

Board Members: Jim Blosssey, Jerry Bindel, Rich Bodine, Doug Williams, Darcy Nealis, Pat Ronan

Treasurer's Balance: \$5,329.47

Lake Tahoe Visitors Authority - Winter Marketing Program

2014 Winter Campaign Parameters:

Objectives:

- Drive preference for Tahoe South during winter months
- Drive traffic to tahoesouth.com

Markets:

- Northern California (San Francisco & Sacramento)
- Los Angeles

Creative: "Wild Side" Kustaa illustrations

Timing: December 2013 - March 2014

Budget: \$462,000 (30% of annual budget, includes production)

Target:

Adults, Age 25-54 - Young-at-heart singles and families consumers interested in winter time activities

Messaging Strategy:

Celebrate the unique "wildness" of Tahoe South's world-class slopes and 24/7 entertainment

Media Strategies & Tactics:

Northern CA

- *Continue the momentum of the "Wild Side" campaign in key drive markets
- *maintain awareness with online radio
- *drive site traffic via highly targeted digital (social) & paid search

Los Angeles

Focus efforts on introducing Tahoe South to a new market

- * Complement Ski Lake Tahoe efforts (\$360K spend in L.A.)
- * Drive broad awareness via billboards and online radio
- * Layer in highly targeted digital (social), email blasts and paid search to drive site traffic

Media Overview:

Online Radio - Spotify

- Reach our audience via targeted online radio & banner ads in a heavily used environment

Total: 30 audio spots: 914,785

Total banner impressions: 5,631,546

Digital - Facebook

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- Reach users with a known interest in skiing and snowboarding, in an environment relied on heavily for travel planning recommendations

Estimated impressions: 115MM

Paid Search on Google & Bing:

- Capture attention of users as they are actively seeking out info or making travel plans while on desktop or mobile devices

Locations: San Francisco DMA, Sacramento DMA & Los Angeles DMA

Estimated impressions: 2.2MM

Estimated clicks: 27,000

Los Angeles

- 14 Billboards

Locations chosen based on:

- Areas that have historically driven visits to Tahoe South
- Reaching the young, active target in areas with abundant nightlife
- Areas with high traffic and visibility

Email:

- Use targeted email blasts to deliver more in-depth information about Tahoe South to a new L.A. audience
- Opportunity to include partner special offers, events or weather updates to increase interest

Total impressions

(2x email blasts): 566,688

Campaign launches (L.A. search) Dec. 2

Planning Travel Online:

The internet is a go-to resource for travel planning:

- 70% of ski trips are planned online
- 57% of adults 18-34 travel plans were influenced by friends' social networks
- 60% of skiers access social networking sites through their smartphone

Keyword purchasing. Capture attention of user as they are actively seeking out info or making travel plans while on desktop or mobile devices.

Fromarc Insurance Agency- Brady Ward

Group insurance is not as beneficial for business or individuals as it has been in the past.

- Pre-existing conditions (as of January 1, 2014) can't be considered for individuals or groups (was only for groups).
- The tax benefits which were previously available only to groups are now available to individuals in the form of subsidies.
- If an individual is offered group insurance deemed affordable (9.5% or less of gross income) they are not eligible to receive a subsidy.

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- The best way to determine a business' most advantageous strategy is to call us and have us "run the numbers".
- See attached form which contains the information we need to enroll an individual.
- We can quote with less information - family size, household adjusted gross income (for 2014) and ages of applicants.
- We are certified with the California Exchange (Covered California); Nevada individuals should see a Nevada agency admitted to Nevada Healthlink.

For more info contact Brady Ward at brady@fromarc.com 530-541-7797

Camp Richardson Resort:

Fall Feast Week for Locals Dec 6th - 14th

- Designed to thank locals for their continued business. Putting together a new menu so this is a sneak peak. Consists of a set four course meal for just \$39/person. Plus, we give suggestion for wine pairing and beer flights.

Visit www.camprichardson.com for more details.

Powder House Ski & Snowboard:

New Things: Ski Run Boat Company and Ski Run Marina are offering Winter Private Boat Rentals all year long, weather permitting. For more information visit www.tahoports.com or call 530-544-0200

Rainbow Mountain Location:

Offering a SKI or Snowboard LEASE

- Lease top of the line gear
- Able to swap and change our your gear during the season

*Ask about deals on ski leases for friends and family for South Lake Tahoe Lodging association members offered by Powder House

Tune Specials: Pick up a punch card for tune ups. Powder House is currently running specials, visit www.tahoepowderhouse.com

Sierra-at-Tahoe Sunday Pick-up Service:

A Powder House Van will be at Sierra for a rental pick-up service. Powder House and Tahoe Dave's have formed a great partnership and they offer drop off locations in North Lake Tahoe too.

Gondola Store:

Offering full service ski and boot valet for convenience. Call 530-541-6422 for more info

Powder House Offers In-Room Ski Delivery - Their rental technicians will deliver and fit your equipment at your lodging property. Visit 1 of 7 locations if your guests need to change their gear or drop off their gear. Guests can also have their equipment picked up at your accommodation.

Visit www.tahoepowderhouse.com for store hours and locations. Powder House will visit your property to train your staff on all the services they offer.

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By Law Changes will be put up for vote by the General Membership on December 12th at Lakeland Village.

The following elected seats will also be up for vote at the General Meeting:

- Director rep 80 or fewer
- Director 81 or more
- Timeshare
- Associate Member
- Economic Development

If you are interested in running any of those potions to send an e-mail to or phone call Jim Blossey at 530-542-1400 or Jerry Bindel at 530-544-1685, ext 70

Lake Tahoe Visitors Authority

The Travel planner is finally finished, contact LTVA to get some dropped to your property