



Marketing Committee Agenda and Meeting Notice

**Tuesday, September 26th, 2017 - 2:00 pm
Tahoe City PUD**

NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

Tourism Mission

To promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.

Marketing Committee

NLTRA Board

Brett Williams, Chair
Agate Bay Realty

Committee Members

Eric Brandt
Destination Media Solutions

Terra Calegari
Resort at Squaw Creek

Carlyne Fajkos
Northstar California

Gregg Gibboney
Notched

Christine Horvath
Squaw Valley/Alpine Meadows

Todd Jackson
Big Blue Adventure

Judith Kline
Tahoe Luxury Properties

Becky Moore
Squaw Valley Lodge

Marguerite Sprague
Tahoe Public Arts

Placer County
Erin Casey
DeDe Cordell

NLTRA Staff

Quorum
6 Members with 1 Board
Member

Items May Not Be Heard In the Order They Are Listed

Call in information:
Dial: 712-770-4010
Meeting ID: 961-748

Please let us know in advance if you will be calling in

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (2 - 10 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – (2 min) **Page 1-3**
 - July 24th, 2017
- Presentation & Discussion - Abbi Agency Page 4-21**
- E. PR/Social Updates – Abbi Agency
 - Q3 Luminaries Update
 - Q4 Winter Plans & Themes
- F. Consumer Marketing Updates – Augustine Agency **Page 22-53**
 - Summer Recap
 - Winter Preview
 - Website SEO review and recommendation
 - Experiential Campaign Presentation
- G. Events and Communications – Amber Burke
 - BACC Strategic Planning Session Marketing Committee Participation **Page 54-55**
 - Update on Event Partnership Funding Process
 - Event Producer attending Marketing Committee Meetings
- H. **Event Contracts – For possible Action/Approval**
 - 1. Winter Wondergrass **Page 56-59**
 - 2. Tough Mudder **Page 60-64**
 - 3. North Lake Tahoe Summit Classic Lacrosse Tournament **Page 66-68**
- I. FY 2017/18 Conference Sales In-Year Strategy Update - Neary

- J. CMO/TD Recruitment Process – Williams/Chapman (15 min)
- K. Departmental Verbal Report – June (30 min)
 - Conference Sales – J. Neary
 - Leisure Sales – S. Winters
 - Events & Communications – A. Burke
 - Website Content – S. Fallon
 - Public Relations – The Abbi Agency
 - Advertising – Augustine Agency
- L. Standing Reports (posted on www.NLTRA.org)
 - Destimetrics August Report
 - RTIA June Passenger and Cargo Report
 - Conference Activity Report
 - August Lodging Referral Report
- M. Committee Member Comments
- N. Adjournment

This meeting is wheelchair accessible

Posted and Emailed (9/21/2017 12:00 pm)



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Chamber | CVB | Resort Association

PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

MARKETING COMMITTEE MEETING MINUTES Tahoe City Public Utility District Board Room Monday, July 24, 2017 – 2 pm

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams (called-in), Marguerite Sprague, Eric Brandt, DeDe Cordell, Judith Kline, Carlyne Fajkos, Terra Calegari (2:08pm), Erin Casey (2:10pm), Becky Moore (2:11pm)

RESORT ASSOCIATION STAFF: Amber Burke, Jason Neary, Ron Treabess, Sarah Winters

OTHERS IN ATTENDANCE: Shelly Fallon

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

The Marketing Committee meeting was called to order at 2:04 pm and a quorum was established.

2.0 PUBLIC FORUM

No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

M/S/C (Brandt/Cordell) (5/0) to approve the agenda as presented with the change of moving item H before F.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM JUNE 27, 2017

M/S/C (Brandt/Fajkos) (3/0/2–Sprague and Cordell abstained) to approve the meeting minutes from June 27, 2017.

5.0 UPDATE ON NLTRA/PLACER COUNTY CONTRACT AND SCOPE OF WORK – BRETT WILLIAMS

- Brett and Andy updated the committee on the additional 6 month scope of work that will be going for approval at the July Placer County Board of Supervisor meeting.
- The 6 month scope of work contract is something that was a result of the recent mediation between the NLTRA and Placer County.
- Andy shared with everyone that he will be overseeing the Marketing department and contracts with the Abbi Agency and Augustine until we have a new Tourism Director.

6.0 REVIEW OF 2017 AUTUMN FOOD AND WINE PROGRAM – AMBER BURKE

Amber gave a broad overview of the 2017 Autumn Food and Wine program taking place at Northstar the weekend of September 8 -10, 2017.

- Friday night there will be a series of events at The Ritz-Carlton including: Farm-to-Tahoe Dinner, Art of Mixology event at The Ritz Carlton, Stargazing with Tahoe Star Tours.
- Saturday is the day of seminars and the gourmet marketplace vendor fair in the village.
- Saturday: Mountain Kids Cook-Off Finals in the Village, Take a Hike! Progressive Picnic on the Northstar mountain, Village Wine & Brew Walk, Blazing Pans Mountain Chef Cook-Off, Tahoe Long Table Harvest Dinner, Charbay Distillery & Winery Annual Release Party
- Sunday is the Grand Tasting & Culinary Competition.

- The Ritz-Carlton is doing a brunch on Sunday morning.

Comments:

- How has attendance been? Amber explained it's been stagnant but they raised the ticket prices last year so the event made more money due to the raised prices. She also shared that the Brew & Wine Walk tickets will be raised this year. She would like to discuss a rebranding of this event with new creative, and find some unique seminars that set us apart from other Food and Wine Events.
- Is there a projected budget/attendance for this event? Amber shared Northstar cannot share the budget for this event but they will share attendance numbers.

7.0 REVIEW AND APPROVAL: AUTUMN FOOD AND WINE/NORTHSTAR CONTRACT – AMBER BURKE

Amber reviewed the contract with the committee members and stated Northstar does all the operational and handles the production of this event while NLTRA does the initial solicitation for the donated alcohol with the wineries. NLTRA also helps with the scheduling of seminars and sponsorship.

Comments:

- What other information does Northstar share with NLTRA beside attendance? Amber explained that Eventbrite share information on where people are coming from.
- Is it tracked where people stay? Amber stated that Eventbrite is not tracking this but it is possible to explore in the future in the form of a post event survey.
- One member questioned "Company will invoice NLTRA an additional amount, as mutually agreed to by the parties, for operational costs related to the Event, and NLTRA will pay the invoice within 30 days". Amber explained that Eventbrite account is tied to NLTRA bank account because the alcohol is donated to us. Northstar will invoice us for the ticket sales after the event.
- It was suggested that the NLTRA has their legal counsel look at this contract too. Andy Chapman did explain they have in prior years.
- What happens if the event is canceled due to weather with ticket sales and sponsorship? Amber explained that on a broader scale regarding all sponsorship if an event is canceled beyond their control, the sponsorship dollars have already been spend on marketing the event so this money is not asked to be returned. As far as ticket sales, it would be Northstar loss as they resume all financial risk. There has been a no-refund verbiage when you buy your tickets online.
- What is the position on the Placer County Health regarding the tented booths? Amber will check in with Northstar but last year Northstar agreed to rent the front panels and in the event they had to be used all the vendors had them and were ready to use them if necessary.
- Amber shared that Northstar probably will be looking for more sponsorship dollars for this event in the future. It was recommended that NLTRA ask for more data from them and work that into the contract.

M/S/C (Brandt/Sprague) (8/0) to approve the Autumn Food and Wine Northstar contract upon legal review.

8.0 REVIEW AND DETAILED FY 2017/18 NLT MARKETING COOP BUDGET – ANDY CHAPMAN

Andy shared that the 2017/18 Marketing Coop Budget has \$2.3 million in coop funding which is the largest funding since it started in 2003. Al will be finishing up the 2016/17 Fiscal year budget beginning to mid-August and at that time the organization will know the carry-over funds. There will be a re-forecast at 6 and 9 months that will be shared with the committee. There were no questions from the committee members on the budget.

9.0 COMMITTEE MEMBER COMMENTS

- DeDe shared that the Placer County Visitors Bureau has selected a new CEO, Rebecca Evans and she will be starting on September 5, 2017.
- Terra requested an update on the Tahoe Lodge project. Ron shared it should be starting spring of 2018.

10.0 ADJOURNMENT

The Marketing Committee adjourned at 3 pm.

Submitted By:

Anna Atwood
Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association

North Lake Tahoe + The Abbi Agency

Plan & Key Themes: October – December 2017

Relevant Themes

| | |
|---------------------|--|
| October | <ul style="list-style-type: none"> • Human Powered Sports (Fall) • Fall Season Activities (hikes, off-the-grid beaches, secret season, leaf peeping) • Tahoe Ale Trail • Snow Season Teaser |
| November & December | <ul style="list-style-type: none"> • Luxury Experiences (Ritz Après Adventurist, Alpenglow Rockstar Program, etc.) • Holiday Season (multi-generational family travel, holiday lodging deals, shopping, etc.) • #TahoeSnowTracker launch and updates • Winter (What’s new, Resort Features, Snow Conditions) |

Content Campaigns

- Local Luminaries: Production and roll-out of luminaries #5 and #6; ongoing promotion of luminaries #1 - #4; community engagement with social media nominations and “mini-luminary” photo features
- #TahoeSnowTracker: Ongoing promotion of snow conditions by promoting partners’ conditions; potential in-market physical “pole” or sign to connect resorts with greater North Lake Tahoe message
- Human Nature: Ongoing incorporation of Human Nature assets and messages
- BACC: *Shop Local Holiday; Touch Lake Tahoe*

Key Dates and Events

| | |
|----------|---|
| October | <ul style="list-style-type: none"> • Spartan Race World Championship (Sept. 30 – Oct. 1) • Columbus Day (Oct. 8) • Halloween (Oct. 31) |
| November | <ul style="list-style-type: none"> • Wellness Weekend at Granlibakken (Nov. 12 – 13) • Thanksgiving (Nov. 23) |
| December | <ul style="list-style-type: none"> • Christmas (Dec. 25) • New Year’s Eve (Dec. 31) |

PR Key Pitch Angles: Short Lead

| | |
|----------|--|
| October | <ul style="list-style-type: none"> • Top 5 Things to Do in Fall • Culture + Environment (Tahoe Film Festival) • Fall Wellness (Wellness Weekend) |
| November | <ul style="list-style-type: none"> • Winter-themed Local Luminaries • Ongoing Snow Coverage and Conditions • What's New: Winter; Winter activities |
| December | <ul style="list-style-type: none"> • Ongoing Snow Coverage and Conditions • Preliminary Learn to Ski & Ride Month • Preliminary New Years Resolutions |

PR Key Pitch Angles: Long Lead

| | |
|----------|--|
| October | <ul style="list-style-type: none"> • Best Places to Visit of 2018 • Family Holidays/Winter (Tahoe: your real White Christmas; Multi-generational Travel; Luxe Adventure) • Winter Luxe Activities |
| November | <ul style="list-style-type: none"> • Planning your perfect 3-day Holiday Weekend in North Lake Tahoe • Alternative Winter Activities (non-ski/snowboard; Human-powered Winter Sports, etc.) • Spring Break 2018 |
| December | <ul style="list-style-type: none"> • Spring Break 2018 • WinterWonderGrass 2018 |

Q4 Additional PR Efforts

- FAM Hosting: Host 1 journalist for winter family angle; host 1 journalist for winter adventure angle
- Desksides: Preparation for Q1 deskside in NYC (will be pitching general brand and fall in North Lake Tahoe)
- Meetings & Conventions: Developing landing page; ongoing outreach via editorial calendars
- International PR: Coordination of FAMs; pitching with deck and winter/spring information

Q4 Social Media Efforts

| | |
|----------|---|
| October | <ul style="list-style-type: none"> • October Social Imagery Collection (Fall) • Resort Opening Date Facebook Live (TBD) • Resort Opening Date Promotion – album and content campaign |
| November | <ul style="list-style-type: none"> • November Social Imagery Collection (Winter) • Thankful for Tahoe UGC Campaign & Video • Launch Winter Snapchat Filters • White Christmas & Winter Wonderland Giveaway (email sign-up) • Launch Luminary #5 (Lila) |
| December | <ul style="list-style-type: none"> • December Social Imagery Collection (Winter) • Facebook Live of ongoing videos of real-time snowfall and/or downhill activities • @TahoeNorth’s Top 9 from 2017 |

Q4 Content (Blog & Newsletter)

| | |
|----------|---|
| October | <ul style="list-style-type: none"> • Newsletter: Fall for North Lake Tahoe • Blog: Tahoe Locals’ Secrets for Secret Season • Blog: North Lake Tahoe’s 12 Resorts • Blog/Itinerary: Family-friendly Winter Wonderland Holiday Getaway • Newsletter: Winter Teaser |
| November | <ul style="list-style-type: none"> • Blog: Thankful for Tahoe UGC Campaign • Newsletter: Thankful for Tahoe • Blog: North Lake Tahoe Holiday Gift Guide • Blog: Refresh Winter Blog Content • Newsletter: Plan Your Holidays in North Lake Tahoe • Blog/Newsletter: Launch Luminary #5 (Lila) |
| December | <ul style="list-style-type: none"> • Blog: New Year’s Celebrations • Blog: Tahoe Resolutions – planning for 2018 • Newsletter: Holidays & New Year’s Eve |

August Recap

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the
abbi
agency

A person in a yellow kayak is on a lake with clear blue water. The background shows green trees and rocks. A semi-transparent white box with rounded corners is overlaid on the center of the image, containing text.

Public Relations Results

Content Review

Social Media Update

Tahoe Locals Campaign

PUBLIC RELATIONS

STRATEGY: compliment partner efforts, reflect destination as a whole, consider target audiences, highlight destination meetings and North Shore offerings

OBJECTIVES: increase destination visits during mid-week and shoulder seasons; highlight cultural offerings, year-round activities and local stories; ensure connectivity to NLT sponsored events

FAM COORDINATION: identify and host journalists who identify with a specific target audience and/or campaign, have significant reach, and are located in a non-stop flight city and/or drive market

CONTENT + NOTABLE PITCHES: media alerts, press releases, pitches, blog posts, newsletters

PUBLIC RELATIONS RESULTS

PLACEMENTS: 50

PUBLICITY VALUE: \$2,868,926

PUBLICATION HIGHLIGHTS: Associated Press, NBC Bay Area, LA Times, SF Chronicle, Washington Post, Good Day Sacramento, Sacramento Bee, Mountain Living, Dujour Magazine, Moonshine Ink

FAM COORDINATION: Preparation for September FAMs

NOTABLE PITCHES: Autumn Food & Wine, Eclipse Watching, Labor Day Weekend, Leaf Peeping + Fall Adventures, Best of 2018 Long-Lead

COVERAGE BOOK: <https://coveragebook.com/b/e211a4ad>

CONTENT

BLOG: content connects to newsletter themes and provides information on relevant happenings in North Tahoe along with travel tips and itinerary ideas (posted: 2-3 times monthly; also shared on social channels)

NEWSLETTER: content is shared in themed blocks that feature campaigns, recent blogs, event announcements, lodging and flight deals, social images and seasonal highlights (distribution: 2-3 times monthly)

CAMPAIGNS: Local Luminaries, Human Powered Sports, Ale Trail

CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 2

32nd Annual Lake Tahoe Autumn Food and Wine Festival returns Sept. 8-10; North Lake Tahoe Experiences Significant Increase in Brand Awareness Among Los Angeles Residents

BLOGS POSTED: 5

8 Things To Do in North Lake Tahoe Before Summer Ends | Social shares: 2,256

Six Adventurous Ways to Watch the Solar Eclipse in North Tahoe | Social shares: 920

Q+A: A Guide to Chef Dale's North Shore Stomping Grounds | Social shares: 65

The 32nd Lake Tahoe Autumn Food and Wine Festival | Social shares: 116

Q+A: A Guide to Bill's North Shore Stomping Grounds | Social shares: 116

CONTENT REVIEW

NEWSLETTERS DISTRIBUTED: 2

Meet the next North Lake Tahoe Local Luminary, Bill Watson

12% open rate, 6% click-thru, 6 shares

Meet the next North Lake Tahoe Local Luminary, Chef Douglas Dale

11% open rate, 5% click-thru



SOCIAL MEDIA

CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Highlight partners, cultural offerings, promote human powered sports. Feature Tahoe locals and showcase the offerings/history of the region. Heavy push on video content across Facebook to drive engagement.

OBJECTIVES: Promote Local Luminaries video campaign in a push to drive awareness of the region. Focus on end of Summer activities available for locals and tourists. Integrate blog postings by showcasing photo assets found within the content in an attempt to drive page conversion.

CAMPAIGNS: Local Luminaries, Hashtag (#TahoeNorth), Weekly Event Guide

ENGAGEMENT TACTICS: UGC Hashtag/DM Interaction, California DMO Group Message, Autumn Food and Wine Facebook and Instagram Contests.

SOCIAL MEDIA UPDATE

AUGUST GROWTH:

- Facebook: 1,810 New Fans
- Instagram: 864 New Followers
- Twitter: 162 New Followers

SOCIAL CAMPAIGNS & TACTICS:

Facebook Lives

Concours d'Elegance Thunderbird Raffle: 8,393 Reach, 3.3k views, 81 reactions

Tahoe City Farmers Market: 7,779 Reach, 3.1k Views, 63 Reactions, 4 shares

Local Luminaries

Douglas Dale: 29,291 Reach, 11k views, 193 Reactions, 53 shares

Bill Watson: 180,624 Reach, 66k views, 630 Reactions, 655 shares

SOCIAL MEDIA UPDATE

#1 FACEBOOK POST: 630 Reactions, 69 Comments, 655 Shares, 180.6k Reach

#2 FACEBOOK POST: 1,134 Reactions, 64 Comments, 181 Shares, 69.0k Reach

#1 INSTAGRAM POST: 4,122 Likes, 47 Comments, 24.8k Reach

North Lake Tahoe
Published by Steven Smith · August 29 at 7:00am ·
Pull up a chair and relax. Today is going to be a great day.
<http://bit.ly/Tahoe-Summer-List>

69,032 people reached

21K Views

Like Comment Share

Geneva Smith, Renee Hooper and 1.1K others

181 shares 64 Comments

North Lake Tahoe
Published by Steven Smith · August 7 ·
Bill Watson, historian and chief executive at the Thunderbird Lodge, discusses the secrets and eccentricities of George Whittell's famous east shore castle (built in 1936) and what it's like to wake up and have tea every morning overlooking the shores of North Lake Tahoe.
Read Bill's full story here: <http://bit.ly/Bill-Watson>

180,824 people reached

96K Views

Like Comment Share

Jan Lang Corbett, Joannie Katerba-Hanson and 630 others

655 shares 69 Comments

tahoenorth Following
tahoenorth There is no denying that this sunset was in-tents!
Photo: @hikeupyourskirt
Load more comments
blackteejay Let's peep! @mariahnicolle
kenglad @cruise2w wow, gorgeous
jespinedo_ @hmaric204 yo quiero ir 🇺🇸
ceedubbya Eagle lake?
nralonzo Camping goals! 🏕️ @em_jones_
nicolebezjian @fiftyshadesoftan Tahoe
em_jones_ @nralonzo whoa 100%! Minus the claustrophobic 1 person tent 🏕️ We gotta make it up to Tahoe to camp
alphawanderlust Nailed it! 🏕️
kipjir88 @krissy_foxx
belle_menezes @victorsilvareis

4,122 likes
AUGUST 1

Add a comment...

SOCIAL MEDIA WINS

- 1. August saw the highest Facebook engagement in over a year.**
- 2. August saw the most number of impressions on Facebook in over a year.**
- 3. August also saw the most number of Facebook shares in over a year**

INSIGHTS:

We believe the exceptional engagement seen in August is due to the success of the Local Luminaries Campaign (particularly the popularity of Bill Watson's video) along with the increase of 360° video content on Facebook.

LOCAL LUMINARIES – PLACEMENTS

Truckee Tahoe Community TV – Channels 6 & 18 on Suddenlink in Donner Summit, Truckee, Glenshire, Olympic Valley, Tahoe City and Homewood down to Meeks Bay.

Tahoe Weekly – Jenni Charles Feature (run date TBD)

Moonshine Ink – Dedicated blast on August 8

Good Day Sacramento - Douglas Dale Blazing Pans Cook-Off cooking demonstration (run date 9/5)



LOCAL LUMINARIES – PROMOTION



Episode #1: JENNI CHARLES

Facebook Live at CBC

Instagram Takeover at WinterWonderGrass

Instagram Takeover at Concerts at Commons Beach

Tahoe Weekly Feature



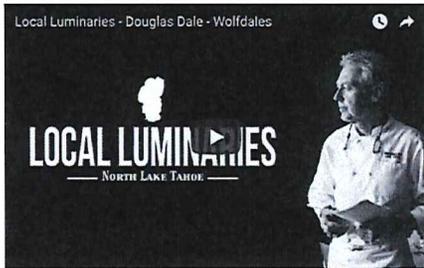
Episode #2: BILL WATSON/GEORGE WHITTELL JR.

Facebook Live during video shoot

Facebook Live at Concours d'Elegance

Shared by Concours d'Elegance

LOCAL LUMINARIES – PROMOTION



Episode #3: DOUGLAS DALE

Facebook Live of cookbook recipe

Facebook Live at Tahoe City Farmers Market

Cookbook Signing at Autumn Food & Wine

Good Day Sacramento on 9/5



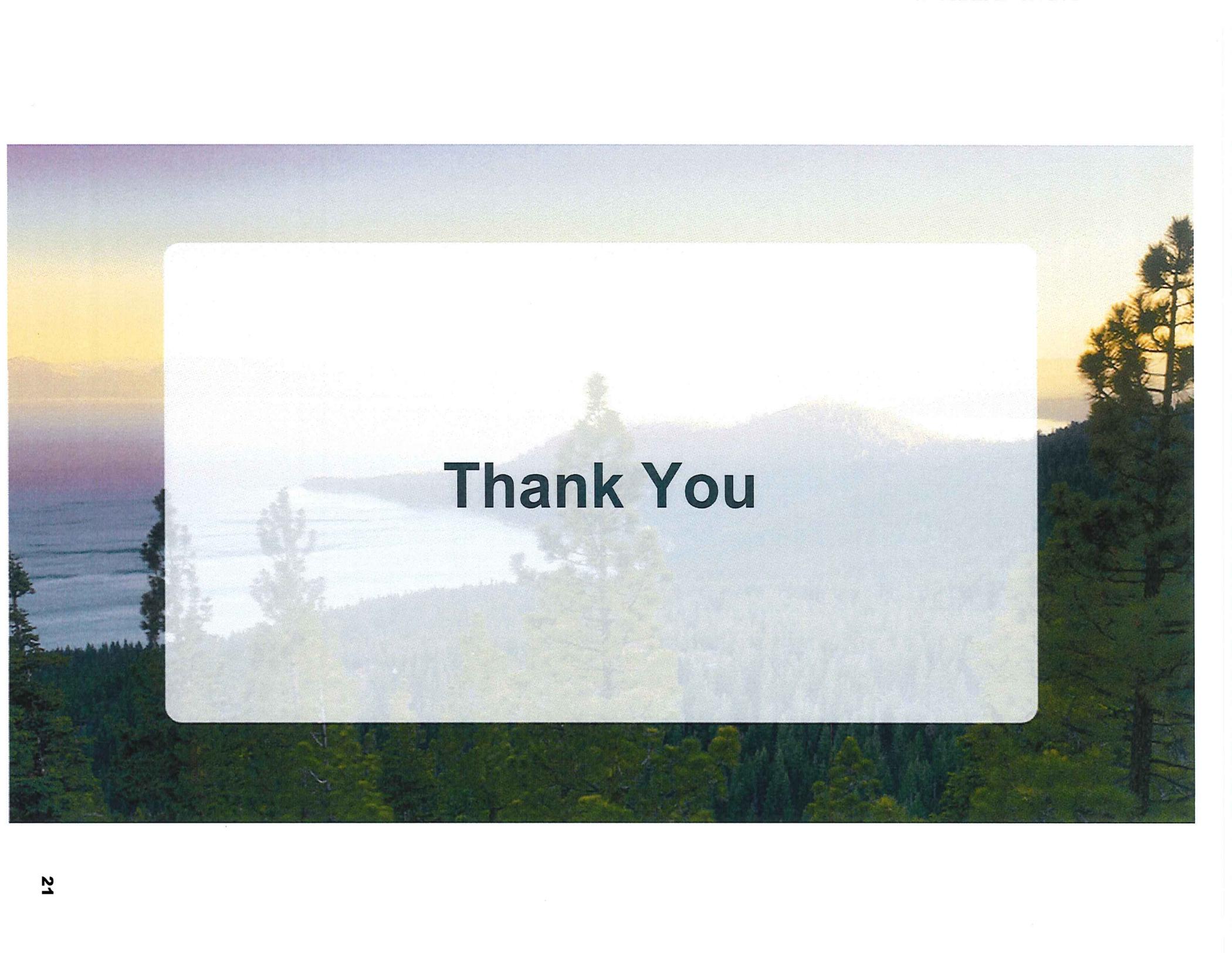
Episode #4: ADRIAN & EMILY

Launch Date: September 12

Outdoor Adventurers; World-Class Mountaineers

Brand Category: Adventure; High Altitude Training

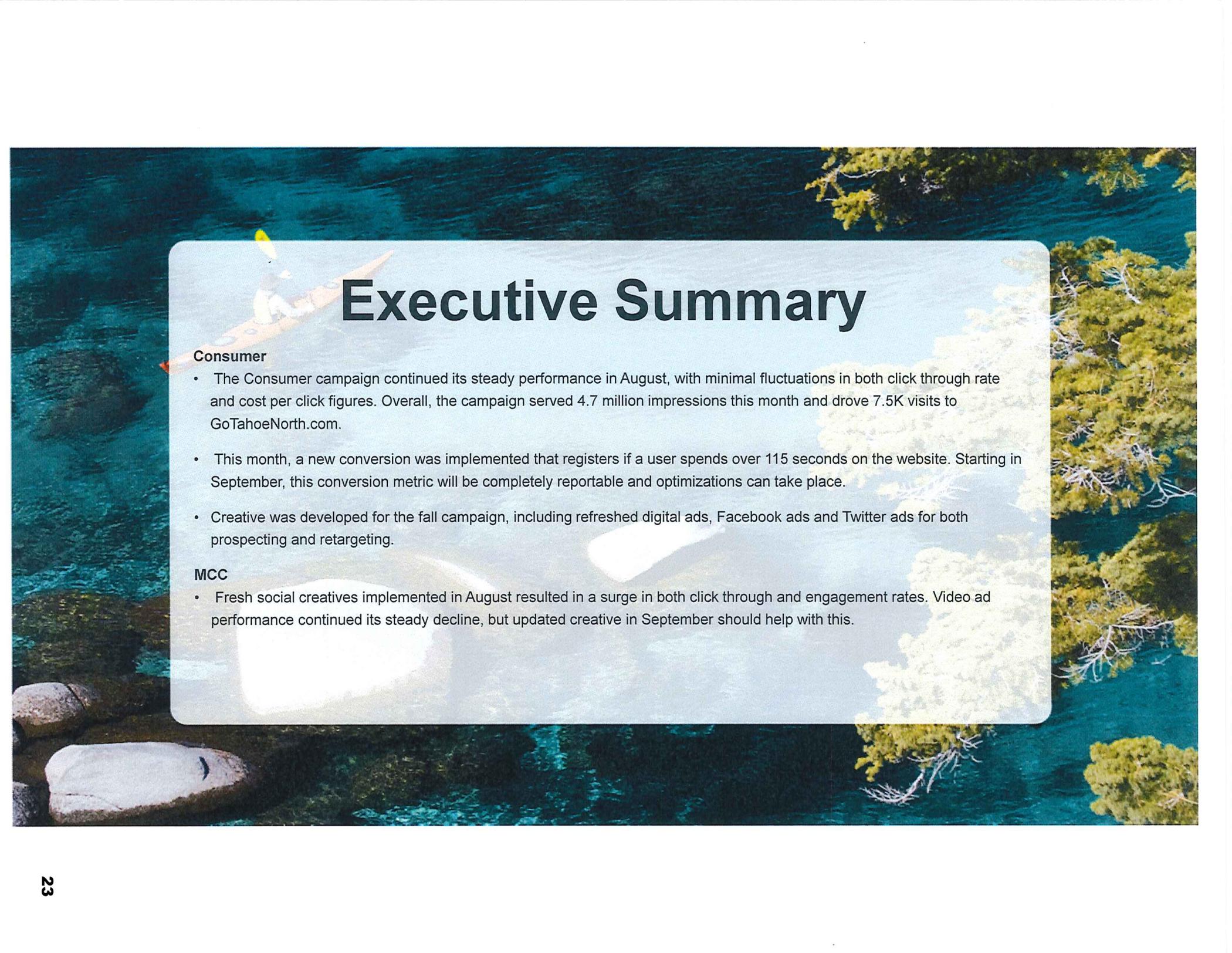
Local Tie-In: Spartan Race

A scenic landscape photograph of a lake at sunset. The sky is a mix of purple, orange, and blue. The lake is calm, reflecting the sky. In the foreground, there are dense evergreen trees. A semi-transparent white box with rounded corners is centered over the image, containing the text "Thank You" in a bold, dark font.

Thank You

| August Advertising Report

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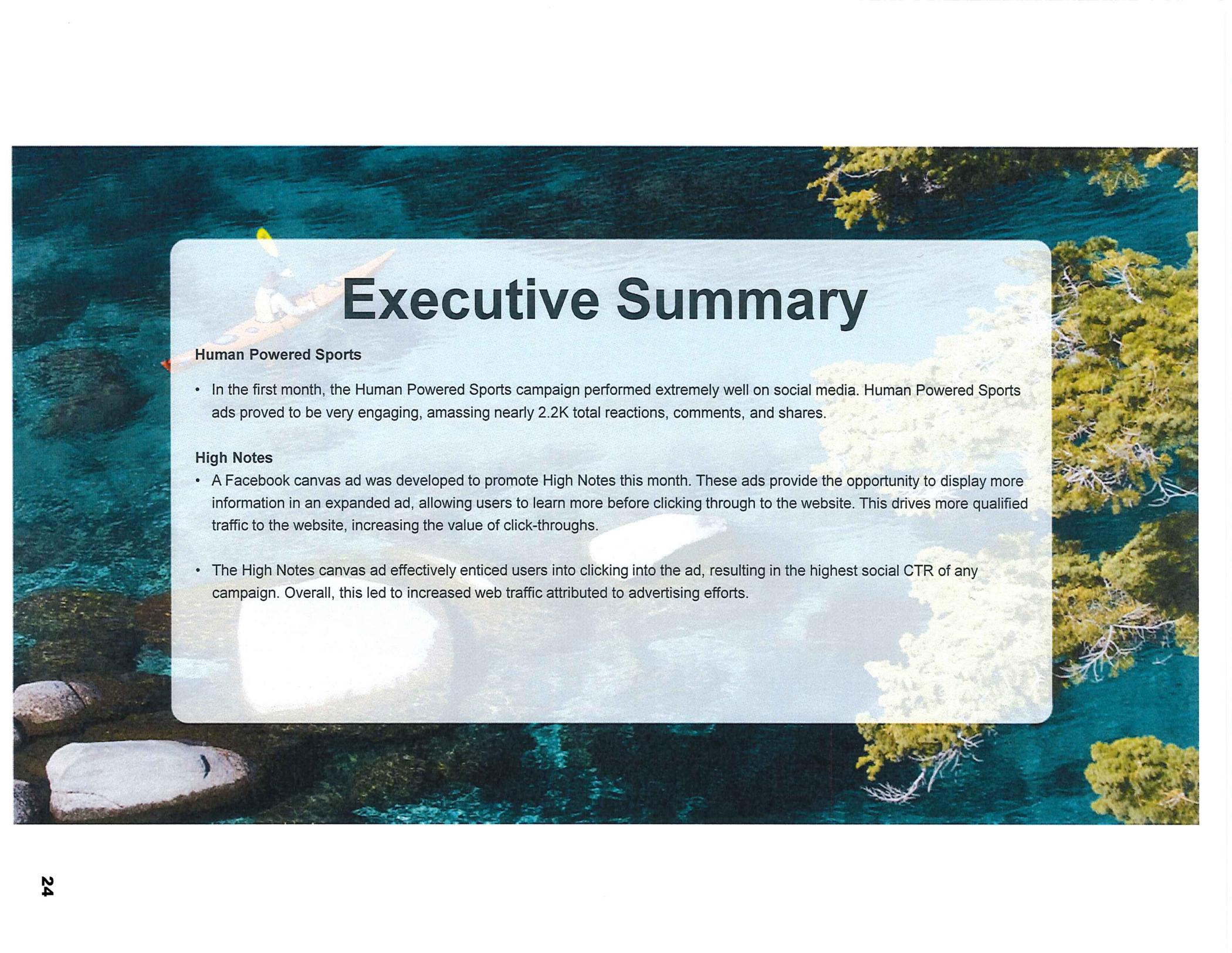
Executive Summary

Consumer

- The Consumer campaign continued its steady performance in August, with minimal fluctuations in both click through rate and cost per click figures. Overall, the campaign served 4.7 million impressions this month and drove 7.5K visits to GoTahoeNorth.com.
- This month, a new conversion was implemented that registers if a user spends over 115 seconds on the website. Starting in September, this conversion metric will be completely reportable and optimizations can take place.
- Creative was developed for the fall campaign, including refreshed digital ads, Facebook ads and Twitter ads for both prospecting and retargeting.

MCC

- Fresh social creatives implemented in August resulted in a surge in both click through and engagement rates. Video ad performance continued its steady decline, but updated creative in September should help with this.

A person in a kayak is seen from behind, paddling on a river. The water is a deep blue-green color. The background is a scenic view of a river flowing through a forested area with large rocks in the foreground. A semi-transparent white box with rounded corners is overlaid on the image, containing the text.

Executive Summary

Human Powered Sports

- In the first month, the Human Powered Sports campaign performed extremely well on social media. Human Powered Sports ads proved to be very engaging, amassing nearly 2.2K total reactions, comments, and shares.

High Notes

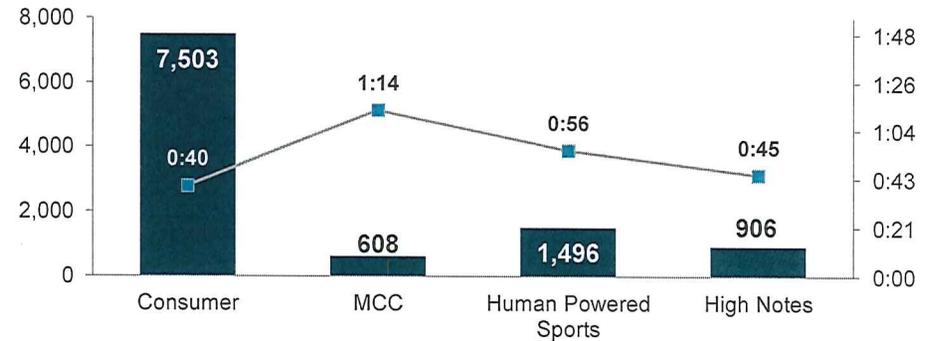
- A Facebook canvas ad was developed to promote High Notes this month. These ads provide the opportunity to display more information in an expanded ad, allowing users to learn more before clicking through to the website. This drives more qualified traffic to the website, increasing the value of click-throughs.
- The High Notes canvas ad effectively enticed users into clicking into the ad, resulting in the highest social CTR of any campaign. Overall, this led to increased web traffic attributed to advertising efforts.

Overview by Campaign

• Across all campaigns, digital ads served nearly 5.6 million impressions and resulted in 10.5K website visits in August. The Consumer campaign was responsible for the largest share of both sessions and impressions.

• Website visitors stemming from MCC ads spent the longest time on site, followed closely by Human Powered Sports. The High Notes campaign utilized Facebook's new Canvas ads, resulting in the highest CTR of any campaign.

Sessions and Time on Site by Campaign



| Campaign | Impressions | Clicks | CTR | Spend | Sessions | Pageviews | Time on Site | Pages Per Session | Bounce Rate |
|----------------------|------------------|---------------|--------------|-----------------|---------------|---------------|--------------|-------------------|---------------|
| Consumer | 4,631,308 | 10,520 | 0.23% | \$30,691 | 7,503 | 11,192 | 00:40 | 1.49 | 80.34% |
| MCC | 111,866 | 729 | 0.65% | \$1,218 | 608 | 1,074 | 01:14 | 1.77 | 65.63% |
| Human Powered Sports | 347,418 | 1,854 | 0.53% | \$3,869 | 1,496 | 2,905 | 00:56 | 1.94 | 60.76% |
| High Notes | 368,359 | 3,295 | 0.89% | \$3,550 | 906 | 1,607 | 00:45 | 1.77 | 63.36% |
| Total | 5,556,276 | 16,495 | 0.30% | \$39,637 | 10,513 | 16,778 | 00:45 | 1.60 | 75.26% |

August Digital Report | All Campaigns

| Consumer

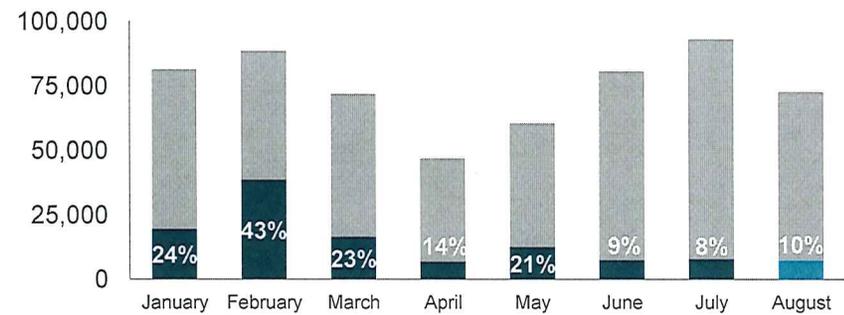
A person with long blonde hair, wearing a red helmet, goggles, a teal jacket, and white snow pants, is snowboarding down a snowy slope. The sun is low in the sky, creating a warm, golden glow and casting long shadows. The background features evergreen trees and a clear blue sky. The bottom of the image is a solid teal color.

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Website Performance

- While overall traffic fell from July, new ad campaigns resulted in more traffic from display ads in August. Notably, banner ads continued to drive the largest share of sessions and pageviews.
- Similar to past months, email and paid search traffic spent the most time on GoTahoeNorth.com while also visiting the most pages per session. Since optimizing toward time on site, there has been a 41% increase in session duration.

Website Sessions From Ads



| Medium | Sessions | Pageviews | Time on Site | Pages Per Session | Bounce Rate |
|--------------|--------------|---------------|--------------|-------------------|---------------|
| Display | 3,149 | 3,837 | 00:26 | 1.22 | 87.74% |
| Paid Search | 1,840 | 3,592 | 01:10 | 1.95 | 70.54% |
| Social | 1,557 | 2,312 | 00:35 | 1.48 | 81.25% |
| Email | 495 | 891 | 01:04 | 1.80 | 63.23% |
| Native | 454 | 552 | 00:42 | 1.22 | 83.92% |
| YouTube | 8 | 8 | 00:00 | 1.00 | 100% |
| Total | 7,503 | 11,192 | 00:40 | 1.49 | 80.34% |

Overview by Medium

- Consumer display ads served over 3.3 million impressions in August, accounting for 72% of all campaign impressions. This resulted in an average CTR of 0.17%; this is 52% above the industry average for banner ads (0.10%), suggesting creative design and messaging is really resonating with audiences.

- Social ads accounted for the next-highest share of impressions and the highest CTR. Paid Search and YouTube ad performance remained steady with impressive CTRs for their respective mediums.

Cost per Book Now Conversion



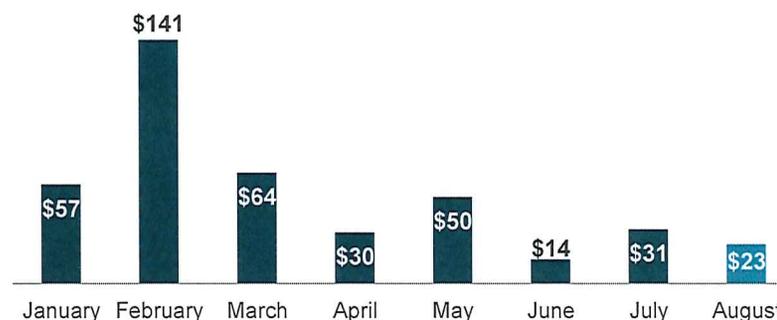
| Medium | Impressions | Clicks | CTR | Conversions* | Spend | Cost Per Conversion |
|--------------|------------------|---------------|--------------|--------------|-----------------|---------------------|
| Display | 3,319,282 | 5,670 | 0.17% | 609 | \$13,891 | \$22.81 |
| Paid Search | 596,834 | 1,995 | 0.33% | 306 | \$5,443 | \$17.79 |
| Paid Social | 623,032 | 2,767 | 0.44% | 3,066 | \$9,292 | \$3.03 |
| Online Video | 92,160 | 88 | 0.10% | 2 | \$2,065 | \$1,032.26 |
| Total | 4,631,308 | 10,520 | 0.23% | 3,983 | \$30,691 | \$7.71 |

*Conversions figures may be relatively unstable this month, as we've switched from book now conversions to time on site conversions. Starting in September, all conversions will be based on time on site.

Display Performance by Placement

- Prospecting ads accounted for 69% of all display impressions and 50% of all clicks in August. Just under 1.3% of users who clicked on a prospecting ad then either clicked the book now button or spent over 115 seconds on the website.
- Retargeting ads continued to earn the highest CTR of any placement strategy, while TripAdvisor ads drove extremely high conversion rates. As there is a shift toward time on site conversions, it is expected that TripAdvisor conversion rates will drop slightly.

Cost Per Conversion Trending



| Placement | Impressions | Clicks | CTR | CPC | Media Cost | Conversions* | Conversion Rate | Cost Per Conversion |
|--------------|------------------|--------------|--------------|---------------|-----------------|--------------|-----------------|---------------------|
| Prospecting | 2,289,905 | 2,819 | 0.12% | \$3.58 | \$10,106 | 36 | 1.28% | \$280.73 |
| Retargeting | 890,423 | 2,636 | 0.30% | \$1.18 | \$3,118 | 70 | 2.66% | \$44.54 |
| TripAdvisor | 138,954 | 215 | 0.15% | \$3.10 | \$667 | 503 | 233.95% | \$1.33 |
| Total | 3,319,282 | 5,670 | 0.17% | \$2.45 | \$13,891 | 609 | 10.74% | \$22.81 |

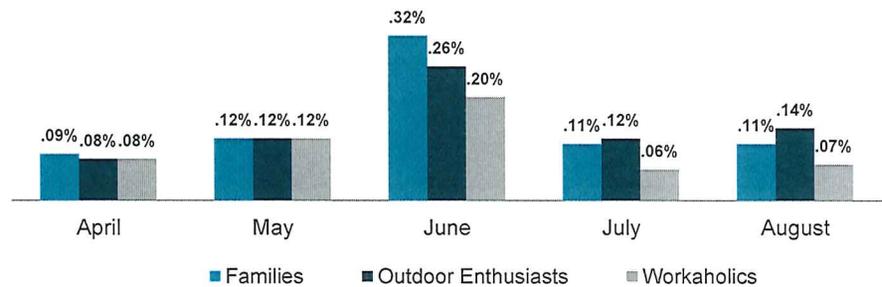
*Conversions figures may be relatively unstable this month, as we've switched from book now conversions to time on site conversions. Starting in September, all conversions will be based on time on site.

Display Performance by Creative

- Banner ads continued to perform well in August with minimal month-over-month fluctuation in CTRs. Ads targeted toward families and outdoor enthusiasts continued to drive the highest CTR and lowest CPC figures, while older experience seekers have shown they are less likely to click on banner ads.

- While banner ads were still performing above the industry average, stalled performance suggests creatives were in need of updating, which took place towards the end of the month as the ads were transitioned to fall creatives.

Creative CTR Trending



| Creative | Impressions | Clicks | CTR | CPC | Media Cost | Conversions* | Conversion Rate | Cost Per Conversion |
|---------------------|------------------|--------------|--------------|---------------|----------------|--------------|-----------------|---------------------|
| Families | 645,691 | 682 | 0.11% | \$3.31 | \$2,260 | 9 | 1.32% | \$251.10 |
| Outdoor Enthusiasts | 581,733 | 786 | 0.14% | \$2.59 | \$2,036 | 10 | 1.27% | \$203.61 |
| Workaholics | 225,802 | 152 | 0.07% | \$5.20 | \$790 | 6 | 3.95% | \$131.72 |
| Total | 1,453,226 | 1,620 | 0.11% | \$3.14 | \$5,086 | 25 | 1.54% | \$203.45 |

*Conversions figures may be relatively unstable this month, as we've switched from book now conversions to time on site conversions. Starting in September, all conversions will be based on time on site.

Display Ad Examples



Families

Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 646K
Clicks: 682
CTR: 0.11%
Landing Page Visits: 0
Book Now Conversions: 9
CVR: 1.32%



Outdoor Enthusiasts

Sizes:
160x600, 300x250, 300x600,
320x50, 728x90

Impressions: 582K
Clicks: 786
CTR: 0.14%
Landing Page Visits: 0
Book Now Conversions: 10
CVR: 1.27%



Workaholics

Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

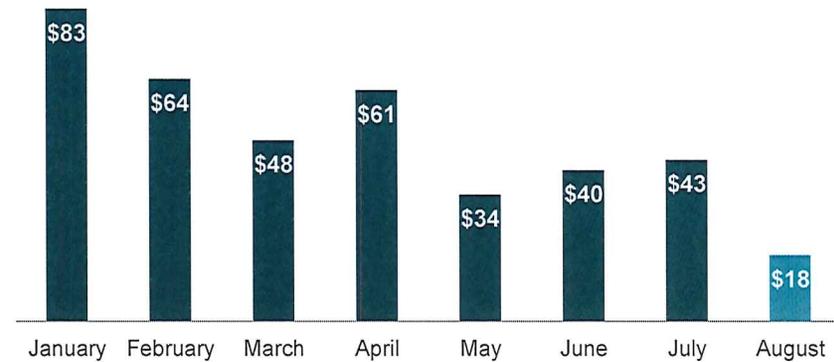
Impressions: 226K
Clicks: 152
CTR: 0.07%
Landing Page Visits: 1
Book Now Conversions: 6
CVR: 3.95%

Paid Search Performance

• Paid Search ads served just under 600K impressions in August resulting in 2K link clicks and 300 conversions. Compared to July, conversions increased by nearly 2.7x this month. Of note, this is largely due to a switch in conversions made on August 19th, in which we switched from book now to time on site conversions.

• The Evergreen Local campaign witnessed a bump in CTR this month, led by the local activities ad group. Since May, we have witnessed nearly 2x higher CTR for this ad group and therefore continue to allocate more spend toward it. Within the Summer campaign, ads referring to beaches and boating witnessed the highest CTR of any ad group.

Cost Per Conversion Trending



| Campaign | Impressions | Clicks | CTR | Cost | CPC | Conversions* | Conversion Rate | Cost Per Conversion |
|----------------------|----------------|--------------|--------------|----------------|---------------|--------------|-----------------|---------------------|
| Evergreen – Vacation | 259,925 | 640 | 0.25% | \$2,022 | \$3.16 | 129 | 20.16% | \$15.67 |
| Evergreen – Local | 13,178 | 422 | 3.20% | \$674 | \$1.60 | 121 | 28.67% | \$5.57 |
| Summer | 323,731 | 933 | 0.29% | \$2,747 | \$2.94 | 56 | 6.00% | \$49.06 |
| Total | 593,834 | 1,995 | 0.33% | \$5,443 | \$2.73 | 306 | 15.34% | \$17.79 |

**Conversions figures may be relatively unstable this month, as we've switched from book now conversions to time on site conversions. Starting in September, all conversions will be based on time on site.*

Social Ad Performance

• Social ads continued their impressive performance in August, serving over 623K impressions and resulting in 2.8K link clicks. CTRs are down slightly from August (0.58%; 0.44%), likely due to increased frequency of ads.

• August is the first month to utilize both prospecting and retargeting ads. While performance between the two strategies differed very little this month, we expect retargeting ads to result in higher CTRs and in turn more web traffic in the coming months.

Cost per Conversion Trending



| Target | Impressions | Link Clicks | CTR | Spend | Conversions* | Conversion Rate | Cost Per Conversion |
|---------------------|----------------|--------------|--------------|----------------|--------------|-----------------|---------------------|
| Families | 149,728 | 786 | 0.52% | \$2,109 | 427 | 80.53% | \$3.33 |
| Outdoor Enthusiasts | 332,798 | 1,226 | 0.37% | \$5,229 | 1,081 | 147.47% | \$2.89 |
| Workaholics | 140,506 | 755 | 0.54% | \$1,954 | 570 | 82.78% | \$3.13 |
| Total | 623,032 | 2,767 | 0.44% | \$9,292 | 2,078 | 110.81% | \$3.03 |

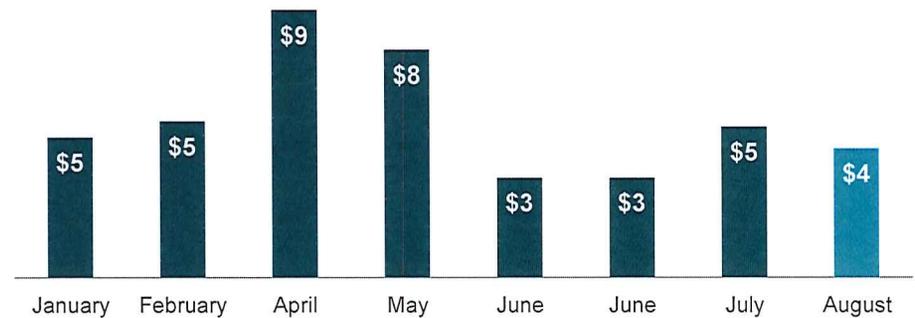
*Conversions figures may be relatively unstable this month, as we've switched from book now conversions to time on site conversions. Starting in September, all conversions will be based on time on site.

Social Engagement

• While social ad CTRs fell slightly, engagement rates improved in August. Notably, overall engagement increased to 2K this month, up from 939 in July. This led to an 18% increase in engagement rates and a slight decrease in cost per engagement.

• The most noticeable rise in engagement occurred in ads targeted toward older experience seekers. These users were most likely (based on shares to impressions) to share an ad. This in turn resulted in additional impressions that are perhaps outside of the targeted demographic.

Cost Per Engagement Trending



| Target | Link Clicks | Reactions | Comments | Shares | Total Engagement | Engagement Rate | Cost Per Engagement |
|---------------------|--------------|--------------|-----------|-----------|------------------|-----------------|---------------------|
| Families | 786 | 412 | 6 | 9 | 427 | 0.29% | \$4.94 |
| Outdoor Enthusiasts | 1,226 | 1,047 | 8 | 26 | 1,081 | 0.32% | \$4.84 |
| Workaholics | 755 | 543 | 7 | 20 | 570 | 0.41% | \$3.43 |
| Total | 2,767 | 2,002 | 21 | 55 | 2,078 | 0.33% | \$4.47 |

Social Ad Examples

Families

North Lake Tahoe shared a link. Sponsored Like Page



north lake tahoe

Priceless Family Experiences
Get away and reconnect in North Lake Tahoe, building memories that will last a lifetime.

GO.TAHOENORTH.COM [Book Now](#)

Impressions: 150K
Clicks: 786
CTR: 0.52%
Engagement: 427
Book Now Conversions: 633
CVR: 81%

Outdoor Enthusiasts

North Lake Tahoe shared a link. Sponsored Like Page



north lake tahoe

Wander, Explore, Experience
Visit North Lake Tahoe this summer to experience endless outdoor activities as you explore the region's scenic beauty.

GO.TAHOENORTH.COM [Book Now](#)

Impressions: 333K
Clicks: 1.2K
CTR: 0.37%
Engagement: 1,081
Book Now Conversions: 1,808
CVR: 147%

Workaholics

North Lake Tahoe shared a link. Sponsored Like Page



north lake tahoe

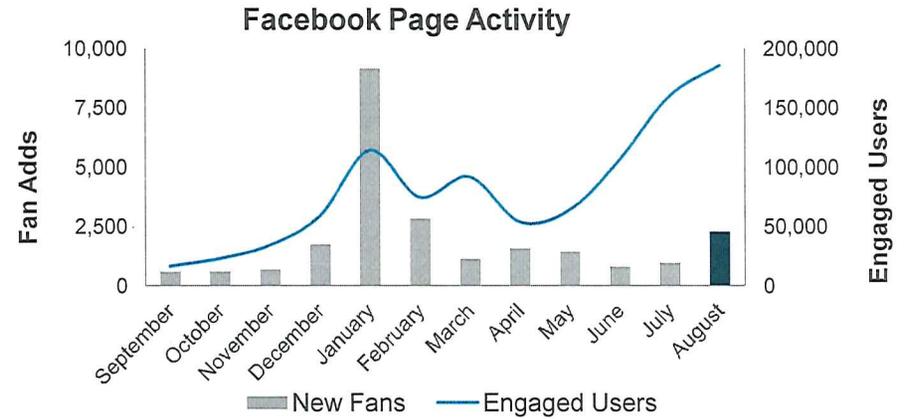
Make Summer Count
Stunning views, countless activities, one place. Visit North Lake Tahoe to experience what summer is all about.

GO.TAHOENORTH.COM [Book Now](#)

Impressions: 141K
Clicks: 755
CTR: 0.54%
Engagement: 570
Book Now Conversions: 625
CVR: 83%

Facebook Page Performance

• North Lake Tahoe’s Facebook page acquired an additional 2.3K fans in August resulting in an increase in overall engaged users. This increase in page activity is likely due to expanded campaigns, including the High Notes and Human Powered Sports campaigns.

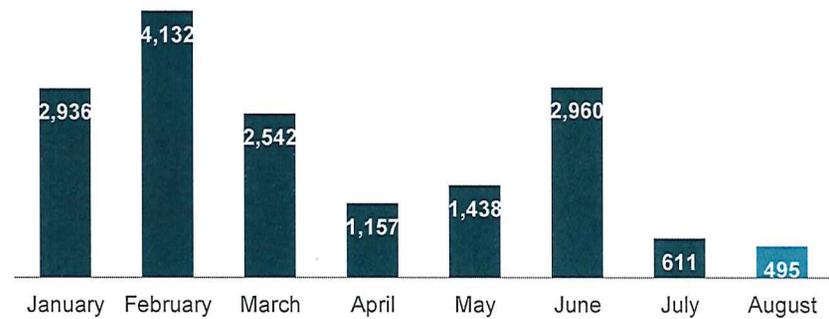


| Month | Impressions | Engaged Users | New Fans |
|----------|-------------|---------------|----------|
| January | 5,426,895 | 113,822 | 9,162 |
| February | 3,607,365 | 74,594 | 2,811 |
| March | 3,099,667 | 91,988 | 1,122 |
| April | 2,307,936 | 53,782 | 1,561 |
| May | 2,459,996 | 63,846 | 1,419 |
| June | 3,061,186 | 106,165 | 799 |
| July | 3,725,004 | 159,684 | 943 |
| August | 5,518,324 | 185,783 | 2,274 |

Email Performance

- The August email blast drove almost 500 visits to GoTahoeNorth.com, where users spent over one minute on the site and viewed nearly two pages per session.
- Of the 495 visits to the site, three users ended up clicking the book now button. This is down from 8 book now conversions a month earlier. Overall, this led to a cost per book now conversion of \$840.

Sessions From Emails



| Email | Sessions | Pageviews | Pages Per Sessions | Time on Site | Bounce Rate | Spend | Conversions* | Cost Per Conversion |
|--------------------|------------|------------|--------------------|--------------|---------------|----------------|--------------|---------------------|
| Consumer Email 8/2 | 495 | 891 | 1.80 | 01:04 | 63.23% | \$2,520 | 3 | \$840 |
| Total | 495 | 891 | 1.80 | 01:04 | 63.23% | \$2,520 | 3 | \$840 |

**Conversions figures may be relatively unstable this month, as we've switched from book now conversions to time on site conversions. Starting in September, all conversions will be based on time on site.*

August 2nd Eblast

n north lake tahoe | LODGING | THINGS TO DO | EVENTS

EXPERIENCE MORE SUMMER FUN IN NORTH LAKE TAHOE

There's no end to summer adventures in North Lake Tahoe. Whether you choose to hike, bike or just take in the views, there's no shortage of trails to explore in the mountains surrounding the lake. Paddleboard or kayak on the largest alpine lake in North America, venture down the Truckee River in a river raft or wander along the Ale Trail for a frosty beverage between activities. Don't let summer slip by without experiencing the playground we call North Lake Tahoe.

[PLAN YOUR TRIP TO THE LAKE](#)

14 ALE TRAIL STOPS | **103 LODGING PROPERTIES** | **12 UNIQUE TOWNS**

120+ EATERIES | **COUNTLESS EXPERIENCES**

Summerlong Concert Series
June – September

[PLAN YOUR TRIP!](#)

GETTING HERE

More than 274 days of sunshine means it's easy getting to North Lake Tahoe, all year long.

- From Reno-Tahoe International -- 45 minute drive
- From Sacramento International -- 2 hour drive
- From San Francisco International -- 3 hour drive

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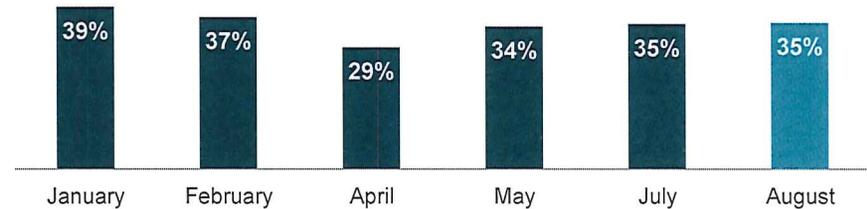
August Advertising Report | Consumer

YouTube Performance

• YouTube ads served just shy of 80K impressions in August resulting in 28K views. The average view rate among all creatives remained unchanged this month.

• Similar to July, younger outdoor enthusiasts in Los Angeles were most likely to either view an ad to completion or click on ad (37% view rate). Older experience seekers in New York showed the next highest propensity to click on a YouTube ad (36% view rate).

View Rate Trending



| Target | Impressions | Clicks | Views | View Rate | Played to 25% | Played to 50% | Played to 75% | Played to 100% | Conversions |
|---------------------|---------------|-----------|---------------|---------------|---------------|---------------|---------------|----------------|-------------|
| Families | 20,683 | 21 | 7,220 | 34.91% | 63.70% | 45.39% | 38.90% | 34.94% | 0 |
| Outdoor Enthusiasts | 27,000 | 20 | 9,613 | 35.60% | 61.72% | 44.76% | 39.06% | 35.72% | 1 |
| Workaholics | 32,308 | 38 | 11,476 | 35.52% | 63.17% | 44.83% | 38.85% | 35.46% | 0 |
| Total | 79,991 | 79 | 28,309 | 35.39% | 62.82% | 44.95% | 38.94% | 35.41% | 1 |

**Conversions figures may be relatively unstable this month, as we've switched from book now conversions to time on site conversions. Starting in September, all conversions will be based on time on site.*

August Advertising Report | Consumer

| MCC



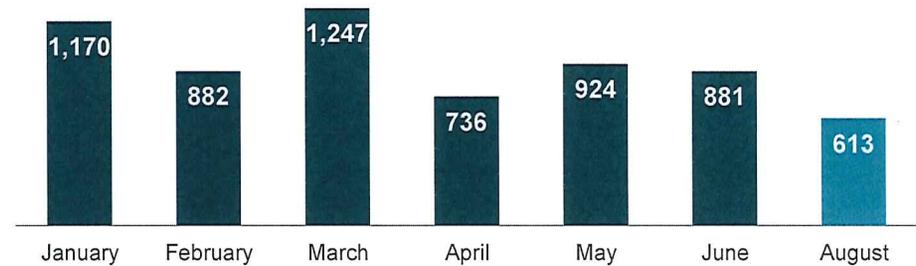
 north lake tahoe

Web Performance

• MCC ads directed over 600 users to GoTahoeNorth.com, with visitors spending over one minute on the site and viewing over 1.7 pages per session. Similar to historical trends, traffic from email ads spent more time on site and viewed more pages per session than traffic from social ads.

• The largest share of traffic landed on the meetings page (50%), followed by the lodging page (14%), and homepage (10%). Notably, traffic that landed on the events page spent the most time on the site (two minutes average time on site).

Sessions From MCC Ads

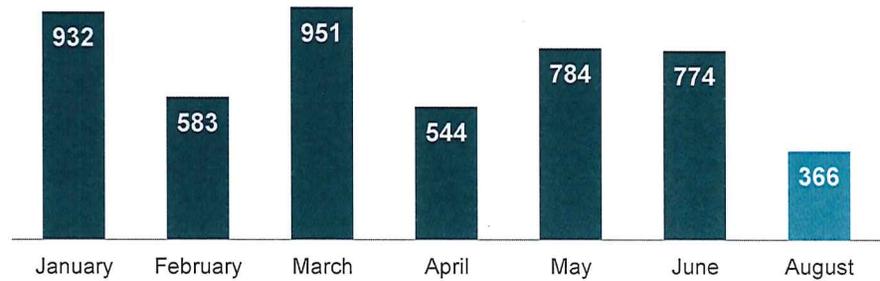


| Platform | Sessions | Pageviews | Time on Site | Pages Per Session | Bounce Rate |
|--------------|------------|--------------|--------------|-------------------|---------------|
| Email | 366 | 807 | 01:47 | 2.20 | 48.36% |
| Social | 247 | 274 | 00:26 | 1.11 | 91.50% |
| Total | 613 | 1,081 | 01:15 | 1.76 | 65.74% |

Email Performance

- The August 9th e-blast directed over 360 users to the website, where users spent on average 1:47 seconds on the site and viewed over two pages per session.
- Users stemming from email ads spent more time on things to do pages, including golf and dining, than any other page. Notably, traffic that landed on the golf page spent 2.5 minutes on the site. Going forward, we would suggest sending more traffic to these pages as users appear to be more engaged.

Sessions From Emails



| Vendor | Sessions | Pageviews | Pages Per Sessions | Time on Site | Bounce Rate | Spend |
|---------------|------------|------------|--------------------|--------------|---------------|--------------|
| MCC Email 8/9 | 366 | 807 | 2.20 | 01:47 | 48.36% | \$700 |
| Total | 366 | 807 | 2.20 | 01:47 | 48.36% | \$700 |

August 9th Eblast

n north lake tahoe | LODGING | THINGS TO DO | MEETINGS

Brainstorm
Review
Strategize | it's human **n**ature



OPT OUTSIDE FOR YOUR NEXT EVENT

In North Lake Tahoe, there's no shortage of opportunities to move your meeting or event outside. Brainstorm new ideas in small group settings on horseback or paddleboards. Strategize among stunning sugar pine trees or beachfront at our unique meeting venues, like the Thunderbird Lodge, as the crisp mountain air refreshes attendees. Let North Lake Tahoe be the backdrop to your most memorable meeting yet.

DISCOVER A NEW WAY OF MEETING

| | | |
|---|--|---|
|  |  |  |
| 30 MEETING FACILITIES | 200,000+ SQ. FT. OF MEETING SPACE | 7,000+ ROOMS |

| | | | |
|---|----------------------|---|------------------------|
|  | 120+ EATERIES |  | 50 GOLF COURSES |
|---|----------------------|---|------------------------|



Book your next meeting in North Lake Tahoe!

SUBMIT AN RFP



Download your free conference planning guide!

DOWNLOAD FREE GUIDE



GETTING HERE

More than 274 days of sunshine means it's easy getting to North Lake Tahoe, all year long.

- From Reno-Tahoe International — 45 minute drive
- From Sacramento International — 2 hour drive
- From San Francisco International — 3 hour drive

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north lake tahoe

For more information, contact Jason Neary, Director of Conference Sales, North Lake Tahoe CVB at 800-462-5196 ext. 106 or Jason@GoTahoeNorth.com.

August Advertising Report | MCC

Social Performance

- Social ad CTRs increased by 20% this month, helped by newly-implemented creatives and a retargeting strategy. Notably, new creatives resulted in a 0.16 percentage point bump in prospecting CTRs and a 0.12 percentage point bump in engagement rates.
- Retargeting efforts resulted in an additional 110 link clicks at an impressive 0.66% CTR. Going forward, we expect our retargeting efforts to pick up as ads continue to garner impressions.

CPC Trending



| Ad Type | Impressions | Link Clicks | CTR | Cost | CPC | Engagement | Engagement Rate | Cost Per Engagement |
|--------------|----------------|-------------|--------------|----------------|---------------|------------|-----------------|---------------------|
| Prospecting | 64,751 | 437 | 0.67% | \$800 | \$1.83 | 121 | 0.19% | \$6.61 |
| Retargeting | 16,764 | 110 | 0.66% | \$237 | \$2.15 | 20 | 0.12% | \$11.85 |
| Video | 30,351 | 182 | 0.60% | \$181 | \$0.99 | 34 | 0.11% | \$5.32 |
| Total | 111,866 | 729 | 0.65% | \$1,218 | \$1.67 | 175 | 0.16% | \$6.96 |

August Advertising Report | MCC

Social Ad Examples

Prospecting

Impressions: 65K
 Link Clicks: 437
 CTR: 0.67%
 Engagement Rate: 0.19%

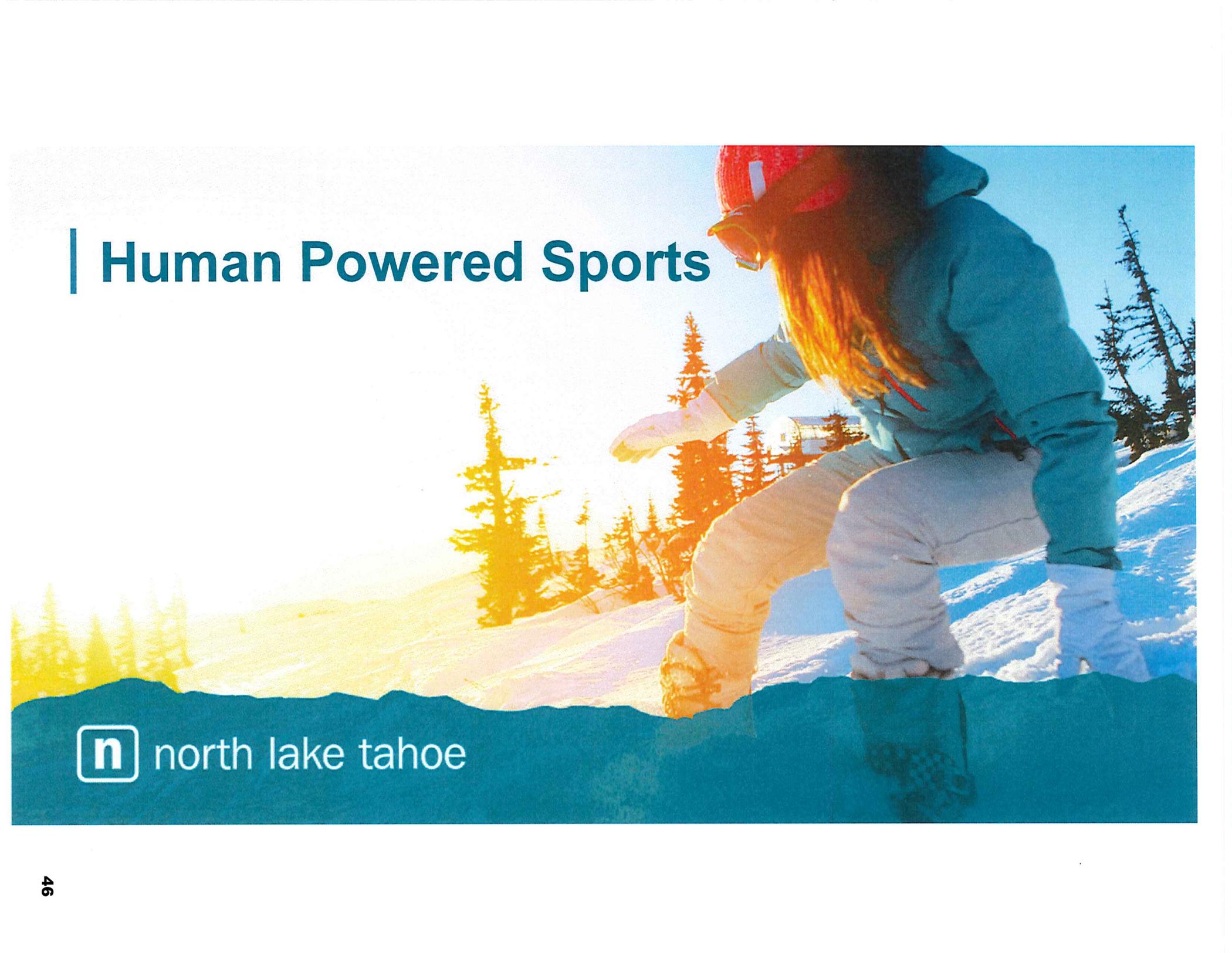
Retargeting

Impressions: 17K
 Link Clicks: 110
 CTR: 0.66%
 Engagement Rate: 0.12%

Video

Impressions: 30K
 Link Clicks: 182
 CTR: 0.60%
 Engagement Rate: 0.11%

| Human Powered Sports

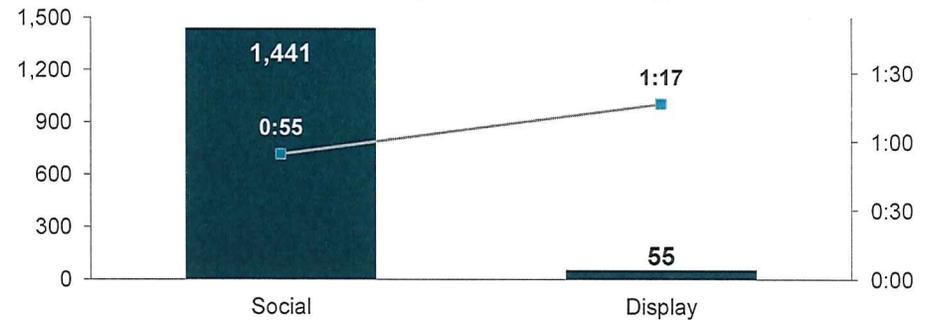
A person with long hair, wearing a red helmet, goggles, a teal jacket, and white pants, is snowboarding down a snowy slope. The scene is set during sunset or sunrise, with a warm, golden glow over the snow and evergreen trees in the background. The person is in a dynamic, crouching position, leaning forward.

 north lake tahoe

Web Performance

- In its first month, the Human Powered Sports campaign directed just under 1.5K users to North Lake Tahoe’s website, where users spent nearly one minute on the site and viewed roughly two pages per session.
- Of the 1.5K web visitors, 93% landed on the Things to Do page. Among the remaining visitors who continued to explore the site, 10% navigated to the hiking page, 5% to the biking page, and 2% to the North Lake Tahoe Ale Trail page.

Sessions and Average Time on Site by Medium

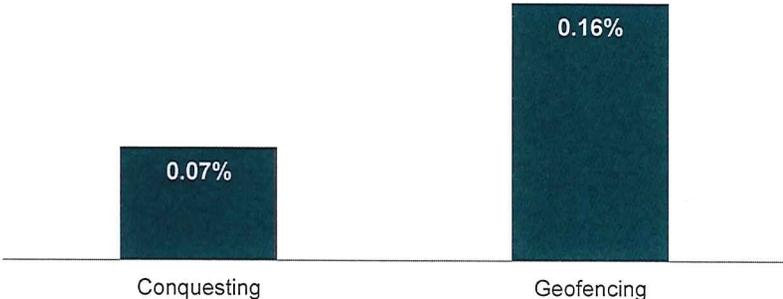


| Medium | Sessions | Pageviews | Time on Site | Pages Per Session | Bounce Rate |
|--------------|--------------|--------------|--------------|-------------------|---------------|
| Social | 1,441 | 2,834 | 00:55 | 1.97 | 59.82% |
| Display | 55 | 71 | 01:17 | 1.29 | 85.45% |
| Total | 1,496 | 2,905 | 00:56 | 1.94 | 60.76% |

Display Performance by Placement

• In just two days at the end of August, HPS banner ads amassed 97K impressions and almost 100 clicks, resulting in a 0.10% CTR. We will look to analyze this medium further as more data starts to compile.

Click Through Rates by Placement



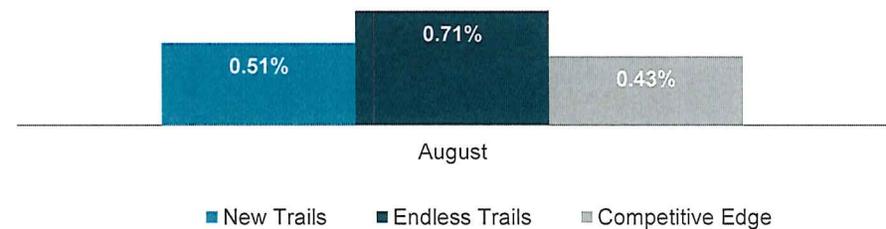
| Placement | Impressions | Clicks | CTR | CPC | Media Cost |
|--------------|---------------|-----------|--------------|---------------|--------------|
| Conquesting | 60,295 | 40 | 0.07% | \$4.52 | \$181 |
| Geofencing | 37,030 | 58 | 0.16% | \$2.23 | \$130 |
| Total | 97,325 | 98 | 0.10% | \$3.17 | \$310 |

Social Performance

• HPS social ads accounted for 347K impressions in August, resulting in a 0.53% CTR and a 0.62% engagement rate. Compared to other campaigns, this represents a less-than-average CTR, but an above-average engagement rate.

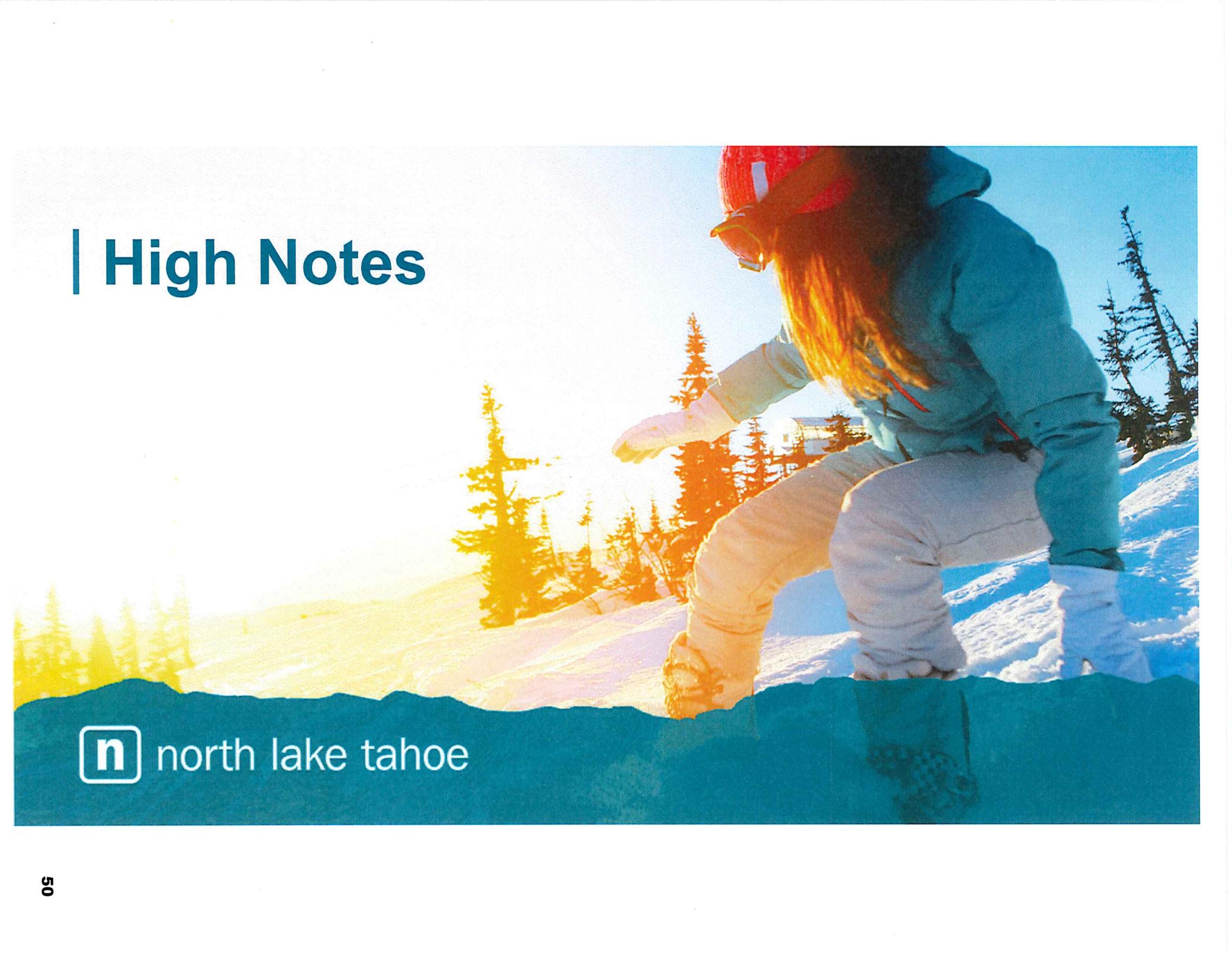
• Notably, the New Trails creative was extremely effective in driving engagement, including 1.5K post reactions, 65 shares, and 30 comments. Users who commented on ads complemented Tahoe on its beauty and shared stories of their prior visits, both of which helped drive positive sentiment around the brand.

Creative CTR Trending



| Creative | Impressions | Link Clicks | CTR | Cost | CPC | Engagement | Engagement Rate | Cost Per Engagement |
|------------------|----------------|--------------|--------------|----------------|---------------|--------------|-----------------|---------------------|
| New Trails | 220,928 | 1,118 | 0.51% | \$2,095 | \$1.87 | 1,578 | 0.71% | \$1.33 |
| Endless Trails | 68,579 | 487 | 0.71% | \$1,190 | \$2.44 | 332 | 0.48% | \$3.59 |
| Competitive Edge | 57,911 | 249 | 0.43% | \$583 | \$2.34 | 246 | 0.42% | \$2.37 |
| Total | 347,418 | 1,854 | 0.53% | \$3,869 | \$2.09 | 2,156 | 0.62% | \$1.79 |

| High Notes

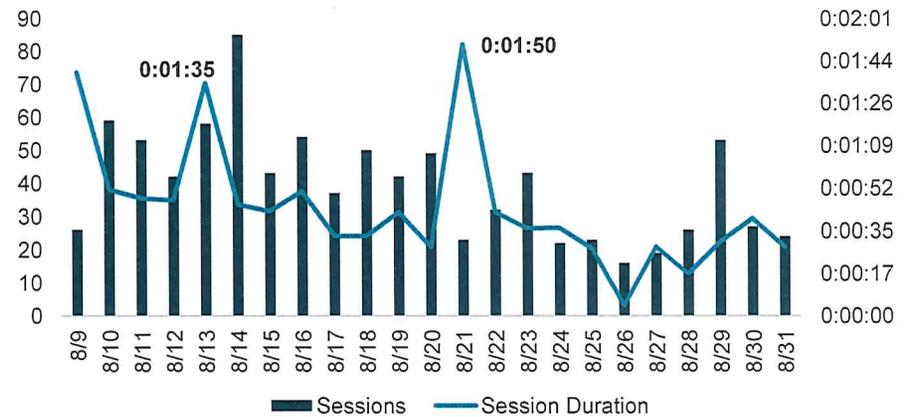
A person with long hair, wearing a red helmet, goggles, a teal jacket, and white pants, is snowboarding down a snowy slope. The sun is low in the sky, creating a warm, golden glow and casting long shadows. The background shows a snowy mountain landscape with evergreen trees.

 north lake tahoe

Web Performance

- The High Notes campaign resulted in 906 website visits in its first month. Users who visited the website viewed nearly 1.8 pages per session and spent 45 seconds on the site.
- Over 1 in 4 people who landed on the High Notes landing page then clicked on the View Full Event Lineup button. Once here, users spent 1:40 exploring the lineup, notably the Music on the Beach event on 8/25.

Sessions and Time on Site by Day

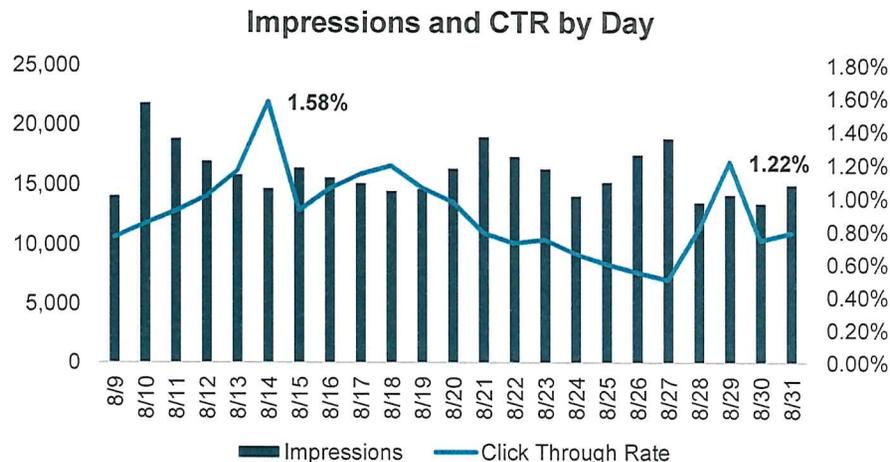


| Platform | Sessions | Pageviews | Time on Site | Pages Per Session | Bounce Rate |
|----------|----------|-----------|--------------|-------------------|-------------|
| Social | 906 | 1,607 | 00:45 | 1.77 | 63.36% |
| Total | 906 | 1,607 | 00:45 | 1.77 | 63.36% |

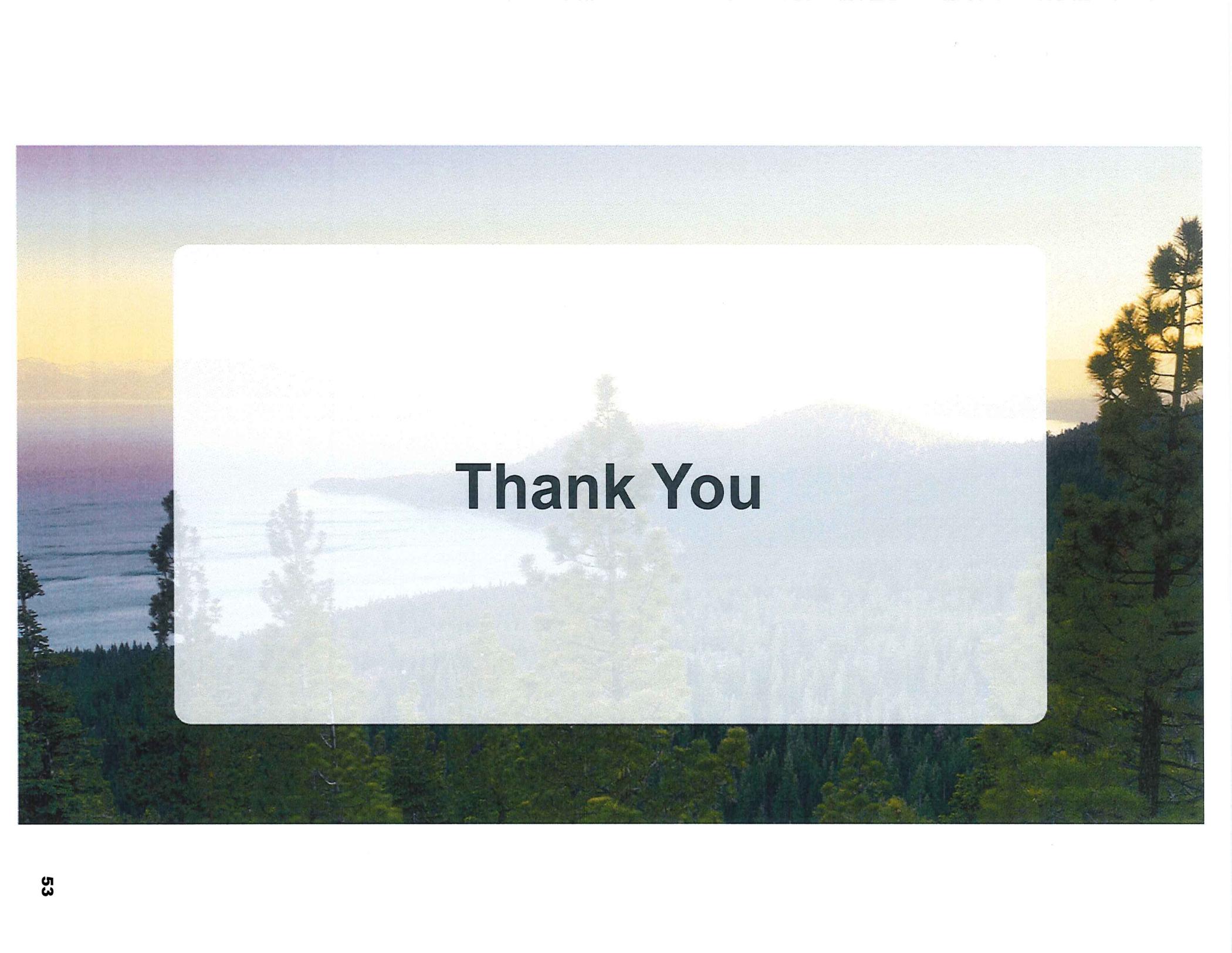
Social Performance

- Facebook's canvas ad option proved to be extremely effective in driving high CTRs, as the High Notes campaign earned the highest CTR of any in August.

- In addition to a high CTR, the High Notes canvas ad was also very engaging, earning 1.5K post reactions, 180 shares, and 49 comments. Overall, comments on the posts were overwhelmingly positive, with numerous users claiming they love Tahoe City and Kings Beach in particular.



| Creative | Impressions | Link Clicks | CTR | Cost | CPC | Engagement | Engagement Rate | Cost Per Engagement |
|--------------|----------------|--------------|--------------|----------------|---------------|--------------|-----------------|---------------------|
| Canvas Ad | 368,359 | 3,295 | 0.89% | \$3,550 | \$1.08 | 1,730 | 0.47% | \$2.05 |
| Total | 368,359 | 3,295 | 0.89% | \$3,550 | \$1.08 | 1,730 | 0.47% | \$2.05 |

A scenic landscape photograph of a lake at sunset. The sky is a mix of orange, yellow, and purple. The lake is calm, reflecting the sky. In the foreground, there are dense evergreen trees. A semi-transparent white box is centered over the image, containing the text "Thank You" in a bold, black, sans-serif font.

Thank You

Business Association & Chamber Collaborative Committee September Meeting Recap

Strategic Planning Meeting

- Would like to hold a professionally facilitated strategic planning meeting for the committee in January or February. Ideal dates are 1/11/18 or 2/8/18.
- Purpose is to redefine mission of committee and to look at the four campaigns from a 30,000-foot view and decide forward moving strategy.
- Would like to include a few members from the Board and Marketing Committee to make sure the BACC is aligned.

Peak Your Adventure Campaign Recap (Campaign will run through 9/30/17)

- Peak Your Adventure Maps
 - 5,000 maps printed (approx. 4,500 distributed)
 - Digital version created and imbedded in GTN.com (<https://www.gotahoenorth.com/peakyouradventure/>)
 - 2,632 Interactive map impressions (as of 9/13)
 - Analysis:
 - Printed map distribution in the summer was much more difficult and labor intensive than the winter campaign due to the large number of small, lakeside lodging properties (30+).
 - Digital map is an evergreen piece that looks good and can continue to be utilized.
- Digital Coupons
 - 38 TAHOENORTH texts received (print tracking – NLT Visitor Guide, printed maps)
 - 51 MYADVENTURE texts received (digital tracking)
 - 10 coupons redemptions (as of 9/13)
 - Analysis: Digital coupons were not very successful and won't be used again for this campaign.
- Paid Social Media Ads
 - Budget: \$928
 - Impressions: 397,059, Clicks: 1,125, Reactions: 1,875, Shares: 175
 - Best Performing Demographic: Females 55+
 - Photos with #MyTahoeAdventure on Instagram: 1,154
 - Analysis:
 - Ads targeted coupons exclusively so won't do similar messaging moving forward.
 - Targeted in-market so difficult to tell if they're locals vs. visitors.

High Notes Campaign Recap

- TCDA, NTBA and Squaw Valley all commented that this year was their best attended summer music series concerts and thanked the BACC/NLTRA for their efforts.
- Interactive Map imbedded on GTN.com (<https://www.gotahoenorth.com/highnotes/>) which included videos of each venue, a short summary and their music lineup.
 - Webpage Views: 14,546
 - Interactive Map Impressions: 8,024
 - Guests stayed on this map longer than other maps/pages. The Northstar video performed the best.
- Facebook Lives
 - 6/27 Squaw, 7/1 Northstar, 7/7 Kings Beach, 8/27 Tahoe City
 - Views: 18,320, Likes: 2,802, Shares: 192
 - Analysis: Performed well, will continue incorporating into future campaigns, need to nail down series title, reliable connectivity was a challenge. Moving forward FB & Instagram should take place on the same day.
- Instagram Takeovers/Stories
 - 7/2 Tahoe City, 7/28 Kings Beach, 8/27 Tahoe City
 - Average Viewership per Photo/Video: 3,673 followers
 - Analysis: Difficult to execute a true takeover, bands are busy and NLT needs to maintain quality control. Moving forward FB & Instagram should take place on the same day.
- Social Media

- Wanderlust Music Ticket Giveaway was the best performing contests of the summer
- Likes: 515, Entries: 250 – entrants were required to like and comment
- Geo-Targeted Ads
 - Budget: \$1,500
 - Targeted to in-market visitors only, they were specific to each performing band and venue, ads ran 3 days leading up to the show, budget was split evenly between all ads
 - Impressions: 364,814, Clicks: 3,116, Shares: 164
 - Best Performing Age Set: 45 – 65+ Female
 - Analysis: Targeted ads were more effective than general social media posts (including boosted posts), next year focus on family and skew a little older based on demographic findings.

Year-Round Shopping Campaign Update

- Digital Map almost complete – received final feedback from districts. Confirmed text, links and legend options for each district.
- Photos – completed shoots for Kings Beach and Tahoe City, still working on Squaw and Northstar. Will be able to utilize some of their existing assets in the meantime.

Shop Local Holiday Contest

- Shop Local, www.shopnorthtahoetruckee.com, website has been updated and will be utilized as holiday contest homepage. Businesses can register to participate and find all the contest information.
- Plan to run the contest similar to the last few years. In 2016, \$293,500 of revenue was tracked via the contest.
- Winner of the contest from 2016 just redeemed his staycation and sent multiple emails/photos thanking the organization and expressing what a great time he had with his family (all from New York).
- BACC will send out program results once this season is complete to all participants.

Touch Lake Tahoe Plan Discussion

- Decision was to eliminate the printed map and the digital coupons. Will continue to utilize digital interactive map assets. 2016 campaign was the most successful program run by the BACC based on impressions and interactions so we'll use that as a base to build on and incorporate recent learnings.
- Amber and The Abbi Agency will develop a plan incorporating the social media, targeted in-market advertising, photo contests, itineraries highlighting lakeside experiences and potentially print. Will focus on an inspirational aspect, highlight the “experience” of shopping in Tahoe vs. pushing products/deals.
- Target date for campaign launch is October 20th. Campaign will run from October 2017 through May 2018.

WinterWonderGrass Tahoe Contract Summary

Duration & Timing

- 1-Year Contract (April 2018 Event)
- Event Date: April 6 – 8, 2018
- Location: Squaw Valley

Cash Sponsorship

- \$15,000 (Payment – 100% October)

Additional Sponsorship

- \$4,000 Event specific contract with The Abbi Agency

Key Sponsorship Terms

- NLTRA to receive
 - Logo/link on appropriate signage, website, digital, print and grassroots media
 - On-site activation during event – space is limited so working with producer to find creative alternatives to a 10x10 tent. Looking into branding opportunities on handouts.
 - Opportunity to incorporate into promotional events (including Ojai, SF, Chico and Truckee)
 - Inclusion in PA announcements throughout event and logo inclusion on commemorative glass
 - NLTRA questions included in post-event survey
 - Twenty-five (25) tickets for promotional purposes
- NLTRA to provide
 - Included in two (2) newsletters, chamber M2M emails, a blog post and through social channels
 - Dedicated event press release
 - Incorporation in digital efforts and winter search
 - Ten (10) street banners to be hung in Tahoe City two (2) weeks before event
 - Assistance with lodging page via Zoomaway and collaboration on transportation component

2017 Event Recap

Squaw Valley, March 31 – April 2, 2017

Funded: \$15,000

Attendance: 16,000

Results:

The event sold out the Thursday prior (3/30). Just utilizing information from Zoomaway, they tracked 35 room nights and \$14,377 in revenue. This was the first time we used Zoomaway and will incorporate it again next year with some modifications to make the page and packages more visible. We incorporated WWG messaging into our winter search and digital efforts and had great results. Compared to our overall campaign, they performed considerably better with nearly 6x higher CTR and 3x more engagement per month. In addition, sentiments on the posts were favorable, with numerous users expressing their excitement regarding the event. A large share of users tagged their friends in the comments as well, especially on Instagram, helping to expand the overall reach of the posts. This, combined with the 234 post shares, helped the post reach users outside of North Lake Tahoe's fan network.



WinterWonderGrass Tahoe Music Festival **EVENT SPONSORSHIP AGREEMENT**

THIS EVENT SPONSORSHIP AGREEMENT (this “Agreement”) is made and entered into between WonderGrass California, a Colorado limited liability company (“WGC”), and the North Lake Tahoe Resort Association, a California nonprofit corporation (“Sponsor”).

1. Event. WGC is the organizer, owner and operator of “WinterWonderGrass Tahoe Music Festival” which will take place on April 6 - 8, 2018 at a location in Squaw Valley in Olympic Valley, Placer County, California at times as determined by WGC during the term of this Agreement (the “Event”). Sponsor desires to obtain, and WGC desires to grant, sponsorship rights to the Event, all as set forth in this Agreement.

2. Obligations of WGC to Sponsor:

Sponsor will be incorporated into the Event marketing and receive the following benefits:

- a. Inclusion of Sponsor’s name and logo in the festival poster, general event signage and activation points.
- b. Inclusion of Sponsor’s name and logo on all digital, print and grassroots media.
- c. Inclusion of Sponsor’s name and logo on the website home page as a presenting partner.
- d. Inclusion of Sponsor’s name and logo on appropriate general event signage used to promote the Event.
- e. Sponsor shall be granted the ability to create unique onsite activations.
- f. Sponsor shall be granted the opportunity to incorporate into promotional events leading up to the event (including but not limited to Ojai, San Francisco and Chico events).
- g. Sponsor shall be included in daily PA announcements from the stage during the Event.
- h. Sponsor specific questions will be included in post-event survey to attendees.
- i. Sponsor is granted ability to use the official WGC trademarks and logos in promotions, marketing material, website and the like.
- j. Inclusion of Sponsor’s name and logo on limited edition commemorative eco-friendly beer mug for the Event.
- k. Sponsor shall receive (10) VIP 3-day tickets / (15) GA 3-day festival passes.

3. Obligations of Sponsor to WGC:

- a. Sponsor shall contribute \$15,000.00 in cash support for the Event, payable as follows: 100% due 30 days following signing of this Agreement.
- b. Sponsor shall provide to WGC, in a timely manner, in-kind assets, benefits and services for a value of \$10,000.00 including but not limited to the following:

- Inclusion in two (2) E-newsletters to consumer database of 32,000 active double opt-in list.
- Dedicated email to chamber members of 500 local and regional businesses.
- Dedicated blog post on GoTahoeNorth.com which will be distributed through NLTRA social channels.
- Distribution of press release to NLTRA media channels.
- Social media content inclusion on all social channels leading up to the event as appropriate.
- Public Relations and Social Media scope of work to be developed between Sponsor and WGC.
- Incorporate WinterWonderGrass Tahoe into our winter search and digital efforts.
- Include WGC promotional materials in local and regional visitor centers (Tahoe City, Incline Village, and Auburn).
- Distribute information on the Event to Sponsor's international offices in the UK and Australia.
- Distribute information on the Event to Visit California to be included in their national and international efforts.
- 10 street banners to be hung in Tahoe City two weeks prior to event through event conclusion.
- Usage of Zoomaway services to create a lodging page for the WWG Tahoe website.

If it is impossible or impracticable to provide one or more of the listed benefits, WGC and Sponsor shall consult regarding a substitute therefor, and agree on a substitute promotional or other benefit having value not materially less than that of the unavailable benefit.

4. Economic Impact Assessment. WGC and Sponsor shall work together to share available information and data to develop an economic impact analysis of the Event.

5. Use of Intellectual Property. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of WGC (collectively, "WGC Properties"), including, without limitation, the Event Marks; the Event; and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorialization or other information concerning or in connection with the Event, belongs exclusively to WGC, (ii) Sponsor may use WGC Properties only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such WGC Properties shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to WGC Properties, (iv) all uses of WGC Properties by Sponsor, and all goodwill therefrom, inure to the benefit of WGC, (v) any permitted use of WGC Properties may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by WGC, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

6. Relationship of the Parties. The relationship of Sponsor and WGC hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership or any relationship other than that of independent contractors. Sponsor and WGC acknowledge and agree that each of them is engaged in a separate and independent business

and neither shall state, represent or imply any interest in or control over the business of the other.

7. Attorney Fees. In any proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the non-prevailing party shall pay the reasonable expenses of the prevailing party, including reasonable attorney fees and costs, expert witness fees, fees of consultants and court costs incurred in connection therewith.

8. Counterparts; Scan/Facsimile. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

North Lake Tahoe Resort Association

By: _____
Name: Amber Burke
Title: Events & Communications Manager
Date: _____

WonderGrass California, LLC

By: _____
Name: Scott Stoughton
Title: Owner
Date: _____

Tough Mudder Contract Summary

Duration & Timing

- 1-Year Contract (June 2018 Event)
- Event Date: June 9 – 10, 2018
- Location: Northstar California

Cash Sponsorship

- \$40,000 (Payment - 50% May, 50% June)

Key Sponsorship Terms

- NLTRA to receive
 - Logo/link on Tough Mudder Tahoe website
 - 10x10 Booth space in event Vendor Village (Village at Northstar)
 - NLT acknowledged as location during Facebook Livestream
 - NLT included in minimum of three (3) social posts, one (1) newsletter/email
 - FB: 3.9M followers, Instagram: 244k followers, Twitter: 169k followers
 - Inclusion/Content in North Lake Tahoe Destination Guide which is sent to all registered competitors
 - Ten (10) complementary tickets for promotion and giveaways
- NLTRA to provide
 - Press release noting events return to NLT
 - Tough Mudder included in six (6) social posts via Facebook and Twitter
 - Assistance with permitting, volunteers and room blocks as needed

2016 Event Recap

Northstar California, June 11 – 12, 2016

Funded: \$50,000

| | |
|---------------------------|-------------|
| Attendance: | 11,630 |
| Out of Town Participants: | 9,071 |
| Average Night Stay: | 2.8 |
| Average Economic Impact: | \$2,395,212 |
| ROI: | 48:1 |

Results:

The event was deemed a success by the producers as well as Northstar. In total, 11,000+ athletes and spectators were in attendance. Tough Mudder conducted a survey (1,040p) which indicated 78% stayed overnight for the event and 82% of them stayed in a hotel/rental/condo. 72% of them stayed in the North Lake Tahoe/Truckee Region. The average travel party size was 4.5 people which generated an average number of hotel rooms per night per party as 1.6 rooms. They found there were 1,580 non-local unique event spectators and 8,304 non-local unique event participants and 58% of participants were first time participants to the Tahoe Tough Mudder.

Tough Mudder Tahoe's live content performed very strongly, with a reach of close to 5M and over 700,000 unique views. The hashtag, #tmtahoe2016 and affiliated hashtags were tagged over 1,500 times.

There was an emergency evacuation off the mountain on Sunday due to lightning. Approximately 1,000 athletes were brought down the mountain safely. The vendor fair in the Village also had to be condensed on Sunday evening due to lightning.

Tough Mudder Inc.
15 MetroTech Center, 7th Floor
Brooklyn, New York 11201

September 22, 2017

Amber Burke
100 North Lake Boulevard, 2nd Floor
Tahoe City, CA 96145

RE: **Tough Mudder Community Support Agreement**

Dear Mrs. Burke

When signed by each party, this letter agreement (the “**Agreement**”) shall constitute the agreement between Tough Mudder Inc. (on behalf of itself and its subsidiaries and affiliates, “**Tough Mudder**”) and North Lake Tahoe Resort Association (“**Supporter**”) in connection with obstacle course events conducted by Tough Mudder at Northstar California Resort on June 9-10, 2018 (the “**Event**”). For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. **Support Fee.** Supporter shall pay Tough Mudder a support fee of Forty Thousand Dollars (\$40,000) (the “**Support Fee**”) no later than sixty (60) days after the Event, less the Deposit outlined below.
 - a. **Deposit.** Supporter shall pay Tough Mudder a Deposit of Twenty Thousand Dollars (\$20,000) within thirty (30) days prior to the Event.
2. **Marketing.** Supporter shall work with Tough Mudder to execute identified opportunities outlined below in order to extend Marketing reach pertaining to the Event.

Tough Mudder Obligations:

- a. Tough Mudder shall place the North Lake Tahoe Resort Association logo on the official Tough Mudder Tahoe event page, indicating and acknowledging the local partnership and investment.
- b. Tough Mudder shall promote contracted hotel properties within North Lake Tahoe on the official Tough Mudder Tahoe Lodging page.
- c. Tough Mudder shall provide Supporter with one location in the Base Area (Mudder Village) to set up one (1) 10x10 pop-up tent activation at the Event. Supporter may provide promotional materials and other offerings at the Event, and Supporter agrees not to provide any food and/or beverage sampling without Tough Mudder’s prior written approval. Supporter may provide its own tenting for the Event Activation, or may request Tough Mudder to secure tenting for the Event Activation so long as Supporter submits this request at least ninety (90) days in advance of the Event. Supporter agrees to follow all Tough Mudder Sponsor set-up, load-in, and load-out requirements for the Event, including staffing the Event Activation for the entire duration of the Event, which begins at 7:00 AM and ends no earlier than 5:00 PM.
- d. Tough Mudder shall showcase the course and Event through Facebook Livestream, acknowledging North Lake Tahoe, CA as the site location.
- e. Tough Mudder shall produce and deliver a final report of the Event to Supporter no later than sixty (60) days after the Event detailing the impact of the Event. Tough Mudder will work with Sponsor to include post-event survey questions pertaining to lodging and visitation.
- f. Tough Mudder shall mention North Lake Tahoe in a minimum of three (3) social posts leading up to the event.
- g. Tough Mudder shall provide Supporter with ten (10) complimentary entries to the Tahoe event to be used for contest giveaways and/or NLTRA staff/representatives.
- h. Tough Mudder shall dedicate one (1) Destination Guide feature to Supporter on the official Tough Mudder website and promote the post on Facebook prior to the Event. Supporter shall provide Tough Mudder with content for the feature no later than ninety (90) days prior to the Event.

Supporter Obligations:

- i. Supporter shall feature and promoted the Event on gotahoenorth.com.
 - j. Supporter shall produce a press release noting the Event's return to North Lake Tahoe, CA in 2018.
 - k. Supporter shall dedicate a total of six (6) social media posts via Facebook or Twitter that serve to promote the Event over the course of the Term.
3. Permitting. Supporter shall use reasonable efforts to assist Tough Mudder in obtaining any necessary permits, permissions and/or other approvals in connection with Tough Mudder conducting the Event, including but not limited to, attending meetings with the relevant agencies and authorities.
4. Municipal Services. Supporter shall use reasonable efforts to provide goods and services to Tough Mudder, where possible, to reduce overall costs, as agreed to by both parties.
5. Volunteers. Supporter shall use reasonable efforts to assist Tough Mudder in recruiting volunteers for the Event, including assistance identifying a local coordinator who is Tough Mudder's primary point of contact for volunteer recruitment.
6. Economic Impact Assessment. Supporter shall work with Tough Mudder to share available information and data for Tough Mudder to develop an economic impact analysis of the Event which will be given to the Supporter no later than sixty (60) days after the event. Tough Mudder shall work with Supporter to share available information and data for the same purposes.
7. Accommodations. Supporter shall work with Tough Mudder in order to set-up room blocks with local accommodations at the best available rates and provide a reservation platform to be linked from Tough Mudder's Event page. Supporter will assist in collecting the applicable statements from local accommodations itemizing direct expenditure in local accommodations as a result of the Tough Mudder event.
8. Term. The term of this Agreement is through August 31, 2018.
9. This Letter Agreement is governed by Tough Mudder's standard terms and conditions attached hereto and incorporated herein by this reference.

Thank you in advance for your support!

TOUGH MUDDER INC.

Print Name:

Title:

ACCEPTED AND AGREED:

SUPPORTER

Print Name:

Title:

STANDARD TERMS AND CONDITIONS

These Standard Terms and Conditions are attached to and incorporated into that certain community support agreement between Tough Mudder Inc. (on behalf of itself and its subsidiaries and affiliates, “**Tough Mudder**” or “**Company**”) and North Lake Tahoe Resort Association (“**Supporter**”) dated as of May 31, 2017 (the “**Agreement**”). Defined terms used herein but not otherwise defined shall have the same meaning as set forth in the Agreement.

1. **Tough Mudder Intellectual Property:** Supporter acknowledges that Company owns all right, title and interest in and to Company’s trademarks, logos and other intellectual property (collectively, the “**Company Intellectual Property**”) and Supporter must obtain Company’s prior written approval of all aspects of Supporter’s use of any Company Intellectual Property in each instance. This Section 1 shall survive the termination or expiration of this Agreement.

2. **Termination of Agreement by Tough Mudder:** Without limitation of any other rights or remedies available to Tough Mudder, Tough Mudder may terminate this Agreement immediately on written notice to Supporter if activator commits a breach of any of the terms and conditions of this Agreement, including, without limitation, failure to provide the support agreed upon. Additionally, Tough Mudder reserves the right to cancel this Agreement upon written notice to Supporter in the event that Tough Mudder does not have a contract in effect with a venue located within Supporter’s community.

3. **Termination of Agreement by Supporter.** Without limitation of any other rights or remedies available to Supporter, Supporter may terminate this Agreement immediately on written notice to Tough Mudder if Tough Mudder fails to hold the Event within Supporter’s community.

4. **Force Majeure.** Neither party shall be liable in damages for any delay or default in performing or complying with any provisions of this Agreement if such delay or default is caused by conditions beyond its control, including but not limited to: Acts of God, wars, terrorist activity, insurrections and/or any other cause beyond the reasonable control of the party whose performance is affected.

5. **Indemnification by Supporter:** Supporter hereby indemnifies and holds harmless, Tough Mudder, its affiliated and related entities, and each of their respective officers, directors, employees, agents, successors, assigns and sponsors, from and against any and all liability, injury, loss, causes of action, damage, costs and expenses, including, without limitation, attorneys’ fees and disbursements, for any claims arising out of or related to: (a) a breach by Supporter of any representation, warranty, covenant or other obligation of Supporter under this Agreement; (b) Supporter’s or its employees’, agents’, or other representatives’ negligence or misconduct; and/or (c) any death or injury to any person or property, including, without limitation, the Venue, or any damage or loss resulting or claiming to result in whole or in part from any defect in Supporter’s products, services, acts, omissions, negligence or misconduct. This Section 5 shall survive the termination or expiration of this Agreement.

6. **Indemnification by Tough Mudder:** Tough Mudder hereby indemnifies and holds harmless, Supporter, its affiliated and related entities, and each of their respective officers, directors, employees, agents, successors, assigns and sponsors, from and against any and all liability, injury, loss, causes of action, damage, costs and expenses, including, without limitation, attorneys’ fees and disbursements, for any claims arising out of or related to: (a) a breach by Tough Mudder of any representation, warranty, covenant or other obligation of Tough Mudder under this Agreement; (b) Tough Mudder’s or its employees’, agents’, or other representatives’ negligence or misconduct; and/or (c) any death or injury to any person or property, including, without limitation, the Supporter, or any damage or loss resulting or claiming to result in whole or in part from any defect in Tough Mudder’s products, services, acts, omissions, negligence or misconduct. This Section 6 shall survive the termination or expiration of this Agreement.

7. **Representations and Warranties:** Each party represents and warrants that: (a) the other party has the full right and authority to enter into this Agreement, perform its obligations hereunder, and grant all rights granted hereunder; (b) this Agreement has been signed on its behalf by a duly authorized representative and is a binding obligation enforceable against the other party in accordance herewith; and (c) in performance of this Agreement, the other party will, and will cause its employees, agents and other representatives, to comply with applicable state, federal and local laws and regulations. This Section 7 shall survive the termination or expiration of this Agreement.

8. **Non-Compete:** Supporter will be privy to Tough Mudder's marketing and event organization information and agrees not to, or assist any third party to, compete with Tough Mudder in the practice of marketing obstacle course mud run events or similar events prior to the Tough Mudder Event and for a period of seven (7) days after the Term.

9. **Applicable Law:** This Agreement shall be governed by and construed in accordance with the laws of the State of New York, applicable to agreements negotiated, entered into and performed entirely therein without any application of choice of law provisions. All proceedings to resolve disputes shall be held in the state or federal courts of competent subject matter jurisdiction located in the State of New York, Kings County and Supporter hereby waives any objection on any grounds to same. This provision shall survive the termination or expiration of this Agreement.

10. **Assignment:** Supporter may not assign this Agreement or its rights and/or obligations hereunder without the prior written consent of Tough Mudder.

11. **Counterparts:** This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Delivery may be made by facsimile or scanned and electronically mailed transmission of a signed counterpart.

12. **Severability:** If any provision of this Agreement is held invalid or unenforceable, such provision will be deemed modified to the least extent necessary to render it enforceable without invalidating or affecting the remaining provisions hereof.

13. **No Amendment:** The provisions of this Agreement may not be waived, altered, amended or repealed in whole or in part unless by written agreement signed by both Tough Mudder and Supporter.

14. **Relationship of Parties:** Tough Mudder and Supporter are independent contractors, and nothing in this Agreement shall cause either to be considered an agent, employee, joint venturer or partner of the other, nor shall either hold itself out as such.

15. **Notice:** All notices required or permitted to be given hereunder shall be sent to the address for Supporter or Tough Mudder (as applicable) first written above.

16. **Confidentiality:** Supporter agrees to maintain strict confidentiality with respect to the terms and conditions of this Agreement and any and all of Tough Mudder's proprietary business information learned by or otherwise obtained by Supporter, including, without limitation, information relating to Tough Mudder's event operation, marketing and branding strategies, costs, obstacles or obstacle blueprints, finances, construction, design, insurance, course management, staff, event courses, trade secrets or proprietary ideas (collectively, "**Confidential Information**"). Supporter shall not issue, authorize, confirm or deny, any statements, including, without limitation, posts on social media (e.g., Facebook, Twitter, etc.), relating to the Confidential Information, Event(s), Tough Mudder, or any of its personnel, products and/or services, including, without limitation, any injuries or incidences occurring at or in connection with the Event(s).

17. **No Waiver:** Failure by Tough Mudder to exercise any right, power or option hereunder, or to insist upon the strict compliance with the terms and conditions hereof by Supporter, shall not constitute a waiver of the terms and conditions of this Agreement with respect to any previous, subsequent or contemporaneous breach, nor shall such failure constitute a waiver by Tough Mudder of its rights thereafter to require strict compliance with all terms and conditions hereof.

North Lake Tahoe Summit Classic Contract Summary

Duration & Timing

- 1-Year Contract (June 2018 Event)
- Event Date: June 15 – 17, 2018

Cash Sponsorship

- \$5,000 (Payment – 100% March)

Key Sponsorship Terms

- NLTRA to receive
 - Logo/link on North Lake Tahoe Summit Classic website and emails
 - On-site signage during event
 - 10x10 Booth space at event locations
 - Ability to provide collateral to participants upon arrival
 - NLT crafted message sent to all team and individuals after registration. Provide activity and region information to encourage additional room nights.
- NLTRA to provide
 - Manage NLT lodging blocks
 - \$5/room rebate for nights booked via NLTRA blocks
 - Complementary rooms if acquired via lodging blocks

2017 Event Recap

North Lake Tahoe/Truckee, June 16 – 18, 2017

Funded: \$5,000

| | |
|---------------------------|------------------------------|
| Attendance: | 4,747 |
| Out of Town Participants: | 100% (CA, OR, ID, TX and CO) |
| Average Night Stay: | 2.5 |
| Average Economic Impact: | \$955,344 |
| ROI: | 191:1 |

Results:

The event was deemed a success by the producers, ADVNC Lacrosse. 2017 was the fourth year of the tournament. They experienced a decline in teams, from 116 to 86, however after 3 years of rapid growth (2014 – 57 teams, 2016 – 116 teams) this gave the producers an opportunity to focus on experience and value. A different producer, the Tenacity Project, started a girl's summer tournament in South Lake Tahoe this year which pulled a few teams. They ran into a few field issues but were able to utilize 13 fields, across 6 venues, operating on all available, suitable fields in the North Lake Tahoe region.



September 21, 2017,

North Lake Tahoe Resort Association and the North Lake Tahoe Summit Classic, owned and operated by ADVNC Lacrosse and Summit Lacrosse Ventures, agree to the following partnership for the 2018 North Lake Tahoe Summit Classic:

I. 2018 Logistics:

Date: Friday June 15-17, 2018

Primary Locations: North Tahoe High School / Riverview Sports Park / Truckee High School

Website: <http://www.laketahoelacrosse.com/>

II. Demographic:

- Boys & Girls, U9-U18 and their families
- Estimated # of teams: 84
- Estimated # of players: 1,512
- Total Estimated participants: 4,637
- Estimated direct spending in 2018 will be 1.33 MM

III. NLTSC 4-Year History:

- In 2014, 57 boys and girls teams participated in the inaugural event, which was at full capacity
- In 2015, 90+ boys and girls teams participated in the event (60% growth) and we were near capacity with an additional 4 playing fields vs. 2014
- In 2016, we added high school boys divisions for the first time and grew to a max capacity of 116 teams. We used a total of 14 fields across 6 venues, using all available, suitable fields in the Lake Tahoe region
- In 2017, after three years of heavy growth, we experienced a decline in total teams. We were able to focus on experience and value and in our eyes “had our best event yet”. We used a total 13 fields across 6 venues, using all available, suitable fields in the North Lake Tahoe region.
- Teams attend the NLTSC from all over California, to include the San Francisco Bay Area, Napa Valley, Sacramento and Los Angeles, and from Oregon, Idaho, Texas and Colorado

IV. NLTRA Exposure:

- **Brand Alignment:**
 - Association with an event which is on track to become one of the most highly regarded boys and girls lacrosse tournament opportunities nationally
 - Drive Awareness about all that North Lake Tahoe offers, in all seasons



- The relationships built by the NLTSC will create North Lake Tahoe loyalists and destination ambassadors who will return to the area, season after season, for many years to come
- **Online Presence:**
 - Custom branding on the NLTSC Lodging page linked to NLTRA page
 - Link to unique event url
 - Prominent Logo/Link Inclusion in email outreach to participants
 - Inclusion on NLTSC Sponsor Page
- **Onsite Presence:**
 - Signage: provided by NLTRA, prominently displayed at all venues
 - Onsite 10x10 setup at all event venues (provided by NLTRA)
 - Opportunity to distribute North Lake Tahoe material to participants
- **Other:**
 - NLTSC will provide all teams NLTRA crafted information following registration to promote additional regional activities and extended stays.

V. **NLTRA Investment:**

- **\$5,000 Event Marketing Sponsorship**
- Support the development and promotion of the North Lake Tahoe Summit Classic through NLTRA marketing and development resources
- Negotiate, prepare and actively manage NLTSC Hotel Blocks/Rates
 - Ensure suitable housing options at group rate for NLTSC participants
 - Ensure \$5 rebate per room night booked to NLTSC payable by 9/1/2018
 - Make every effort to ensure that all relevant hotels are included in the block, and accompanying parameters
 - Based on room night pick-up, any complimentary rooms or suites earned will be transferred to NLTSC for NLTSC Staff usage
- Provide monthly (and by request) updates on room numbers as well as a post-event report of total numbers per property

Acceptance of Partnership

I accept the partnership between the North Lake Tahoe Summit Classic and the North Lake Tahoe Resort Associate for the 2018 NLTSC based on the aforementioned parameters:

Signed: _____

Date: _____



Signed: _____

Date: _____

NLTRA

NLTS