



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

AGENDA
Board Meeting
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday November 18th, 2020 3pm

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday November 18th, 2020 beginning at 3:00pm.

MEETING VIA TELECONFERENCE/VIDEOCONFERENCE
ONLY PURSUANT TO NRS 241.023

Public Comment

Pursuant to Section 2 of Directive 006, if a public body holds a meeting by means of teleconference or videoconference and a physical location where members of the public can attend is not provided, the public body must provide a means for the public to provide public comment, and post that means on the public notice agenda. Pursuant to Section 2 of Directive 006, the public may provide public comment by emailing comments to info@gotahoe.com. Comments received prior to 9:00 a.m. on Wednesday, November 18th, 2020, will be transcribed and given to the board for review, and will be included with the minutes of the meeting.

- | | |
|---|------------------------|
| I. Call to Order/Roll Call | Michael Murphy |
| II. PUBLIC COMMENT – Pursuant to NRS 241.020
This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting. | Michael Murphy |
| III. Approval of Agenda (For Possible Action) | Michael Murphy |
| IV. Approval of October 2020 Board Minutes (For Possible Action) | Michael Murphy |
| V. Presentation on new Incline Village Crystal Bay Association | Linda Offerdahl |
| VI. Presentation on IVCBA Northern Lights Events | Linda Offerdahl |
| VII. Discussion on FY 2020/21 Special Event/Sponsorship Opportunities (For Possible Action) | Andy Chapman |
| VIII. Update on Travel Nevada Grant Awards | Andy Chapman |
| IX. Review of October 2020 Financial Statements (10 min) (For Possible Action) | Greg Long |

- X. Submittal of November Dashboard Report (15 min) Greg Long/A. Chapman
- XI. Management Reports (15 min) Staff
 - a. Operations Report
 - b. Business Development Manager Report
 - c. President/CEO
- XII. Coop Departmental Reports Andy Chapman
 - a. Conference Sales
 - b. Leisure Sales
 - c. Website Content
 - d. Communications/Social
 - e. Advertising
- XIII. Old Business Michael Murphy
 - a. July 4th Fireworks
- XIV. New Business Michael Murphy
 - a. NDOT Hwy 28 Construction
 - b. Tahoe Filmfest December 3-6
- XV. Director Comments Michael Murphy
- XVI. PUBLIC COMMENT – Pursuant to NRS 241.020 Michael Murphy

This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.
- XVII. Adjournment – (For Possible Action)

Support materials can be found at <https://www.gotahoenorth.com/north-lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/>

Public Postings

Pursuant to Section 3 of the Declaration of Emergency Directive 006 (“Directive 006”), the requirement contained in NRS 241.023(1)(b) that there be a physical location designated for meetings of public bodies held via teleconference or videoconference where members of the public are permitted to attend and participate has been suspended until April 16, 2020. Moreover, pursuant to Section 3 of Directive 006, the requirements contained in NRS 241.020(4)(a) that public notice agendas be posted at physical locations within the State of Nevada has likewise been suspended. This agenda has been electronically posted in compliance with Directive 006, NRS 241.020(3) at <https://www.gotahoenorth.com/lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/> and <http://notice.nv.gov/>



north lake tahoe

Incline Village | Crystal Bay Visitors Bureau

October Board Meeting Minutes
Lake Tahoe Incline Village Crystal Bay Visitors Bureau
Wednesday, October 21, 2020, 3:00pm

I. Call to Order/Roll Call

Michael Murphy

The Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board Meeting was called to order at 3:06pm on Zoom by Chair Michael Murphy. Roll call was taken, and the following members were present: Bill Wood, Michael Murphy, Bill Watson, Heather Bacon and Blane Johnson. The following IVCBVB employees were present: Greg Long, Director of Operations, Andy Chapman, Alex Velto of Hutchison and Steffen legal counsel and guests: Nevo Waintraub, Brook Burnham and Amber Burke.

II. PUBLIC COMMENT – Pursuant to NRS 241.020

Michael Murphy

This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.

DoO Greg Long confirmed that there was no public comment emailed to info@gotahoe.com at this time.

III. Approval of Agenda (For Possible Action)

Michael Murphy

Motion to approve the October 2020 agenda by Blane Johnson. Second by Bill Watson. Approved.

IV. Approval of Sept. 2020 Board Minutes (For Possible Action)

Michael Murphy

Motion to approve the Sept Board Meeting Minutes by Bill Watson. Second by Blane Johnson. Approved.

V. Presentation on Arrivalist Data Platform

Andy Chapman/Brook Burnham

CEO Chapman introduces Arrivalist who is a travel tracking company using cell phone data. Brook presents a Powerpoint deck.

- Uses Geolocation traffic to track travelers movements into the destination
- Understand visitation impacts and patterns
- Identify market opportunities
- Can track 50 points of interest
- Can compare our destination with competitors
- Can separate day use from overnights

This platform is going to be purchased by the Marketing Coop to help marketing efforts.

IV-1

VI. Presentation on Kind Traveler

Amber Burke reviews the Kind Traveler sponsorship through the coop. This will help sustainability and responsible travel initiatives. Travelers dollars are directed back into the community through a destination selected charity. Kind Traveler targets millennials and luxury travelers. This lines up well with our target personas. This will be a \$10,000 investment for the coop.

VII. Review of FY 20/21 Three Month Reforecast

CEO Chapman discusses the 3 month reforecast. On the revenue side it was a busy quarter. Our collections were \$353K above budget. We are still controlling costs but considering increasing spending on some items. Will reforecast again in 3 months. No action taken.

VIII. Review of September 2020 Financial Statements

Andy Chapman/Greg Long

DoO Greg Long and CEO Chapman highlighted several items. Board Members were directed to look at the financial packet for additional questions or concerns.

Motion to approve the Sept Board Meeting Minutes by Heather Bacon. Second by Bill Wood. Approved.

IX. Discussion of Board Meeting Schedule Change

Andy Chapman

CEO Chapman proposes a change to the Board Meeting schedule. Proposes going to an, every other month, meeting. RSCVA and some DMO's are going in that direction. Chapman proposes a 7 meeting a year schedule. Bylaws support the decision by not specifying a specific meeting schedule.

Motion to approve the Sept Board Meeting Minutes by Bill Watson. Second by Blane Johnson. Approved.

X. Review of Sept Dashboard Report

Greg Long/A. Chapman

DoO Greg Long and CEO Chapman walked the Board through the dashboard. Board Members were directed to look at the packet for more detail.

XI. Management Reports

Staff

- a. Operations Report**
- b. Business Development Manager Report**
- c. President/CEO**

Provided in packet for review.

XII. Coop Departmental Reports

Andy Chapman

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- a. Conference Sales (in packet)
- b. Leisure Sales (in packet)
- c. Website Content (in packet)
- d. Communications/Social (in packet)
- e. Advertising (in packet)

Provided in packet for review.

XIII. Old Business

Michael Murphy

Air service update by CEO Chapman. JSX will not need to use any of the 200K subsidy because of the success. Palm Springs starting in Jan. 2021.

Geno Menchetti memorial will be on Nov 1, 2020. We still plan on renaming the Visitors Center after Geno.

XIV. New Business

Michael Murphy

Blane Johnson mentions ICBA is being rebranded to IVCBA which will be much more community oriented. A new website is on the way.

Trying to keep Northern Lights going. Even though it is an event driven umbrella and there are not many events, the plan is to keep the "lights on" with minimal financial support.

Heather Bacon wants to look at event funding at the next board meeting.

XV. Director Comments

Michael Murphy

None

XVI. PUBLIC COMMENT – Pursuant to NRS 241.020

Michael Murphy

This is the time for public to comment on any matter whether or not it is included on the Agenda of this meeting.

None

XVII. Adjournment – (For Possible Action)

Motion to adjourn by Blane Johnson, Seconded by Bill Wood. Adjourned. 5:03pm.

Physically disabled persons desiring to attend should contact Greg Long at (775) 832-1606.

Support materials can be found at <https://www.gotahoenorth.com/north-lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/>

Public Postings:

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitor Bureau

IVGID Office

Incline Justice Court

Nevada notices - <http://www.notice.nv.gov>



north lake tahoe

November 18th, 2020

To: Board of Directors

From: Andy Chapman, President/CEO

Re: FY 2020/21 Sponsorship and Special Events Funding

Background

Historically, each year the IVCBVB grants funds for sponsorship and special event efforts in the region. These funds are used to marketing the event and related visitation and room revenue generation. This year however, we did not budget for any special event grant funds during the FY 2020/21 budget planning process due to the then expected shortfalls in room revenue collection and related TOT collections. The budget did have limited and approved sponsorship funds for specific programs such as 4th of July Fireworks, Take Care Tahoe and Outdoor Media Summit committed sponsorship agreements.

As reported at previous board meetings, actual monthly revenue collections have outpaced budgeted amounts. Based on the current forecast submitted to the board last month, FYE 2020/21 is projected to end the year with a net ordinary income of \$203,000. While there is still much unknown regarding winter visitor volumes, staff anticipates a significant carry over at year's end.

Staff recommends the board discuss the possibility of utilizing a portion of the expected carryover to implement a special event/sponsorship grant program. It is also recommended that this grant program considers business impacts related to the COVID-19 pandemic, return to economic activity for our partners in the Incline Village and Crystal Bay regions and drive incremental visitation and overnight stays.

Possible Board Action

Board to approve a supplemental Sponsorship/Special Events Grant program and to allocate an additional \$50,000 to 75,000 of additional expenditures in the FYE 2020/21 budget.



north lake tahoe

November 18th, 2020

To: Board of Directors

From: Andy Chapman, President/CEO

Re: Travel Nevada Grant Awards

Background

Travel Nevada received \$1.6m in federal CARES Act funds for implantation of economic recovery efforts and safe travel messaging. Travel Nevada worked with the Governor's office to determine that these CARES Act funds could be granted to in-state partners to implement recovery programs. IVCBVB submitted 8 grant applications for a variety of recovery campaign programs. Travel Nevada awarded IVCBVB 3 grant applications as outlined below.

1. Lake Tahoe Dallas Winter Consumer Travel Campaign (IVCBVB & LTVA) (\$50,000)

This campaign, in cooperation with the LTVA and the NLTMC, will target the Dallas and Houston markets for winter travel. Both Dallas and Houston have seen recent air service additions from Southwest Airlines. This campaign will look to promote winter travel via air service in the important Texas market.

2. North Lake Tahoe Group Meetings Campaign (\$24,000)

This campaign, in cooperation with the NLTMC, will promote the return of safe and responsible group/conference business to the North Lake Tahoe region. Media buy will focus on digital channel assets that allow messages to be easily changed based on current COVID-19 impacts.

3. North Lake Tahoe Winter Responsible Travel Video Series (\$20,000)

The Winter Responsible Travel series will be dedicated to promoting and communicating the various responsible and safe travel precautions visitors should consider when planning a trip to North Lake Tahoe this winter. Elements of the video series will include overall responsible travel messages, non-downhill ski activities, après ski activities and dining opportunities.

Possible Board Action

Staff will provide and update to the board and receive any input on the project list.

VII-7

Oct 2020 Financial Summary Report

Oct Month End Variance Report

REVENUE

- R250 Fund Transfer: Over budget due to higher Aug 2020 TOT collections.

EXPENSES

- 0451 Legal & Accounting: Under budget due to timing of payments.
- 0623 Regional Marketing Programs: Under budget due to no marketing spending.
- 0690 Sponsorship: Under budget due to no sponsorship grants.
- 0691 Shuttle Subsidy: Under budget due to timing of payment.

Oct Year to Date Variance Report

REVENUE

- R250 Fund Transfer: Over budget due to higher TOT collections.
- R270 Miscellaneous Revenue: Over budget due to commission on conference sales.

EXPENSES

- 0305 Payroll: Under budget due to lower staffing than expected.
- 0461 Remote Offices: Over budget due to unexpected contract end date.
- 0501 Travel and Lodging: Under budget due to delay in travel.
- 0690 Sponsorship: Under budget due to no sponsorship grants.

	Oct 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	4,704.65	4,220.00	484.65	111.5%
Total POS Sales	4,704.65	4,220.00	484.65	111.5%
R250 · Fund Transfers	221,868.66	147,127.00	74,741.66	150.8%
R252 · Interest Income	23.55	0.00	23.55	100.0%
Total Income	226,596.86	151,347.00	75,249.86	149.7%
Cost of Goods Sold				
50000 · Cost of Goods Sold	2,249.77	2,321.00	-71.23	96.9%
Total COGS	2,249.77	2,321.00	-71.23	96.9%
Gross Profit	224,347.09	149,026.00	75,321.09	150.5%
Expense				
0305 · Payroll	25,478.36	26,257.00	-778.64	97.0%
0313 · Employers Insurance of Nevada	94.00	0.00	94.00	100.0%
0314 · State Employer Taxes	59.91	250.00	-190.09	24.0%
0315 · Federal Unemployment	1.64	43.00	-41.36	3.8%
0316 · Public Employees Retirement Sys	7,021.57	6,816.00	205.57	103.0%
0319 · Employer Medicare/Soc Sec	398.77	500.00	-101.23	79.8%
0320 · Health Insurance	2,996.68	3,158.00	-161.32	94.9%
0400 · Utilities				
0401 · Utilities- Electric	131.62	185.00	-53.38	71.1%
0402 · Utilities-Gas & Heat	80.58	32.00	48.58	251.8%
0403 · Utilities- Water & Refuse	326.78	344.00	-17.22	95.0%
Total 0400 · Utilities	538.98	561.00	-22.02	96.1%
0405 · Bank & Cr Card Charges	235.79	211.00	24.79	111.7%
0410 · Office Supplies & Expenses	619.64	200.00	419.64	309.8%
0411 · Maintenance/Janitorial	646.62	1,300.00	-653.38	49.7%
0412 · IT - Computers	87.50	100.00	-12.50	87.5%
0415 · Misc. Sales Tax (Sales Tax Paid on Purchases)	0.00	9.09	-9.09	0.0%
0420 · Postage & Freight	0.00	50.00	-50.00	0.0%
0421 · Communications	547.08	550.00	-2.92	99.5%
0430 · Building Repairs & Insurance	261.00	750.00	-489.00	34.8%
0451 · Legal & Accounting Services	1,925.00	5,319.00	-3,394.00	36.2%
0461 · Remote Offices	500.00	0.00	500.00	100.0%
0462 · Equipment Lease & Maint.	289.49	280.00	9.49	103.4%
0473 · Dues & Subscriptions	281.55	360.00	-78.45	78.2%
0474 · License & Fees	0.00	25.00	-25.00	0.0%
0501 · Travel & Lodging	0.00	500.00	-500.00	0.0%
0504 · Registrations	0.00	300.00	-300.00	0.0%
0505 · Local Transportation/Car	49.88	50.00	-0.12	99.8%
0507 · Meeting Expenses	65.66	100.00	-34.34	65.7%
0601 · Hospitality in Market				
0601.5 · In House	29.08	100.00	-70.92	29.1%
0601 · Hospitality in Market - Other	0.00	100.00	-100.00	0.0%
Total 0601 · Hospitality in Market	29.08	200.00	-170.92	14.5%

INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

Profit & Loss Budget vs. Actual

Accrual Basis

October 2020

	Oct 20	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	81,600.00	81,600.00	0.00	100.0%
0623 · Regional Marketing Programs	0.00	1,000.00	-1,000.00	0.0%
0650 · Payroll Expense	95.00	100.00	-5.00	95.0%
0690 · Sponsorship	0.00	50,000.00	-50,000.00	0.0%
0691 · Shuttle Subsidy/Sponsorship	0.00	11,742.00	-11,742.00	0.0%
59900 · POS Inventory Adj -Merchandise	31.41			
Total Expense	123,854.61	192,331.09	-68,476.48	64.4%
Net Ordinary Income	100,492.48	-43,305.09	143,797.57	-232.1%
Net Income	100,492.48	-43,305.09	143,797.57	-232.1%

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	Jul - Oct 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
POS Sales				
46000 · Merchandise Sales	25,362.60	23,622.00	1,740.60	107.4%
R290 · Consignment Sales	38.00	0.00	38.00	100.0%
Total POS Sales	25,400.60	23,622.00	1,778.60	107.5%
R250 · Fund Transfers	664,901.89	335,741.00	329,160.89	198.0%
R252 · Interest Income	54.87	0.00	54.87	100.0%
R270 · Miscellaneous Revenue	7,906.60	0.00	7,906.60	100.0%
Total Income	698,263.96	359,363.00	338,900.96	194.3%
Cost of Goods Sold				
50000 · Cost of Goods Sold	12,084.74	12,992.00	-907.26	93.0%
Total COGS	12,084.74	12,992.00	-907.26	93.0%
Gross Profit	686,179.22	346,371.00	339,808.22	198.1%
Expense				
0305 · Payroll	103,008.61	111,328.00	-8,319.39	92.5%
0313 · Employers Insurance of Nevada	952.00	879.00	73.00	108.3%
0314 · State Employer Taxes	274.27	1,000.00	-725.73	27.4%
0315 · Federal Unemployment	14.19	172.00	-157.81	8.3%
0316 · Public Employees Retirement Sys	27,504.02	27,756.00	-251.98	99.1%
0319 · Employer Medicare/Soc Sec	1,652.20	2,000.00	-347.80	82.6%
0320 · Health Insurance	11,735.58	12,632.00	-896.42	92.9%
0321 · Employee Training	0.00	500.00	-500.00	0.0%
0400 · Utilities				
0401 · Utilities- Electric	539.24	695.00	-155.76	77.6%
0402 · Utilities-Gas & Heat	176.02	111.00	65.02	158.6%
0403 · Utilities- Water & Refuse	1,289.28	1,353.00	-63.72	95.3%
Total 0400 · Utilities	2,004.54	2,159.00	-154.46	92.8%
0405 · Bank & Cr Card Charges	1,102.10	1,181.00	-78.90	93.3%
0410 · Office Supplies & Expenses	2,098.95	1,400.00	698.95	149.9%
0411 · Maintenance/Janitorial	2,373.34	3,100.00	-726.66	76.6%
0412 · IT - Computers	417.47	400.00	17.47	104.4%
0415 · Misc. Sales Tax (Sales Tax Paid on Purcha...	6.43	27.27	-20.84	23.6%
0420 · Postage & Freight	-115.20	200.00	-315.20	-57.6%
0421 · Communications	2,194.88	2,200.00	-5.12	99.8%
0430 · Building Repairs & Insurance	2,323.00	3,000.00	-677.00	77.4%
0451 · Legal & Accounting Services	12,610.50	14,869.00	-2,258.50	84.8%
0460 · Contract Services	0.00	2,000.00	-2,000.00	0.0%
0461 · Remote Offices	6,000.00	0.00	6,000.00	100.0%
0462 · Equipment Lease & Maint.	1,053.90	1,120.00	-66.10	94.1%
0473 · Dues & Subscriptions	4,013.55	1,440.00	2,573.55	278.7%
0474 · License & Fees	51.68	100.00	-48.32	51.7%
0501 · Travel & Lodging	0.00	3,000.00	-3,000.00	0.0%
0504 · Registrations	0.00	1,200.00	-1,200.00	0.0%
0505 · Local Transportation/Car	49.88	200.00	-150.12	24.9%
0507 · Meeting Expenses	166.82	400.00	-233.18	41.7%
0601 · Hospitality in Market				
0601.5 · In House	168.57	400.00	-231.43	42.1%
0601 · Hospitality in Market - Other	0.00	400.00	-400.00	0.0%
Total 0601 · Hospitality in Market	168.57	800.00	-631.43	21.1%

PA-4

	Jul - Oct 20	Budget	\$ Over Budget	% of Budget
0622 · Advertising Co-op	186,600.00	186,600.00	0.00	100.0%
0623 · Regional Marketing Programs	0.00	2,500.00	-2,500.00	0.0%
0650 · Payroll Expense	380.00	400.00	-20.00	95.0%
0690 · Sponsorship	6,629.50	50,000.00	-43,370.50	13.3%
0691 · Shuttle Subsiday/Sponsorship	10,122.00	11,742.00	-1,620.00	86.2%
51100 · Freight and Shipping Costs	75.60	0.00	75.60	100.0%
59900 · POS Inventory Adj -Merchandise	90.29			
Total Expense	385,558.67	446,305.27	-60,746.60	86.4%
Net Ordinary Income	300,620.55	-99,934.27	400,554.82	-300.8%
Other Income/Expense				
Other Income				
52500 · Purchase Discounts	0.76			
Total Other Income	0.76			
Net Other Income	0.76			
Net Income	300,621.31	-99,934.27	400,555.58	-300.8%

IX-5

Revenues & Stats					
	Sept-2020		Sept-2019		Variance
Grant Revenues					
Monthly YTD	\$	188,594	\$	189,906	-0.7%
	\$	853,497	\$	973,187	-12.3%
	\$	5,695,806	\$	5,735,905	-0.7%
Total Taxable Revenues					
	Sept Actual		Sept Budget		
Monthly YTD	\$	188,594	\$	132,997	41.8%
	\$	853,497	\$	468,718	82.1%
Occupancy					
Hotel Motel Vacation Rental Time Share Home Owner		56.7%		75.5%	-24.9%
		42.2%		51.9%	-18.6%
		6.9%		22.8%	-69.6%
		5.1%		8.7%	-41.3%
		30.6%		26.89%	13.8%
Total		19.50%	38.50%		-49.4%
Room Rate					
Hotel Motel Vacation Rental Time Share Home Owner	\$	286.13	\$	274.87	4.1%
	\$	140.54	\$	124.64	12.8%
	\$	507.30	\$	278.47	82.2%
	\$	207.71	\$	289.29	-28.2%
	\$	328.89	\$	311.32	5.6%
Total		333.87	274.38		21.7%
RevPar					
Hotel Motel Vacation Rental Time Share Home Owner	\$	162.09	\$	208.64	-22.3%
	\$	59.33	\$	68.56	-13.5%
	\$	35.20	\$	86.77	-59.4%
	\$	10.56	\$	25.04	-57.8%
	\$	100.65	\$	83.71	20.2%
Total		65.11	115.42		-43.6%

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	FY 2020/21	FY 2019/20	Variance
Current Month Occupancy	35.2%	38.3%	-8.1%
Current Month ADR	\$ 291	\$ 220	32.3%
Current Month REVPAR	\$ 103	\$ 84	22.6%
Next Month Occupancy	21.0%	27.3%	-23.1%
Next Month ADR	\$ 356	\$ 234	52.1%
Next Month REVPAR	\$ 75	\$ 64	17.2%
Winter Total Occupancy (proj)	14.1%	18.9%	-25.4%
Winter Total ADR (proj)	\$ 432	\$ 363	19.0%
Winter Total REVPAR (proj)	\$ 61	\$ 69	-11.6%

	Sept-2020	Sept-2019	Variance
Total Passengers Served	164,103	392,353	-58.2%
Average Load Factor	63.5%	79.9%	-20.5%
Total Number of Departures	1,079	2,066	-47.8%
Non-Stop Destinations Served	15	20	-25.0%
Departing Seat Capacity	130021	252774	-48.6%
Crude Oil Averages (barrel)	\$ 39.63	\$ 56.95	-30.4%

Alaska Airlines will begin daily non-stop from Palm Springs beginning December 17th
Alaska Airlines will begin daily non-stop from LAX beginning December 17th
Delta Airlines will begin non-stop from ATL beginning November 8th
Southwest will begin daily non-stop from Houston beginning January 5th

(Booked as of September 30, 2020)					Variance		
Total Revenue Booked		\$	1,096,681	\$	2,334,860	-53.0%	
Number of Room Nights			4,979		13,058	-61.9%	
Number of Delegates			2,163		7,718	-72.0%	
Number of Tentative Bookings			16		49	-67.3%	
Number of Leads Generated			29		89	-67.4%	
Conference Revenue And Percentage by County:							
			<u>20-21</u>		<u>19-20</u>		
Placer	83.0%	68.0%	\$	905,049	\$	1,597,128	-43.3%
Washoe	17.0%	9.0%	\$	191,632	\$	195,373	-1.9%
South Lake	0.0%	23.0%	\$	-	\$	542,359	-100.0%
Nevada	0.0%	0.0%	\$	-			#DIV/0!
Total Conference Revenue	100.0%	100.0%	\$	1,096,681	\$	2,334,860	-53.0%

Top Website Lodging Referrals (October)	Total Lodging Ref.	Unique Lodging Ref.
Tahoe Luxury Properties	52	46
Hyatt Regency Lake Tahoe	49	47
Hyatt High Sierra Lodge,	38	36
Granlibakken Tahoe	31	29
Cedar Crest Cottages	30	30
Cedar Glen Lodge	30	28
The Ritz-Carlton, Lake Tahoe	30	26
Cottage Inn at Lake Tahoe	26	26
Lake Tahoe Deluxe Vacation Rentals	25	22
Rustic Cottages	25	24
Northstar California Resort	24	23
Hostel Tahoe in Kings Beach	23	12
Meeks Bay Resort & Marina	22	22
Tahoe Sands Resort	22	20
Basecamp Hotel Tahoe City	19	18
Tahoe Moon Properties	19	18
Tahoe Mountain Lodging	19	17
Brockway Springs Resort	18	18
Sunnyside Restaurant & Lodge	18	15
Tahoe Signature Properties	18	15
Tahoe Vista Lodge and Cabins	18	18
The Village at Squaw Valley	17	16
Mourelatos Lakeshore Resort	16	15
Resort at Squaw Creek	16	14
Tahoe Biltmore Lodge & Casino	16	15

October Summary:

October visitation stayed steady at the Visitors Center. Although our numbers are down from last year, visitors are using our concierge service to make their stays more enjoyable.

Staffing:

- Our part time employee started on Nov. 1st. Dale Vogelaar will work 12 hours per week.

Operations:

- Staying COVID compliant to remain open
- Research current, up to date information for visitors
- Gallery has reopened
- Inventory management
- Winterized visitors center

Projects:

- GoTahoeNorth website coordination of COVID changes and SEO project
- Working on CARES act grant funded website additions for RTT
- Geno Menchetti visitor center renaming

Meetings attended:

- Countless virtual meetings: GTN, RTT, Meeting Coop, BACC

XP-1

President/CEO Report
Activities Report
November 18th 2020

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Implemented and placed “on hold” NLT Recovery Campaign
 - Work with agency partners on development of recovery plan
 - Worked with NLTRA CEO on 2020/21 Coop budget reforecast
 - Revised all social media messages to align with Safe & Responsible talking points
 - Worked with Agency partners on recovery plan, timing and implantation
 - Implementing fall consumer effort in targeted geographic markets
 - Planning winter consumer advertising campaign
 - Worked with agency partners on Travel Nevada grant submittals
 - Worked with agency partners on Meetings Media Campaign
 - Working with NLTMC and LTVA on Dallas/Houston Consumer media campaign
 - Met with Tahoe Filmfest producer on upcoming December event
- PROJECTS
 - Continued cost management efforts on operational expenses
 - Continued discussions with TART on Incline Village transit improvements
 - Participated in industry wide, Collective Insights group think tank
 - Met with Lake Tahoe DMO CEOs and TRPA on consumer behavior messaging
 - Met with July 4th Firework Coalition on permit application
 - Working with IVCBA on Northern Lights special event
 - Working with IVCBA on business strategy
- MEETINGS (in person or virtual)
 - Attended Sales Staff meetings
 - Attended Vendor status meetings
 - Attended Visit California Research Committee Meeting (weekly)
 - Attended RASC Executive Committee Meeting (weekly)
 - Attended TMA Meeting
 - Attended TTD Board Meeting
 - Attended Lake Tahoe Recreation providers/public managers calls
 - Attended CalTravel DMO Roundtable meeting
 - Attended NLT Marketing Coop meeting
 - Attended DMA Board of Director meeting
 - Attended RASC/RTIA Strategic Planning Session

XIC-2



north lake tahoe

Departmental Reports
November 2020



Conference Sales Update

November 6, 2020



Trade Shows & Events

The North Lake Tahoe CVB will be participating in the following events:

- November 12, 2020, Meetings Made Easy Weekly Episode - Mountain Destinations

New Definite Groups

ROOM REVENUE TOTAL - \$136,331 / ROOM NIGHTS - 569

1. Maritz Global Events - Corsa America Rally, 5/27/2021-5/28/2021, 30 room nights, 50 people, Ritz Carlton Lake Tahoe
2. Commercial Vehicle Solutions Network - June 2022 Summit, 6/2/2022 6/9/2022 CVS, 539 room nights, 200 people, Ritz Carlton Lake Tahoe

New Leads

POTENTIAL ROOM REVENUE TOTAL - \$675,000 / ROOM NIGHTS - 4500

XIIa-1

1. Red Cow Productions - Winter Dating Reality Show, 1/24/2021-3/7/2021, 4500 room nights, 120 people

New CVENT Inquiries

POTENTIAL ROOM NIGHTS - 763

1. Virtual Service Operations, 1/7/2021-1/13/2021, 231 room nights, 120 people
2. Alliance Defending Freedom - 2021 Senior Staff Retreat and CEO & Owner Summit, 3/16/2021-3/20/2021, 236 room nights, 100 people
3. TheHomeMag - 2021 Annual Conference, 10/9/2021-10/14/2021, 528 room nights, 180 people
4. JFrog - SwampUp 2021, 5/20/2021-5/23/2021, 370 room nights 100 people

Canceled Group Programs since March 15, 2020

CANCELED ROOM REVENUE TOTAL - \$1,395,702 / ROOM NIGHTS - 6812

1. American Wood Protection Association - Annual Meeting 2020 4/23/2020 - 5/1/2020, 670 room nights, \$107,166 room revenue, Hyatt Regency Lake Tahoe
2. Coalitions & Collaboratives, Inc (COCO) - After the Flames Workshop and Conference, 4/5/2020 - 4/9/2020, 400 room nights, \$66,000 room revenue, Granlibakken Tahoe
3. Northstar Travel Media - Mountain Travel Symposium 2020, 3/29/2020 - 4/4/2020, 2672 room nights, \$596,375.00 room revenue, Resort at Squaw Creek, Village at Squaw Valley and Squaw Valley Lodge.
4. US Ski & Snowboard Association - U.S. Freestyle Championships 2020, 3/18/2020 - 3/22/2020, 55 room nights, \$7,623.00 room revenue, Granlibakken Tahoe
5. THERMO FISHER SCIENTIFIC, Thermo Fisher Scientific Meeting Lake Tahoe, 5/4/2020, 5/6/2020, 20 room nights, \$6,870.00 room revenue, Ritz Carlton Lake Tahoe
6. Masons of California - Masters & Wardens Leadership Retreat, May 1-3, 2020, 224 room nights, \$31,136.00 room revenue, Hyatt Regency Lake Tahoe.
7. State Farm Mutual Automobile Insurance Company - NCST Agent Meeting-August 4-5, 2020-147 room nights, \$35,133 room revenue, The Ritz-Carlton Lake Tahoe (Has booking credit to re-book by December 2021)
8. Architectural Woodwork Institute - Annual Convention 2020, 9/28/2020-10/3/2020, 627 room nights, \$123,088.00 room revenue, Resort at Squaw Creek (Looking to Re-book for October 2021)
9. APARTMENT LIST - 2020 Company Retreat, 8/9/2020-8/11/2020, 238 room nights, \$49,722.00 room revenue, Village at Squaw Valley (Looking to Re-book in 2021)
10. AUTODESK - AEC NA MJA Q3 FY21 Business Planning & Review, 9/15/2020-9/17/2020, 175 room nights, \$41,825.00 room revenue, Hyatt Regency Lake Tahoe
11. Isagenix International LLC - Isagenix 3-7 Start Retreat, 9/21/2020-9/24/2020, 90 room nights, \$19,647.00 room revenue, Hyatt Regency Lake Tahoe.
12. State Bar of Texas - New Frontiers in Marital Law, 10/7/2020-10/10/2020, 159 room nights, \$36,411.00 room revenue, Ritz Carlton Lake Tahoe (Looking to Re-book for October 2021)

XIIA-2

13. Council of State Governments - West-LSA 2020, 9/26/2020-9/30/2020, 86 room nights, \$14,365.00 room revenue, Resort at Squaw Creek
14. Architectural Woodwork Institute - Annual Convention 2020, 9/28/2020-10/3/2020, 627 room nights, \$123,088.00 room revenue, Resort at Squaw Creek (Looking to Re-book for October 2021)
15. Experient - Water Quality Association Mid-Year Leadership Conference, 9/13/2020-9/18/2020, 355 room nights, \$77,745.00 room revenue, Resort at Squaw Creek

Postponed/Re-booked Group Programs

ROOM REVENUE TOTAL - \$862,214 / ROOM NIGHTS - 4004

1. HPN Global - 69328 President's Club, 5/2/2020 - 5/5/2020, 75 room nights, \$18,335.00 room revenue. Re-booked May 1-4, 2021
2. Partsmaster-2020 Incentive, 6/24/2020-6/28/2020, 203 room nights, \$60,697.00 room revenue, Hyatt Regency Lake Tahoe Resort. Re-booked June 24-29, 2021
3. California Special District Association - General Manager Leadership Summit, June 24-29, 2021, 464 room nights, \$85,960 room revenue, Resort at Squaw Creek
4. HPN Global-72193 - Planning Meeting, 7/12/2020-7/15/2020, 45 room nights, \$8,955.00 room revenue, Village at Squaw Valley
5. UCSF, Office of Continuing Medical Ed - Essentials of Primary Care, 8/1/2020-8/9/2020, 522 room nights \$116,002.50 room revenue, Resort at Squaw Creek. Rebooked 8/1/2021-8/6/2021
6. California Association of Code Enforcement Officers - Annual Semiar, October 19-23, 2020, 680 roomnights \$120,000 room revenue, Resort at Squaw Creek, Rebooked October 3-7, 2021
7. Ameritas Life Insurance Corporation - 2020 RP Forum, 8/17/2020-8/19/2020, 82 room nights, \$20,926.00, Hyatt Regency Lake Tahoe, Rebooked August 16-19, 2021
8. The Realty Alliance - Fall General Membership Meeting, 10/4/2020-10/8/2020, 290 room nights, \$65,780.00 room revenue, Hyatt Regency Lake Tahoe, Rebooked 9/30/2023-10/5/2023
9. California County Superintendents Association Educational Services - General Membership Quarterly Meeting, 10/17/2020-10/21/2020, 176 room nights, \$35,024.00 room revenue, Ritz Carlton Lake Tahoe Rebooked 10/14/2023-10/18/2023
10. Society of Military Orthopaedic Surgeons - 62nd Annual Meeting, 12/12/2020-12/19/2020, 1382 room nights, \$315,135.00 room revenue, Resort at Squaw Creek*Actualized programs and numbers, Rebooked December 2021
11. *National Council of State Boards of Nursing - Board of Directors Retreat, 10/18/2020-10/20/2020, 51 room nights, \$6,519.00 room revenue, Hyatt Regency Lake Tahoe. Rebooked October 17-20, 2021

*Indicates new re-booking to report

July - December 2020 Upcoming Groups

ROOM REVENUE TOTAL - \$27,322 / ROOM NIGHTS - 113

XII a-3

- *HPN Global-72193 - Planning Meeting, 7/12/2020-7/15/2020, 24 room nights, \$4671.00 room revenue, Village at Squaw Valley
- *American Traffic Safety Services Association - 2020 Summer Board Meeting, 7/14/2020-7/17/2020, 56 room nights, \$16744.00 room revenue, The Ritz-Carlton, Lake Tahoe
- *Cycle - Film Shoot, October 20-25, 2020, 33 room nights, \$5907 room revenue, 10 people, Village at Squaw Valley

*Programs have actualized

North Lake Tahoe Convention & Visitors Bureau

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530.581.8750

Sarah@GoTahoeNorth.com

Greg Howey

Senior National Sales Manager
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Greg@GoTahoeNorth.com

Bart Peterson

National Sales Manager
775.832.1606 X106

Bart@GoTahoe.com



INTERNATIONAL UPDATES

Australia Representation with Gate 7:

- Launched in July
 - Strategic planning for 20/21
 - Travel Trade Outreach -including maintaining a regular training schedule, interactive exposure, and more.
 - Quarterly EDM inclusions in Gate 7's database
 - FAM planning as needed

Canada Representation with DCI:

- Launched September with the below Scope of Work
 - Planning and execution of (6) tour operator and travel agent virtual webinars
 - Plan, coordinate and execute 3-5 sales calls per quarter to key tour operators
 - Plan a spring 2021 sales mission – should this be an option

Ended contracts with Black Diamond, UK and MSI, Germany/Switzerland/Austria

July Updates

- Gate 7, Australia report:
 - (103) agents trained
 - (9) meetings conducted via 'Date a Destination' with Skimax Holidays, Luxury Escapes, Adventure World, Helloworld/Viva Holidays, Trip.com, Flight Centre, The Travel Corporation, Destination Webinars and Sno'nSki

August Updates

- Gate 7, Australia report:
 - (167) agents trained in the Brand USA "Giant Trees Ancient Forrest" webinar in Australia and New Zealand
 - (8) Meetings with Hunter Travel Group, itravel, Visit USA, Travel Counsellors, MTA and Travel Managers

September Updates

- Gate 7, Australia report
 - (12) new agents trained
 - (5) meetings & events completed with Traveloapp, Flight Centre, Karryon, Travel Counsellors and Visit USA
 - Fall Newsletter sent out - The Secret Season: Discover Autumn in North Lake Tahoe
 - October focus: content update, resource centre update and Tahoe trivia
- DCI, Canada report

XIB-2

- Launched our 20/21 contract with training sessions for the new team member, Pamela.
- Analysis of priorities through December 2020.
- Working on first webinar – list of agents and companies.
- Proposed attending virtual ACTA event – evaluating opportunity now.

Next Steps:

- Canada
 - Hitting pause with majority of sales calls and trainings
 - Only moving forward with November Truffle Pig Luxury Tour Operator Training
 - Re-evaluating best next steps January 1, 2021
- Australia
 - Hitting pause on travel trade webinars/trainings/sales calls
 - January – March, 2021 moving into a PR contract with the below deliverables:
 - The development and execution of a proactive pitching program including 6 tailored story angles staggered throughout 3-month period (2 per month)
 - Monthly media coverage report & end of project evaluation
 - 1 Standalone PR newsletter to 400+ journalists (both AU and NZ) from Gate 7 resource center
- Misc. Projects
 - UK webinar training series with Travel SF
 - French representation through the High Sierra Council with a focus on the below:
 - On-going digital and social strategies, including maintaining French website, answering all inquiries that come through that site and managing our social media channels, with a focus on Facebook
 - Publishing 3x monthly newsletters
 - Continuing to be our main contact for any media inquiries and trade inquiries
 - Conducting at least 1 webinar training monthly
 - Shifting to a Domestic Sales & Marketing Focus
 - Travel NV Expedia Campaign - Discover Your Nevada
 - Focus is on destination relief and recovery. Includes dedicated landing pages, reporting, re-targeting and competitive of NV comp set.
 - Campaign Dates: *October 15, 2020 – January 15, 2021*
 - Visit California HotelBeds Campaign:
 - Focus: Targeting domestic travel agents throughout the U.S.
 - Includes: Dedicated landing page, newsletter blasts, social media push and more. [Click here](#) to see landing page.
 - Campaign Dates: *October 13, 2020 – March 13, 2021*

October 2020 Recap



north lake tahoe

THE ABBEY
AGENCY™

XIII d-1



Social Media Blog and Newsletter Content

Overall Objectives & KPIs

Social Media

- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: -0.38% decrease in Facebook followers and -0.20% decrease in Instagram followers.
 - SoCal: 0.09% decrease in Facebook followers and -0.35% decrease in IG followers.

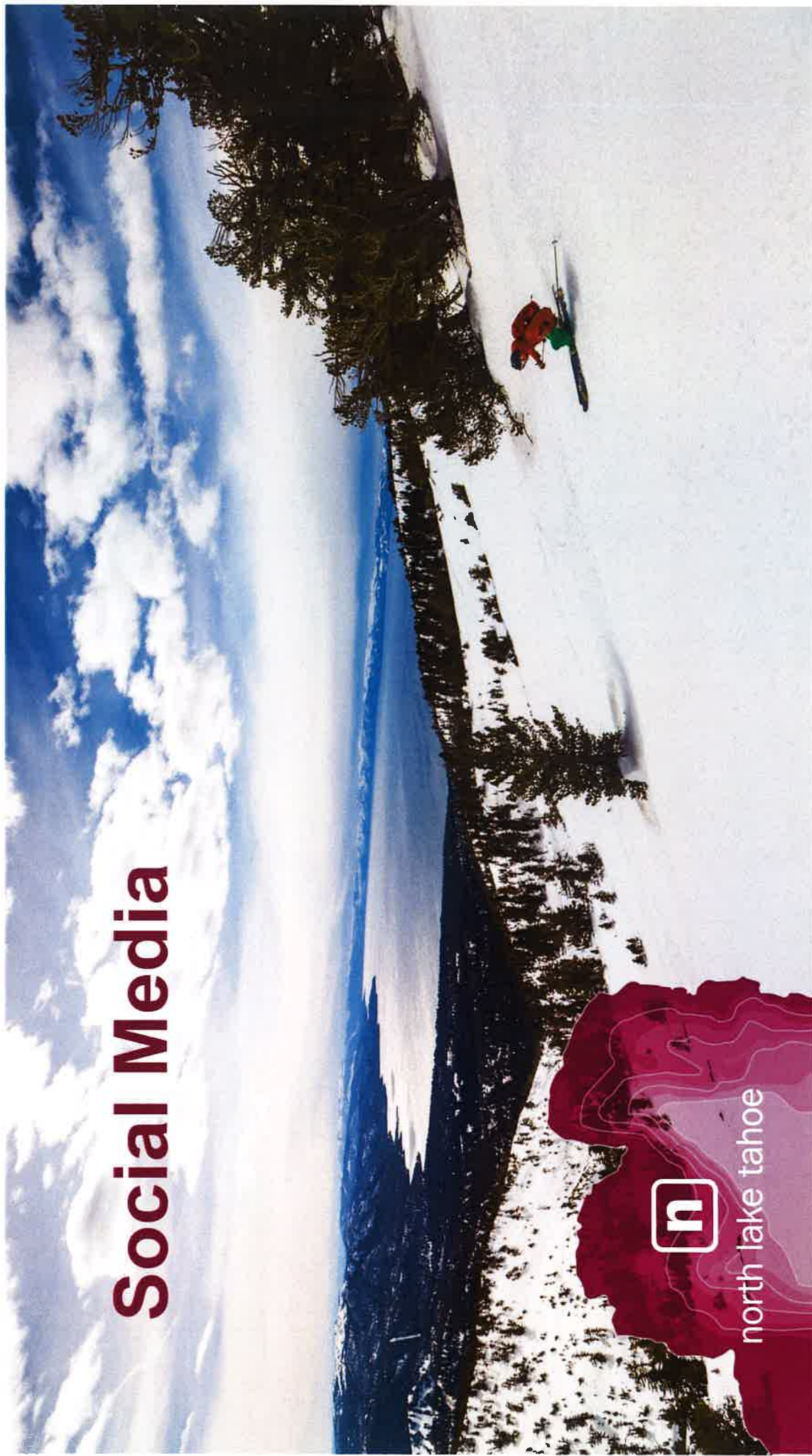
Content

- Blog
 - Goal: 1 per month
 - Completed: 0
- Newsletter
 - Goal: 1 per month
 - Completed: 0



KIP 23

Social Media



north lake tahoe

XIII-4

Social Media Approach

Strategy

- Based upon county restrictions, North Lake Tahoe has adopted a limited posting strategy of three posts per week (optimized for each platform) focusing on responsible travel/education.
- General consumer sentiment has improved so select messages around fall and winter travel and the in-market campaign have been included.

Objectives

- **Instagram:** Maintain a 5-7% engagement rate month over month (this is *very high*, compared to industry average of 2-3%)
- **Facebook:** Maintain a 3-4% engagement rate month over month (industry average for all types of content is 3.91%)
- **Twitter:** Maintain an average engagement between 0.09% and 0.33% (industry standard)
- **Increase overall followers** by at least 0.5% monthly



Channels

- Facebook, Instagram, Twitter, YouTube, Pinterest

Follower + Engagement Insights:

- Total followers: **231,837**
 - Total audience increased by **0.1%** with total net audience growth decreasing by **15%** compared to the previous month.
- Total Impressions: **4,020,727 (+152%)**
- Total Engagement: **86,610 (+43%)**

Insights:

- Engagements and impressions grew over the course of October. We believe this had to do with a shift back to posting beautiful scenic photos connected with safety messaging.
- Infrequent posting and lack of paid media, boosting campaigns is leading to decreased following. The boosting budget is planned to resume in November to assist.

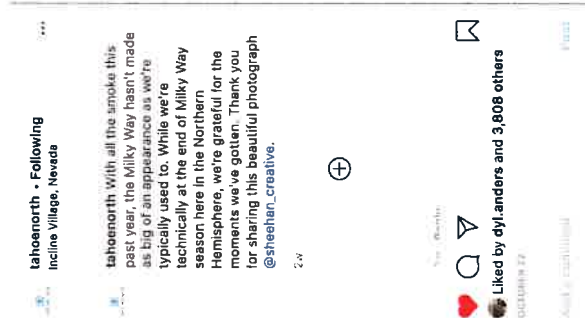
XDD-5

Top Posts by Engagement

#1 Instagram Post: 48k impressions, 47k reach, 3.9k engagements, 8.3% engagement rate

#1 Facebook Post: 102K impressions, 94k reach, 10k engagements, 9.8% engagement rate

#1 Twitter Post: 6,048 impressions, 443 engagements, 7.3% engagement rate



Supplementary Messaging

Across all of North Lake Tahoe's social media channels, our team continues to curate a blend of aspirational tour-imagery along with educational messaging to support local businesses.

Take Out Tahoe:

- The Take Out Tahoe campaign kicked off on social media. The campaign not only promotes local restaurants, but incentivizes users to participate.

Winter Resort Messaging

- Our Winter Resort messaging video went live on social media, informing the public of what they should expect this winter. The video is currently being boosted and promoted across social media to drive markets and local audiences.

Fall Responsible Recreation

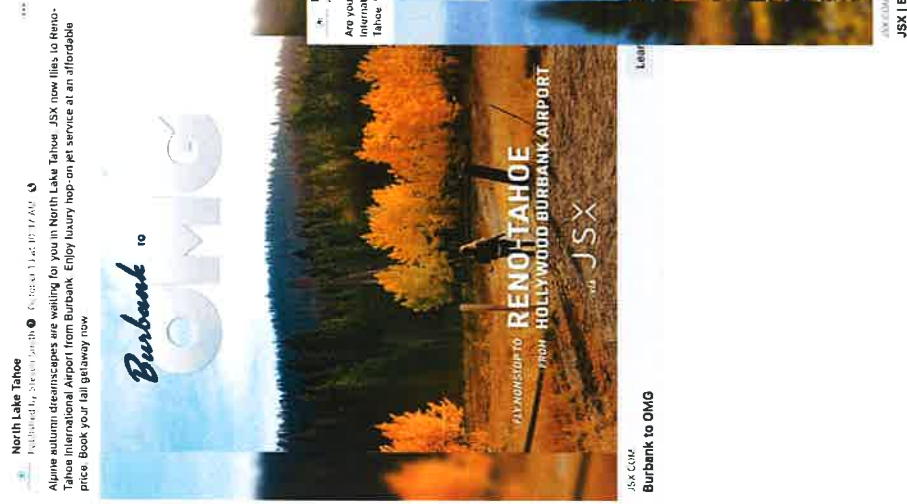
- Encouraging followers to respect nature, respect others, and wear a mask while participating in fall activities.
- Keeping the audience up to date with information about fires, road closures, and air quality.
- Safe and responsible parking messaging has also been shared across NLT's social channels.



JSX Launch

In conjunction with RASC's promotion of the recent JSX Burbank to Reno-Tahoe flight launch, North Lake Tahoe promoted this via targeted ads on social media. The ads were targeted to those living within the Los Angeles and Burbank area. These promoted posts ran across Facebook and Instagram during the month of October yielding:

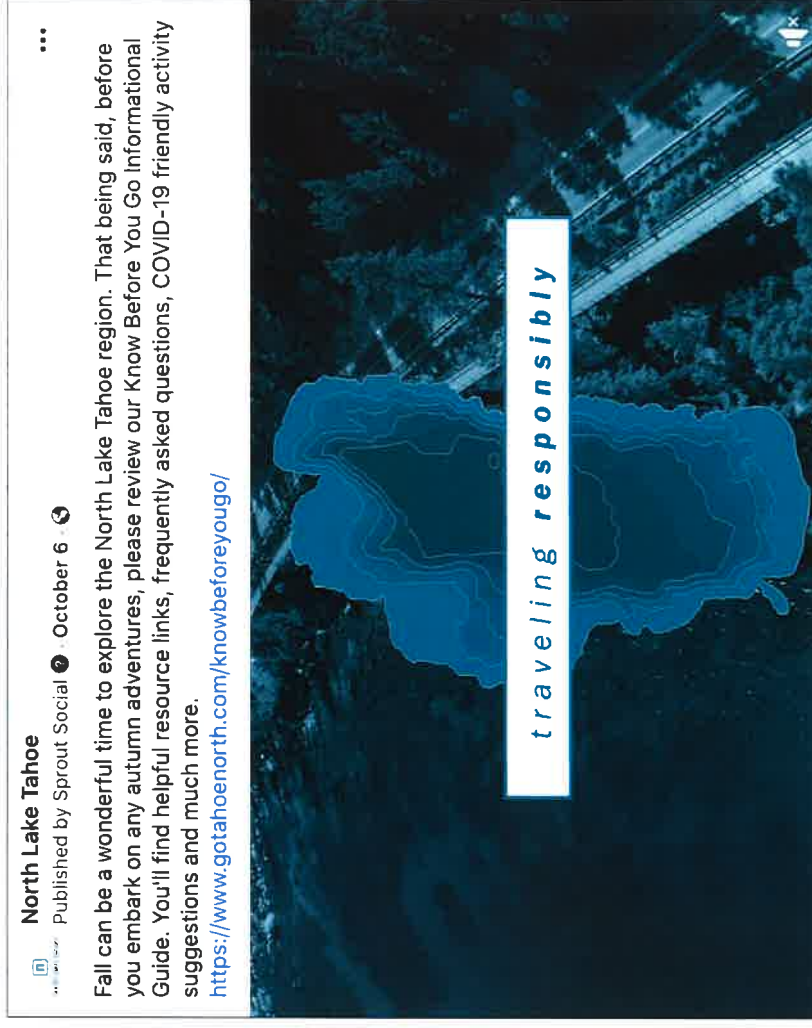
- 716,410 Impressions
- 407,617 Reach
- 1,000 Link Clicks



Fall Responsible Travel

In order to properly promote responsible fall travel in North Lake Tahoe, the responsible fall travel video was promoted on Facebook and Instagram. The post was targeted to our drive markets, encouraging them to check out our "Know Before You Go" guide before they visit. The post performed incredibly well, with the following results:

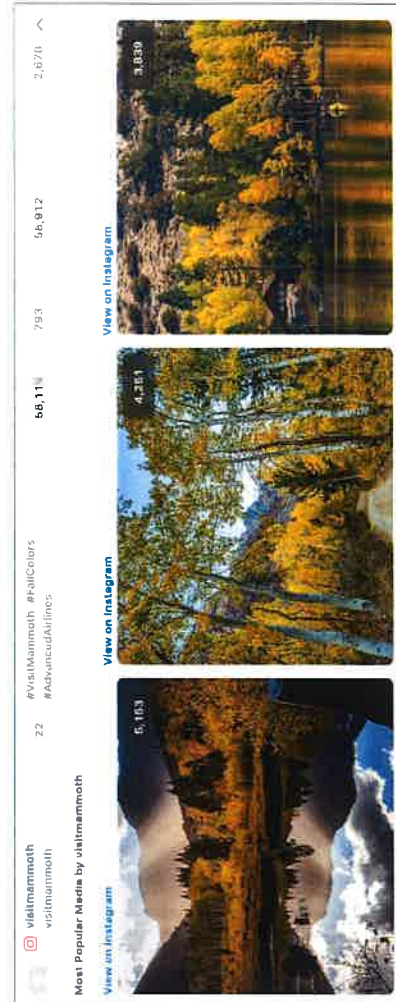
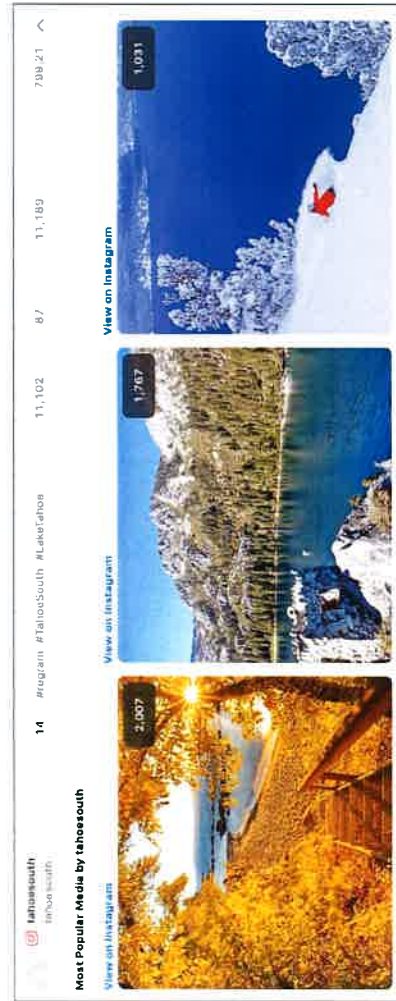
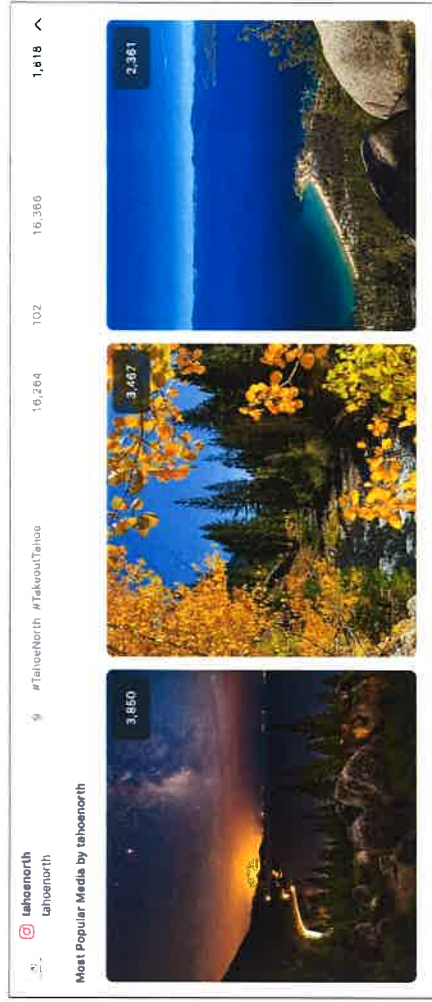
- 104,032 Impressions
- 50,913 Reach
- 1,505 Link Clicks



XII-9

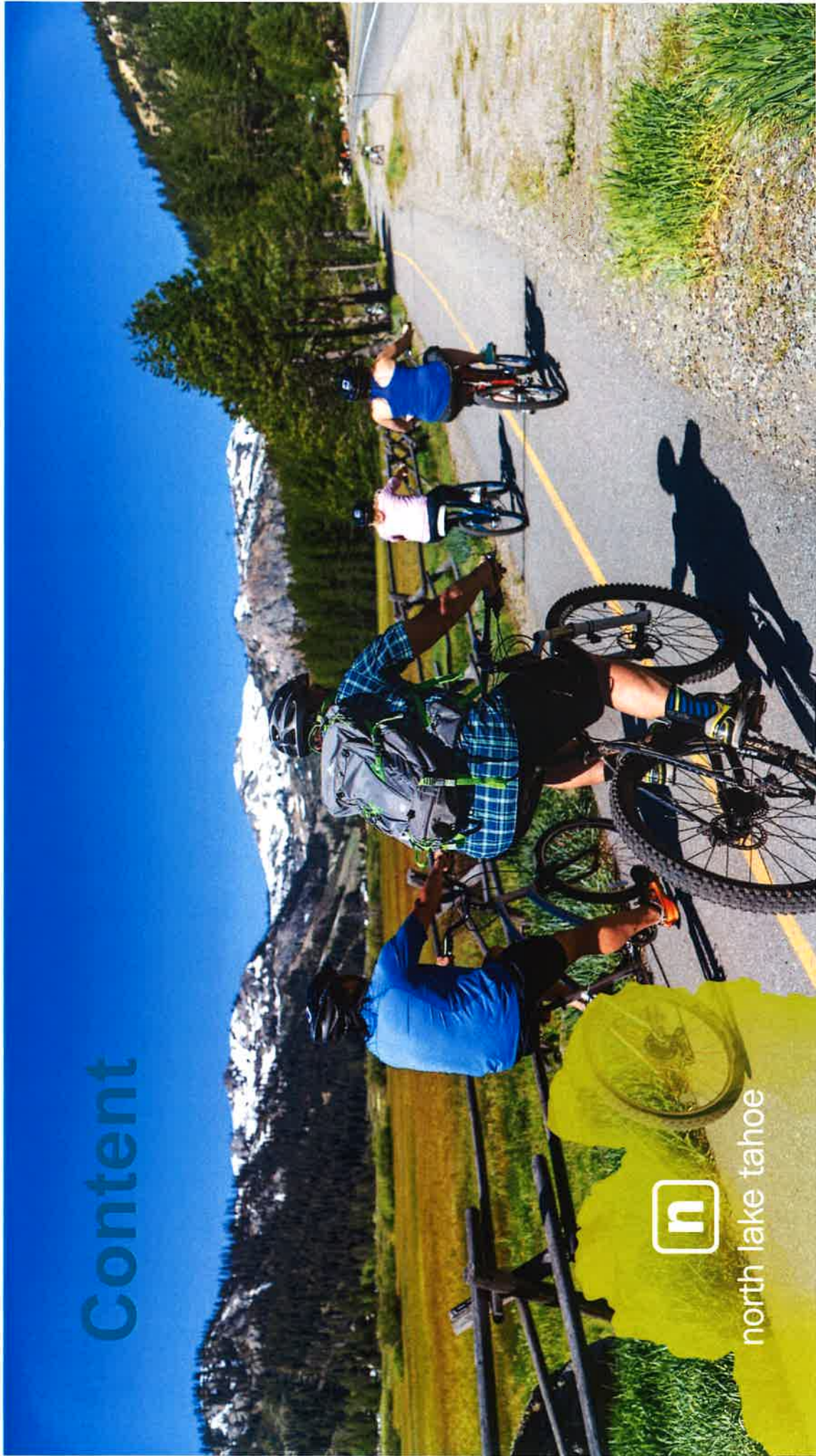
Instagram Competitor Set

Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In October @TahoeNorth published fewer posts than @TahoeSouth but received a larger amount of impressions and engagements. Visit Mammoth on the other hand posted an average of 5 posts a week, and yielded a large follower growth and larger engagements and impressions. Visit Mammoth has also focused almost exclusively on beautiful aspirational fall imagery, most likely to combat information surrounding its difficult fire season.



XII-10

Content



north lake tahoe

Content Approach

Overall Strategy:

The Abbi Agency has evolved content strategy by:

- ***Creating evergreen blog messages*** to provide consumers with messages that are beneficial year-round.
- ***Reserving time-sensitive information for monthly newsletters*** with the understanding that the newsletter can inspire and motivate travel intent.
- **Brand Voice & Tone** – Blogs and newsletters are crafted with an identifiable “character,” with the intent of conveying the “Tahoe experience” in all levels of the decision-making funnel.
- **Granular content per channel** for better segmentation to fly/drive market audiences.



11-211X

Content Approach (cont)

Blogs:

- We have shifted from "events-based marketing" and are focusing primarily on education/responsible travel and evergreen content.
- In this way, we create aspirational messages that are useful to consumers for trip planning, year-round.
- With one blog per month, each is designed to **improve SEO**, **increase brand awareness** (especially during shoulder seasons) and **provide educational content**.
- Most blogs range from 600-800 words (a length that Google deems valuable).
- The **Content Guidelines** draft is complete and will be evolved in tandem with the brand book in 2021.



Newsletters:

- The newsletter takes a more "news and events" approach, highlighting current and upcoming events, driving bookings and encouraging users in our flight and drive markets to *explore North Lake Tahoe* as its offerings change throughout the seasons.

XII-13

Blogs & Newsletters

Key Themes:

- Sustainability
- Safety
- Support local businesses: Adaptive Tahoe Dining
- Winter Travel

Campaigns:

- Take Out Tahoe, new flight market, sustainability.



XITD-14

Newsletters Posted: 1

- *Explore Tahoe Flavors—Then Get Ready for Winter*
 - Open Rate 23.1% | CTR 0.9 %

Blogs Posted: 1

- *Takeout Tahoe: Exploring Inspiring Spots to Dine On-the-Go in North Lake Tahoe*
 - Page views: 131 | Avg. time on page: 02:34 (above average of 01:23)

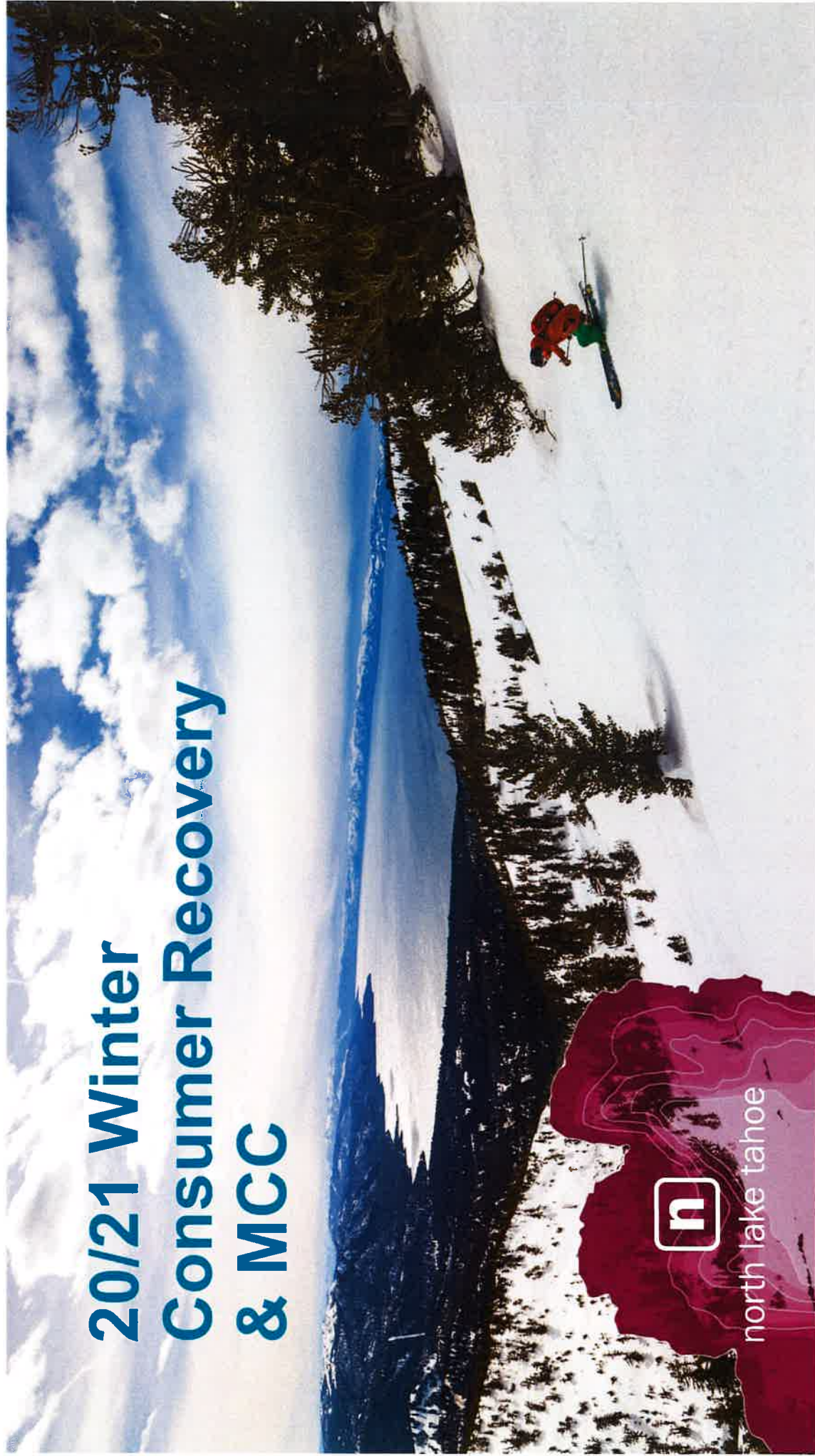
In-Market Campaign: Take Out Tahoe

- *Take Out Tahoe Landing Page & Guide*
 - Page views: 529 (Blog + Landing Page combined)
 - Downloadable content [here](#).

The background image is a vertical landscape photograph. At the top, a bright sun is partially obscured by a thin layer of clouds, casting a warm glow. Below the sun, a river flows through a lush green forest. In the distance, a range of mountains is visible under a clear blue sky. The foreground is dominated by large, smooth, light-colored rocks that appear to be part of a riverbank or a rocky shore. The overall scene is peaceful and natural.

Thank You!

20/21 Winter Consumer Recovery & MCC



north lake tahoe

AGENDA

- Consumer
 - Objectives
 - Paid Tactics
 - Creative Executions
- MCC
 - Objectives
 - Communications

Consumer Objectives

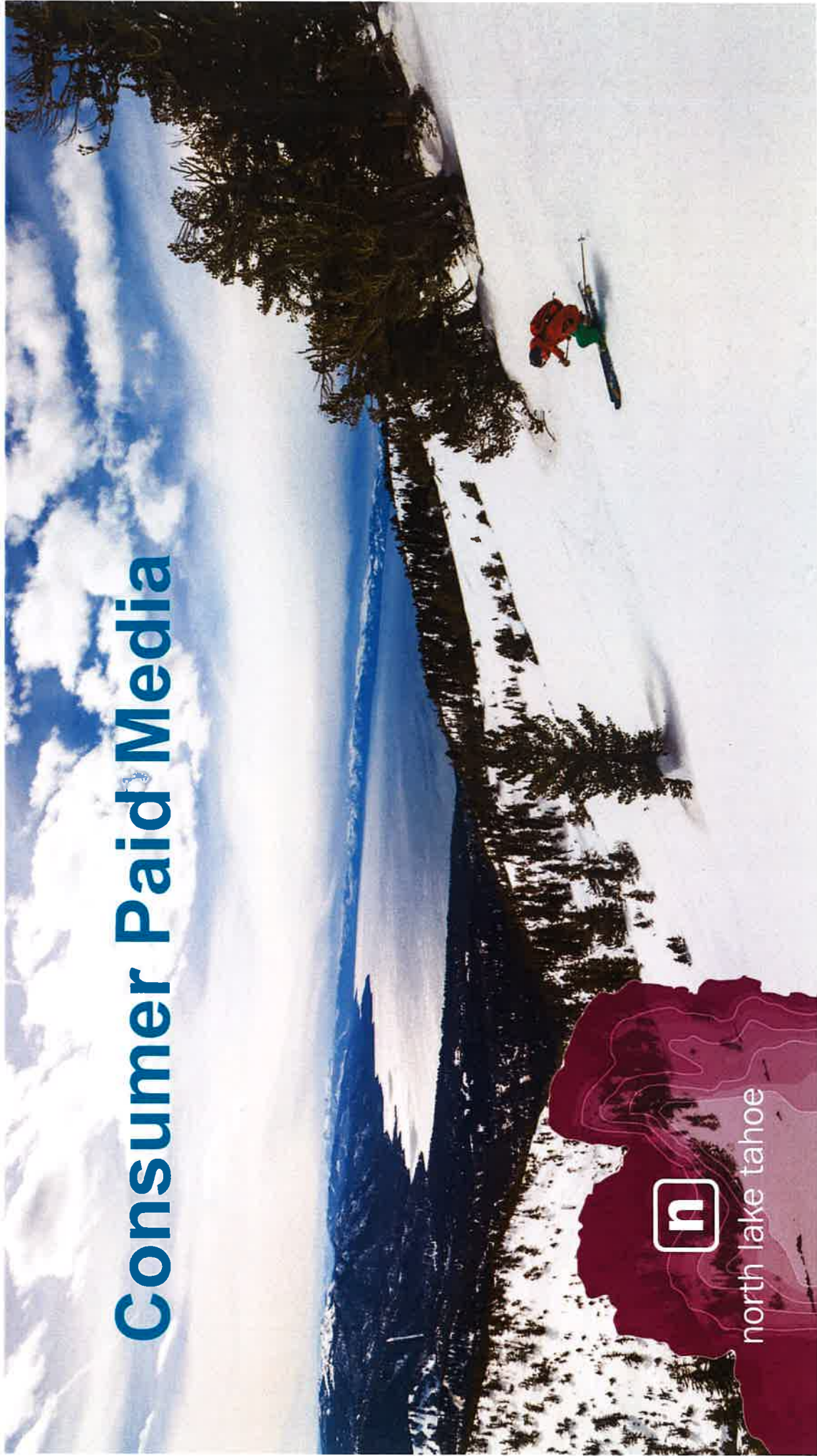




OBJECTIVES

- Promote responsible travel and safety.
- Continue to position North Lake Tahoe as a four-season destination; reinforce multi-town experience.
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy.
- Increase midweek travel and/or extended overnight stays.
- Increase awareness of experiences and activities throughout destination.
- Increase brand loyalty and positive sentiment.
- Highlight differentiating factors of destination, supporting North Lake Tahoe's positioning as an ideal location.
- Leverage travel trends and consumer journey insights.

Consumer Paid Media



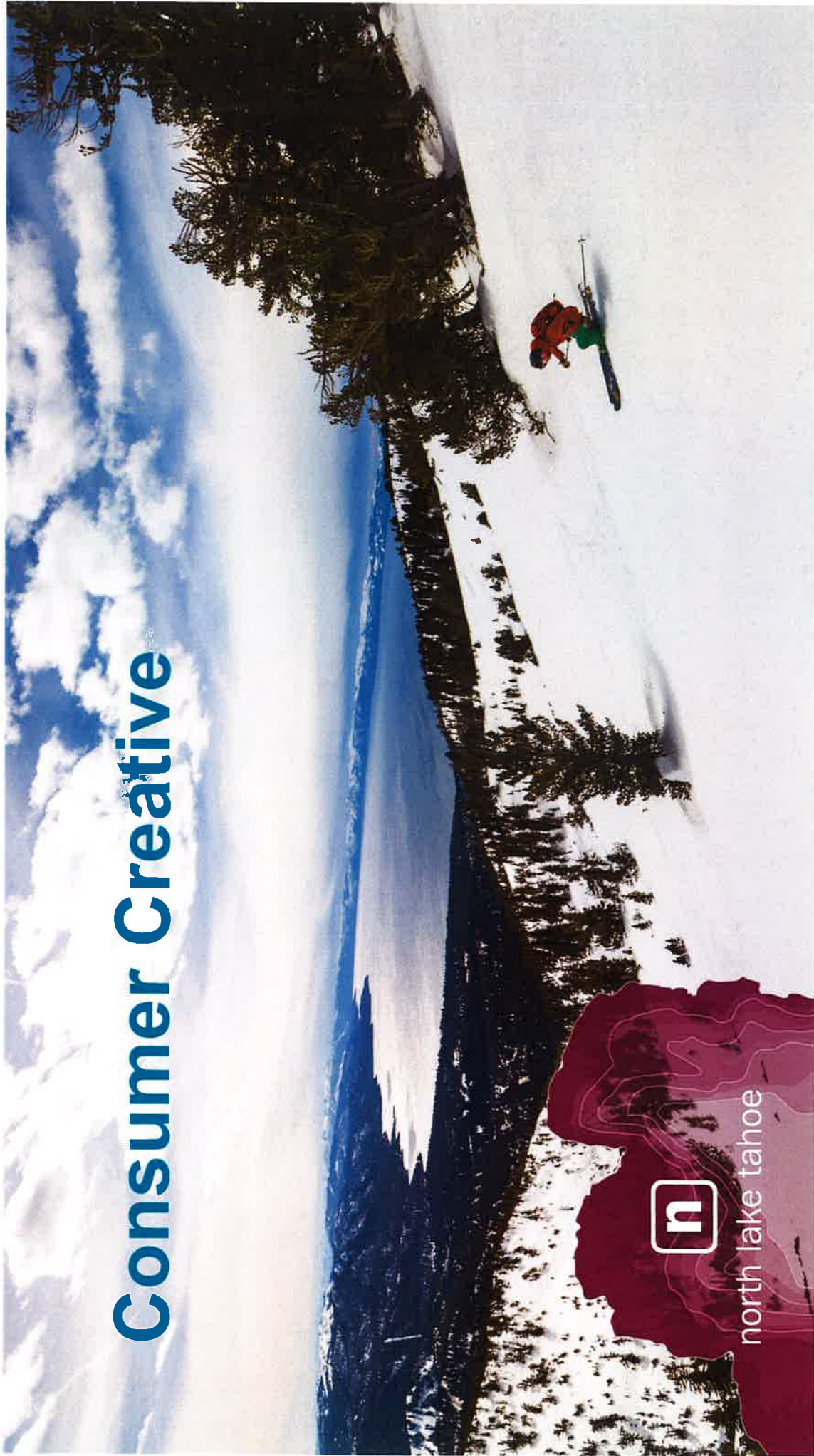
PAID TACTICS

- Search Marketing
- Retargeting Display and Video
- Native Display
- Programmatic Display
- YouTube Video
- OTT/CTV
- Facebook/Instagram Static, Carousel, Instant Experience and Video
- Instagram Stories and TikTok
- Reddit and Twitter
- TripAdvisor
- Emails



XDC-6

Consumer Creative



XIIIe-1

Winter Wow – Digital Banners

300x250



728x90



300x600



Winter Wow – Digital Banners

300x600



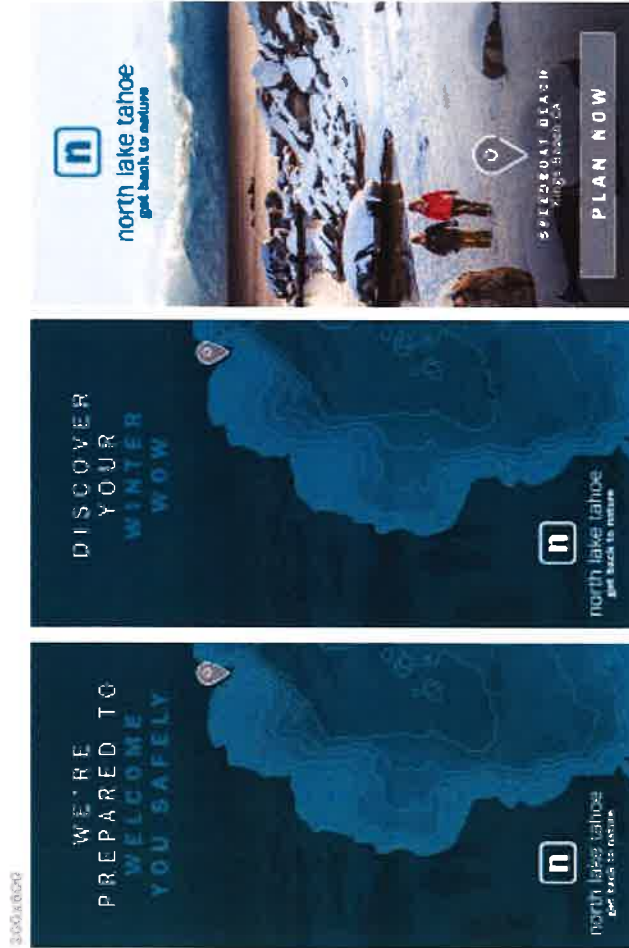
300x250



320x50



Winter Wow – Digital Banners



Winter Wow – Digital Banners

3000x1000

GET BACK TO NATURE SAFELY AND RESPONSIBLY

n north lake tahoe
get back to nature

VIEW OUR

KNOW BEFORE YOU GO
INFORMATIONAL GUIDE

n north lake tahoe
get back to nature

n north lake tahoe
get back to nature

TAHSE CROSS COUNTRY SKI AREA
Tahoe City, CA

PLAN NOW

3000x2500

GET BACK TO NATURE SAFELY AND RESPONSIBLY

n north lake tahoe
get back to nature

KNOW BEFORE YOU GO
INFORMATIONAL GUIDE

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get back to nature

n north lake tahoe
get back to nature

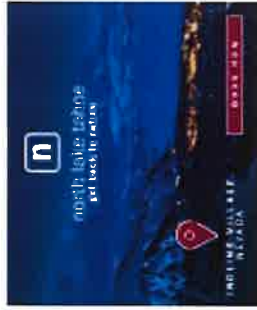
TAHSE CROSS COUNTRY SKI AREA
Tahoe City, CA

PLAN NOW

XIIc-11

Winter Wow – Digital Banners

300x250



300x180



728x96



Winter Wow – Social Ads

FAMILY CAROUSEL



MILLENNIAL CAROUSEL



Winter Wow – Social Ads

BOOMER CAROUSEL

North Lake Tahoe
 1,200 likes · 4 weeks ago

First adventure in the mountains! Snowboarders, get back to nature and discover a winter getaway with all the views.

Like · Comment · Share

North Lake Tahoe
 1,200 likes · 4 weeks ago

First adventure in the mountains! Snowboarders, get back to nature and discover a winter getaway with all the views.

Like · Comment · Share

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Like · Comment · Share

North Lake Tahoe
 1,200 likes · 4 weeks ago

First adventure in the mountains! Snowboarders, get back to nature and discover a winter getaway with all the views.

Like · Comment · Share

Winter Wow – Social Ads

Millennial Static

Get the most out of your winter season. Get the most out of your winter season. Get the most out of your winter season.



Get the most out of your winter season. Get the most out of your winter season. Get the most out of your winter season.

**MILLENNIAL
STATIC**

Family Static

Get the most out of your winter season. Get the most out of your winter season. Get the most out of your winter season.



Get the most out of your winter season. Get the most out of your winter season. Get the most out of your winter season.

**FAMILY
STATIC**

Boomer Static

Get the most out of your winter season. Get the most out of your winter season. Get the most out of your winter season.



Get the most out of your winter season. Get the most out of your winter season. Get the most out of your winter season.

**BOOMER
STATIC**

Millennial Retargeting Static

Get the most out of your winter season. Get the most out of your winter season. Get the most out of your winter season.



Get the most out of your winter season. Get the most out of your winter season. Get the most out of your winter season.

**RETARGETING
STATIC**

Know Before You Go Static

Get the most out of your winter season. Get the most out of your winter season. Get the most out of your winter season.



Get the most out of your winter season. Get the most out of your winter season. Get the most out of your winter season.

**KNOW BEFORE YOU GO
STATIC**

Winter Wow - Landing Page

- Looked at SMARI research to include activities and experiences that are high motivators for large audiences.
- Researched activities that are preferred during the current pandemic.
- Tie in approachable activities to reach all persona types, highlighting locations across the region.

<https://www.gotahoenorth.com/lake-tahoe-activities/winter/>

MCC Objectives



north lake tahoe

XDe-17



OBJECTIVES

- Utilize funds provided from the Travel NV grant.
- Promote responsible travel and safety.
- Continue to position North Lake Tahoe as a four-season destination.
- Scale the Get Back to Nature messaging for MCC audiences.
- Showcase all venue types and group-focused activities offered.
- Increase midweek travel and/or extended overnight stays.
- Increase brand loyalty and positive sentiment.
- Highlight differentiating factors of destination, supporting North Lake Tahoe's positioning as an ideal location.
- Leverage travel trends and consumer journey insights.

MCC Communications



north lake tahoe

PAID MEDIA

Tactics

- Search Marketing
- Native Display
- Programmatic Display
- LinkedIn
- Emails

Timing

- Late November/early December through Q1 2021
- Future timing TBD

- Programmatic Video
- Lead Generation
- Social Audience Matching
- eHandbook



XTC-20

MCC Readiness Guide

- Developing a new guide building off components from the consumer Know Before You Go guide.
- This guide will include:
 - Responsible travel and tourism tips
 - Team building suggestions
 - Venue information
 - Travel resources
 - Much more



18-211



Thank you!

XDec-22