (partnership, corporation, etc.), and the number of employees. This section shall include the pertinent qualifications of personnel (including sub-contractors) to be used. An organizational chart shall be submitted depicting the project team proposed by the firm and resumes (no more than one page per person) for key personnel including length of service with the firm.

6.4 Experience and Expertise. Provide a summary of the firm's (including sub-contractors) experience as it relates to the required services. Respondents should clearly identify and address major areas of expertise (as identified in **Section 5.0**) for which they are responding and clearly demonstrates their expertise in said areas. Provide descriptions of previous projects that relate to the services required in this RFP. Identify each project by name and include a brief description of the project. Contractors or agencies with more than 5 years of experience in providing advertising and marketing services are preferred and may be scored higher in the Evaluation Criteria (**Section 7.0**).

6.5 Methodology and Creative Abilities. Provide a general methodology for accomplishing services you are capable of providing as described in **Section 5.0**. Provide a brief response for each that demonstrates an understanding of the key elements of the project as they relate to the services required herein including development and administration.

6.6 Facilities and Resources. Provide a complete description of your facilities including equipment, software/design programs and resources available to accomplish the tasks requested herein. Provide separate descriptions of sub-contractors facilities and resources to be used (if applicable).

6.7 References. List references, including current contact name and telephone number for at least three different relevant projects. Reference should be individuals who have direct experience with the Contractor on the project cited. References will be contacted for information relating to the preceding sections as well as reliability information.

6.8 Price Schedules. Provide a complete fee schedule for all services to be delivered including hourly rates for all proposed staff (Attachment A). The fee schedules provided in the response shall be the maximum rates to be charged during the first year of the effective period of the agency of record contract and qualified list. Any requests for rate increases after the first year shall be submitted in writing to the NLTMC or its designee no less than 30 days in

advance of such a rate increase, and shall not exceed an increase of over 5% from prior year.

- 6.9 Required Statements.** Include statements of assurance regarding the following requirements: Non-substitution for the designated members of the team without approval by the NLTMC (Section 9.0), non-conflict of interest (Section 11.0), and non-collusion (Section 12.0).

7.0 SUBMITTAL INSTRUCTIONS

- 7.1** One original and five (5) copies of the RFP shall be received no later than the date and time indicated in Section 3.0 at the office of the North Lake Tahoe Resort Association, 100 North Lake Blvd., Second Floor, Tahoe City, CA 96145 or at PO Box 5459, Tahoe City CA, 96145.
- 7.2** Submit Attachment A – Price Schedule with a complete listing of services and associated fees.
- 7.3** RFP's submitted to a location other than the above will not be considered duly delivered or timely. Neither the NLTRA nor the IVCBVB will be responsible for re-routing RFP's delivered to a person of location other than the specified above.
- 7.4** Late RFP's shall not be accepted under any circumstance.
- 7.5** Cost of preparation of RFP will be borne by the offerors.
- 7.6** The Agencies reserve the right to waive minor defects and/or irregularities in submittals, and shall be the sole judge of the materiality of any such defect or irregularities.

8.0 EVALUATION CRITERIA

Each submittal will be rated using the following criteria and scoring:

Experience and Expertise (Section 6.4)	30%
Methodology and Creative Abilities (Section 6.5)	30%
Facilities and Resources (Section 6.6)	25%
Cost (Attachment A)	15%

9.0 SELECTION PROCEDURE

- 9.1** RFP's will be reviewed for responsiveness and responsive submittals further be screened by an evaluation committee in accordance with the criteria listed above. The firms submitting the most highly rated responses may be invited for interviews.
- 9.2** The Agencies reserve the right to make an award without further discussion of the submittal with the offeror(s). Therefore, the RFP should be submitted initially on the most favorable terms that the responding firm may propose.
- 9.3** The Agencies reserves the right to award a contract to the firm(s) who, in the sole judgment of the Agencies, provides the most favorable response(s) to the RFP pursuant to the Evaluation Criteria listed above.
- 9.4** The Agencies reserve the right to reject any or all RFP's, or to waive minor irregularities in said RFP's, or to negotiate minor deviations with the successful firm(s).
- 9.5** The selection committee will be made up of members of the North Lake Tahoe Marketing Cooperative, a committee made up of members of both the NLTRA and the IVCBVB.

10.0 ASSURANCES OF DESIGNATED TEAM

Responding firms shall assure that the designated staff, including sub-contractors, is used for the work described in the RFP. Departure or reassignment of, or substitution for, and member of the designated team or sub-contractors shall not be made without prior notification to Agencies.

11.0 NON-APPROPRIATION

The Agencies may terminate any resulting contract at the end of any fiscal year, June 30th, without further liability other than payment of debt incurred during such fiscal year, should funds not be appropriated by each governing body to continue services for which the contract was intended.

12.0 CONFLICT OF INTEREST

The consultant shall warrant that no official or employee of the Agencies has an interest, has been employed or retained to solicit or aid in the procuring of the resulting contract,

nor that any such person will be employed during the performance of such contract without immediate divulgence of such fact to the Agencies.

13.0 NON-COLLUSION

Firms submitting proposals shall warrant that their offer is made without any previous understanding, agreement or connection with any person, firm or corporation submitting a separate proposal for the same project and is in all respects fair, without outside control, collusion, fraud or otherwise illegal action. This condition shall not apply to proposals which are submitted by firms who have partnered with others to submit a cooperative proposal that clearly identifies a primary contractor and the associated sub-contractors.

14.0 ADDITIONAL SERVICE

Consultant agrees that from time to time the Agencies, independently and separately, may require additional services to be performed that our outside of this contract with the NLTC. These services will be estimated and billed separately.

15.0 DISCLOSURE OF PRINCIPALS

Firm will complete and return with their proposal response, the single copy of the form entitled "Disclosure of Principals" located at the back of this RFP.

16.0 OPEN MEETING LAW

NRS Chapter 241 provides that public business will be conducted in compliance with open meeting law requirements.

17.0 CLIENT ATTACHMENTS

Attachment A – Client Sample Budget

18.0 RESPONDER ATTACHMENTS

Attachment A – Price Schedule

Attachment B – List of Sub-Contractors

Attachment C – Client List/References

Attachment D – Disclosure of Principals