

**SOUTH LAKE TAHOE
TOURISM IMPROVEMENT DISTRICT**

**FISCAL YEAR 2024
ANNUAL REPORT
October 1, 2023 – September 30, 2024
AND
FISCAL YEAR 2025 SLTTID BUDGET**

Summary of the Management District Plan

The South Lake Tahoe Tourism Improvement District (SLTTID) provides for the provision of tourism promotions and marketing for South Lake Tahoe. The district is composed of lodging businesses located within the incorporated city of South Lake Tahoe and includes hotels/motels and vacation rentals. Services provided by the SLTTID include Marketing and Promotions programs and activities designed to market the South Shore of Lake Tahoe as a unique, year-round destination to the global marketplace and to favorably impact the South Shore economy through overnight stays and tourism spending.

The South Lake Tahoe Tourism Improvement District was incorporated in November 2006, was renewed on November 1, 2009 for a 10-year term, and renewed again on December 17, 2019 with an annual budget anticipated of \$2,705,000. Annual assessment rates are based upon a flat rate of \$3.00 per paid occupied room per night on hotels and motels and \$4.50 per paid occupied unit per night on timeshares, condos, triplexes, duplexes and homes under management contracts. The present SLTTID assessment district continues to be in effect for ten years and in Year 2, beginning December 17, 2020, the annual assessment rates increased to \$4.00 per paid occupied room night on hotels and motels, and \$5.50 per paid occupied unit per night on timeshares, condos, triplexes, duplexes and homes under management contracts. An optional additional increase of \$1.00 in year 5 or later is outlined in the Management District Plan, to be approved at the discretion of the District board.

The SLTTID has created a website with information for all district members. The site address is www.southtahoetourism.com, and includes the below information:

1. District Plan documents
2. District By-Laws
3. Listing of lodging properties in the assessment district
4. Annual District Plan reports, news and events
5. Agenda and minutes from all meetings
6. SLTTID current year budget

I. Changes in District Boundaries

The South Lake Tahoe Tourism Improvement District had no changes in the district boundaries or benefit zones for the 2025 fiscal year.

II. Improvements and Activities Provided

The South Lake Tahoe Tourism Improvement District (SLTTID) is comprised of all lodging properties in the City of South Lake Tahoe. The SLTTID utilizes the professional marketing services of the Lake Tahoe Visitors Authority (LTVA) to promote the South Shore of Lake Tahoe. LTVA is chartered with promoting South Shore, Lake Tahoe and achieving a measurable impact on tourism numbers in the region. The mission of the LTVA is the marketing of the South Shore as a unique, world-class year-round resort destination for the economic benefit and quality of life for the area. The SLTTID and the South Lake Tahoe Lodging Community are represented through two (2) board seats on the Lake Tahoe Visitors Authority Board of Directors. The SLTTID also

maintains representation on the LTVA's Marketing Services Committee with three additional committee seats. Additionally, the SLTTID updated its bylaws in 2022 to increase the number of board members to 9 members (previously 5) to allow for greater representation from different types/sizes of properties. And again in 2024 to ensure that the board make up will include two seats representing each of the following property size categories; 1-50 units, 51-90 units, 91-130 units, and 131-higher, and one member representing VHR's/Timeshare.

LAKE TAHOE VISITORS AUTHORITY FY24 MARKETING AND PROMOTIONS RECAP

The South Lake Tahoe Tourism Improvement District (SLTTID) utilizes the services of the Lake Tahoe Visitors Authority (LTVA) for its marketing and promotions activities. A recap of the past year will provide a basis for activities that will be continued and expanded during the following year.

Note: In this report, FY24 refers to the LTVA's fiscal year of July 2023 to June 2024.

MARKETING

The LTVA's agency of record for Integrated Marketing Services is Noble Studios who work with staff to manage the Visit Lake Tahoe brand. The agency provides creative design plus media planning and buying services.

- Net media spend for FY24 was \$2+ million
- Net paid search spend for FY24 was \$300,000
- The combined media and search budget for FY24 was \$2.3 million

In FY24 the LTVA maintained an always-on approach to advertising, rather than seasonal campaigns.

Paid Media

During FY24 the focus remained on the Visit Lake Tahoe brand campaign, "*Awe and then Some,*" and integration of the Rules To Lake By destination stewardship messaging in select markets.

The Designated Market Areas (DMAs) where LTVA's advertising was placed included:

- San Francisco (Select Channels)
- Sacramento (Select Channels)
- Los Angeles
- Phoenix (May through Summer)
- Las Vegas
- Dallas (through April)
- Seattle/Portland
- San Diego
- Seattle, Portland, Fresno DMAs - (Sustainability messaging through April)

Core Target audiences were:

- Entertainment Seekers
- Outdoor Enthusiasts
- Families
- Affluent Adventurers

Niche Target audiences were:

- Sustainable Travelers

The Advertising Channels used were:

- Display/Discovery (*Google Display Network, High Impact Display*)
- Native / Editorial (*Afar, Outside, Sunset, Matador*)
- Travel Specific Display (*TripAdvisor*)
- Video (*YouTube, Matador, Threshold 360 - Value Add Placement*)
- Paid Social (*Facebook & Instagram, TikTok*)
- Email (*Sunset & Conde Nast*)
- Advanced TV (*OTT/CTV/etc.*)
- Audio (*Podcasts & Streaming Audio*)
- Multi-Channel Publishers (*Digital/Print Ads*)

Paid Media Performance FY24

- 198 million Paid Media Impressions
- 930,000 Paid Media Sessions
- +480% Partner Referrals, Year over Year

Paid Search:

- 1,797,561 Impressions
- 317,107 Clicks
- 17.64% CTR (Click Through Rate)
- 585,702 sessions

Display/Discovery:

- 73,769,570 Impressions
- 440,254 Clicks
- 0.56% CTR for Display/0.95% for Discovery
- 126,767 Sessions for Display / 51,366 Sessions for Discovery (178,133 total)

Video:

- 18,112,364 Impressions
- 11,837,091 Views
- 23,857 Clicks
- 0.13% CTR
- 8,652 Sessions

Paid Social:

- 77,839,348 Impressions
- 987,378 Clicks
- 1.27% CTR
- 554,000 Sessions

Conde Nast Email:

- 59,575 Sessions

Sunset:

- 1,011,897 Emails
- 657,341 Impressions
- 8,253 Clicks
- 40.87% Average Open Rate
- 1,792 Sessions

Outside:

- 1,240,750 Impressions
- 1,908 Sessions

Digilant:

- 12,180,846 Impressions
- 10,661 Sessions

Threshold 360:

- 663,370 Impressions
- 438 Clicks
- 0.07% CTR

Netsertive:

- 645,840 Impressions
- 341 Clicks
- 0.05% CTR

Connected TV:

- 5,180,000 Impressions

Out Of Home (OOH):

- 9,563,659 Impressions

Audio/Podcasts:

- 2,651,603 Impressions
- 5,044 Sessions

Tripadvisor

- 5,007,938 Impressions
- 6,214 Sessions

Afar

- 3,702,004 Impressions
- 2,070 Sessions

Paid Search

During FY24 the LTVA spent \$300,000 on paid search initiatives. The CTR was 17.64%, far outperforming the industry benchmark of 9.19%. The total conversions for the fiscal year were 129,028. The highest converting campaign was the Accommodations branded campaign, followed by Special Offers, and then the Accommodations non-brand campaign.

Social Media

In FY24 the LTVA restructured its marketing team to include a Marketing and Events Manager, and a Communications and Community Outreach Manager, resulting in a strong bench strength to support a more robust social media and event strategy, including the incorporation of sustainability messages through the new “Rules To Lake By” campaign. This new sustainability campaign was launched on organic channels on February 12, 2024 and has been running ever since. This organic campaign had a reach of over 164,000 in just over five months and a 700% increase in organic impressions YOY in June.

LTVA's social media following has grown to:

- Instagram - 78,600
- Facebook - 156,800

Consumer eNewsletter

The LTVA monthly consumer eNewsletter promotes events, entertainment, news, and special offers and is distributed to approximately 29,000 opt-in subscribers. This newsletter has an average open rate of 54%, which is higher than the travel industry benchmark of 39%.

SLTTID Quarterly Newsletter

The quarterly newsletters serve as ongoing communications to all SLTTID members, featuring local and industry updates, destination marketing initiatives, special events, and revenue collection news. With an average open rate of 52%, and a click-through rate of 7.11%, the engagement metrics demonstrate the value of regular communication, confirming that members find the content useful. The most frequently clicked links led directly to the SLT TID website and the Visit Lake Tahoe events calendar.

Consumer Website: VisitLakeTahoe.com

Website content creation and associated asset acquisition remain in-house and are managed by LTVA staff. High-quality content is foundational to the website's success and LTVA has valuable team members to achieve this goal.

In FY24 VisitLakeTahoe.com saw an increase in organic and overall website traffic, resulting in an increase in conversions and partner referrals.

FY24 highlights include:

- 3.1 million users
- 249,737 lodging partner referrals
- 4,600 eNews sign-ups
- 69% mobile device usage
- Top 5 most popular pages, besides the home page, were: Events, Webcams, Cabin Rentals, Campaign landing page "Awesome Adventurer", and Things to Do
- Top 5 source locations were Sacramento, San Francisco, Los Angeles, Fresno and San Diego

FY24 Website Organic Performance

- 63.2 million Organic Impressions
- 1.8 million Organic Sessions
- +41% Organic Ranked Keywords, Year over Year

Trip Planning App

The LTVA trip planning app can be downloaded from a link on VisitLakeTahoe.com, and also in the App Store. This a valuable tool for visitors to explore what the destination has to offer, including lodging, restaurants, events, activities, and shopping.

FY24 App Performance:

- 147,830 users
- 12,953 App Store downloads

- Top 5 most viewed pages: Heavenly Gondola, Heavenly Village, Tahoe Cruises, Ridge Rider Mountain Coaster and M.S. Dixie II

Business-to-Business Website: LTVA.org

This website is a business-to-business/industry resource and information site. The Top 5 most popular pages, besides the home page, were: American Century Celebrity Golf Future Dates, Lake Link Transportation, Destination Update, Data & Statistics, and American Century Celebrity Golf Volunteer Application. LTVA.org also allows constituents to access valuable reported data and trending reports.

Simple View Partner Portal

The LTVA's partner portal was launched to lodging partners in April 2024, enabling associates in sales and marketing to more easily access incoming RFPs, and directly manage their contacts and business information - special offers and events. To date 42 lodging partners have registered and signed on to the LTVA's partner portal. Version 2.0 will launch in the next few months and expand to restaurants, activity, and service providers.

Marketing to Weddings

Tahoe Wedding Sites (TWS) marketing/advertising showcases Visit Lake Tahoe as a wedding destination. Industry statistics indicate that over 17% of engaged couples plan to have a destination wedding, spending an average of \$30,000 for their wedding. With lodging/extended stays and activities for guests, the wedding industry is a very lucrative market for destinations.

LTVA's objective with the cooperative advertising program is to:

- Showcase Visit Lake Tahoe as a wedding destination
- Increase lodging and auxiliary business revenue
- Increase Lake Tahoe's market share of this extensive industry

The FY24 media plan was 100% digital and included search, display, social, retargeting, content, and the popular online wedding platforms, Wedding Wire and The Knot. Top visitors to the website were from the Bay Area and Los Angeles, with California, Nevada, Texas, and Washington being the top states.

FY24 results include:

- 617 detailed RFP wedding request submissions
- 14,626 blog pageviews
- 19,104 partner click-throughs
- 10,928 outbound links to partner websites
- 2,895 leads from Wedding Wire/The Knot listings

Top traffic contributors to TahoeWeddingSites.com are Google paid ads, Google organic search, direct, and Facebook/Instagram ads.

Strategic Planning

To reflect current market conditions, trends and local sentiment, the LTVA board engaged in a comprehensive strategic planning process to produce a contemporary guiding document to achieve its long-term goals and objectives. The plan outlines its vision, principles, mission, strategies, and the actions needed to accomplish them. The strategic plan helps align the organization's resources, capabilities, and activities towards a common direction, fostering coordination and focus across the community, industry, and visitors.

Research & Data

LTVA conducted the 2023 calendar year TravelTrekAmerica Domestic Visitor Profile, a quantitative research project in collaboration with the Omnitrak Group. This study examines various aspects of visitors' experiences and characteristics, including demographics, origins, visitor types, behaviors, trip planning methods, travel-related traits, and primary activities at the destination. Notably, this qualitative study gathers information through in-person interviews rather than data analysis, offering a deep understanding of visitor motivations, preferences, and behaviors that quantitative data might miss.

In FY24 LTVA renewed its subscription to Zartico, known as the 'destination operating system' (ZDOS). Zartico provides a comprehensive approach to understanding and managing the visitor economy by combining artistic and scientific elements. The platform offers actionable insights and intelligence to support LTVA's decision-making processes. ZDOS features include intelligence and analytics, data visualization, context and strategic input, real-time decision support, data integration, and promotion of economic vitality. Overall, Zartico is a sophisticated tool for managing the complexities of Lake Tahoe's visitor economy, combining various data sources, providing actionable insights, and supporting real-time decision-making to contribute to the destination's tourism industry's success and growth.

SALES

Leisure Sales

The LTVA is committed to enhancing the destination's visibility and representation by partnering with third-party travel product vendors. These initiatives aim to support all accommodations in the area by generating new leads and business growth opportunities. The LTVA's strategies include:

Trade Shows and Sales Missions: The LTVA actively promotes the destination by participating in domestic and international trade shows, industry events, and sales missions. It collaborates directly with major travel partners, including key tour operators and wholesalers, for direct-to-consumer marketing. LTVA staff took part in multiple destination-specific sales missions and travel industry trade shows, both in-person and virtual. In February 2024 LTVA hosted one of the most important industry trade shows, Go West Summit, at the Tahoe Blue Event Center. All these engagements included over 450 individual meetings with travel professionals to integrate the destination into their offerings.

International Presence: The LTVA maintained representative offices in five international markets: Australia, the UK & Ireland, India, Germany, and China. Via the High Sierra Visitors Council membership, there is also representation in France. The primary duties of these offices encompass a range of activities, including conducting product audits to ensure quality and consistency, developing new travel products and experiences to attract visitors, providing comprehensive training for travel agents to enhance their knowledge and selling capabilities, and incorporating the destination into various media channels to boost visibility and awareness.

Familiarization (FAM) Tours: A total of 12 FAM tours and participation in the IPW post-FAM tour led by Visit California took place in the destination during the last fiscal year. These tours were strategically designed to showcase the destination year-round, catering to diverse traveler preferences and targeting both domestic and international markets.

Cooperative Marketing: Throughout the last fiscal year, the LTVA has collaborated on several marketing initiatives, domestically and internationally. Partnerships with Expedia, Hotelbeds, Hopper, Brand USA, Visit California, and Travel Nevada were particularly noteworthy. With the participation of five lodging properties, these cooperative efforts generated a significant amount of lodging revenue for the South Shore.

Meeting, Convention and Sports Sales

The LTVA promotes Lake Tahoe's South Shore as a destination for meetings, conferences, corporate retreats, sporting events, and other group gatherings, and it assists potential clients in identifying appropriate venues and contacts. In FY24, staff attended 21 Meetings, Incentives, Conferences & Exhibitions (MICE), and Sports related trade shows, conducting over 390 one-to-one appointments across multiple verticals and regions. These sales initiatives support local meeting properties and the Tahoe Blue Event Center, which opened in September 2023. The shows attended included:

- Esports Travel Summit
- Connect Marketplace, Spring Marketplace, and Regional Trade Shows
- Smart Meetings National Events
- TEAMS
- IMEX
- Northstar Leadership & Regional Trade Shows
- CalSAE Seasonal Spectacular & ELEVATE
- PCMA Convening Leaders
- MPI Cascadia
- ConferenceDirect Annual Partner Meeting
- Sports ETA
- HelmsBriscoe Annual Partner Conference
- Visit California's "Taste of California" Roadshow to Chicago and Washington, DC.

In FY24 LTVA hosted a handful of industry events, bringing meeting and leisure planners in from around the world. These included Go West Summit, DMA West (now One West Tourism Alliance), and Travel Nevada's Rural Roundup.

Other new initiatives included developing destination partnerships and attending annual conferences with the leading third-party meeting planner organizations: HelmsBriscoe, HPN Global, ConferenceDirect, SITE & AMEX GBT. LTVA has continued to develop and enhance the meeting and sports planner section on visitlaketahoe.com alongside branded and informative sales sheets and a continually updated eBook. Staff implemented a new platform, Simpleview CRM, to distribute RFPs and collect meeting-related information from lodging partners in a centralized database.

Strategic efforts have also been concentrated on the youth sports market to bring their events to the destination in light of the opening of the Tahoe Blue Event Center and the building of the City of South Lake Tahoe Recreation and Aquatics Center, with multi-year contracts already in place.

Sales outreach assisted in attracting 24 non-event center meetings to South Lake Tahoe in FY24, bringing in 2,500 attendees and 4,500 room nights.

Meeting, Convention and Sports Marketing

LTVA retains the service of Digital Edge, a professional meetings-related marketing agency. In FY24, Digital Edge developed a new marketing campaign and landing page that created awareness for the new Visit Lake Tahoe brand and the destination as a meeting option featuring boutique hotels, casino resorts, mountain retreats and flexible meeting space. The campaign's goals included increasing meeting planners' and sports organizers' exposure to the Tahoe Blue Event Center. It also continued to showcase the variety of hotel products, venues, and things to do in South Lake Tahoe for groups. Finally, it focused on growing vertical markets such as environmental (focus on sustainability efforts), incentive, small regional trainings, and state associations (Nevada/California/Oregon). Channels and tactics included Content Marketing, Content Development, Email Marketing and Social Distribution.

Digital media delivered:

- Programmatic Campaign Impressions - 4.3 million
- Social Media Impressions - 1.6 million

Destination Meetings Campaign:

- 2.64 million Paid Media Display Impressions
- 23.3k Total Campaign Clicks
 - Average CTR (Click Through Rate)
 - StackAdapt - 0.22%
 - LinkedIn - 0.94%
 - Meta - 1.54%

Event Center Campaign:

- 621k LinkedIn Impressions / 4k Clicks / 0.64 CTR
- 1.04 million Online Video Campaign Impressions / 85.54 Completion Rate / 238 Clicks

Social Media Content Distribution

- 2 Sponsored posts on Meta and LinkedIn every other month (Aug, Oct, Dec, Feb, Apr, Jun)
- 1.4 million impressions
- 32.1k total clicks
- Average CTR - Meta 3.14% / LinkedIn 0.78%

Meetings Landing Page (<https://lakefrontmeetings.com/>)

- 32,692 Sessions
- 28,728 Users (20,749 New users)
- 60% YoY increase in users

Print Publications

- Meetings Today - 2x ½ page ads in the April 2024 Issue
- Smart Meetings - 2 Native Coop quarter page ads in March 2024 Issue

LTVA has grown its database of qualified meeting planning professionals by 22%, from 3,800 to over 4,900 in FY24.

Evergreen and custom content is sent to segmented audiences within this email database monthly (Association, Corporate and Sports) with an average 27.2% open rate, equaling over 11,252 openings in 2024.

EVENTS

In FY24 the LTVA continued its support of special events, from signature events such as the American Century Championship, to local events like Live at Lakeview summer concerts.

A special event research and strategy project was launched in FY24 to provide a more structured approach to sourcing, funding and evaluating special events and, after LTVA Board approval, will be implemented in FY25

Heavenly Holidays - December 2023

The month leading up to Christmas the Heavenly Village is filled with live music, tree lighting ceremonies, pictures with Santa, ice sculpting, and Disney characters. The event culminates with a Ferris wheel and New Year's Eve bash, including a gondola ball drop and fireworks.

- Main Tree Lighting with Ladder Truck and Pyrotechnics had 1,500-2,000 attendees, with 50-75 people each night after that
- Ferris Wheel averaged more than 650 rides per day

- Pancake Breakfasts and photo sessions with Santa & Mrs. Claus sold out
- Disney characters in the Heavenly Village – 3,500+ interactions over four days
- Ice Sculpture competition had five locations including Tamarack Lodge, Heavenly Village, Ski Run Marina, and the Crossing at the Y
- New Year's Eve attendance was estimated at around 4,500

Toyota Air & Après – February/March 2024

Event weekend included Toyota activations at Heavenly, live music, a big air show at night with fireworks, and an after party with live music and athlete meet & greet. Due to weekend blizzard conditions several events were rescheduled and then cancelled, and some were moved indoors or to other locations. Despite the weather the big air show had an estimated 750 attendees, with 300+ staying for the after party.

Harveys Outdoor Arena Events 2024

The LTVA continued its support of summer events at the Harveys Outdoor Arena, including Lake Tahoe is for Lovers, Red White and Brew Festival, and the Summer Concert Series.

Live at Lakeview 2024

LTVA returned as the title sponsor for this popular City of South Lake Tahoe summer event and took advantage of staffing a Visit Lake Tahoe table on several occasions. This face-to-face engagement with locals and visitors allowed for promotion of the LTVA's Rules To Lake By campaign, and the Fill it Forward water bottle initiative in support of the City's single-use plastic water bottles. More than 2,500 reusable water bottles were distributed at this event.

Valhalla Tahoe - Lake Tahoe Art, Music and Theatre Festival 2024

The SLTTID continued its support of Valhalla with a contribution of marketing funds for their summer event series.

Meyers Mountain Market 2024

For the first time LTVA participated at the Mount Tallac Sponsorship level to support this event.

American Century Championship (ACC) – July 2024

The American Century Championship PR team worked seamlessly with management, sponsors and organizers to deliver unprecedented results for 2024, as the tournament exceeded the heights of the memorable 2023 event. It is a well-oiled machine that smartly leveraged the celebrity assets and other resources to promote and punctuate the tournament's core growth and ancillary components with coverage in sports, entertainment and business media.

The 2023 tournament's weekend finish with Stephen Curry's hole-in-one and then title-winning eagle putt elevated awareness of the event, driving an organic media interest that the PR team converted into massive coverage. With tune-in, American Century brand awareness, resort destination promotion and ticket sales as the objectives, the six-month campaign helped launch the 2024 tournament into a next-level prominence on the American sports and entertainment landscape.

Golf Channel, NBC Sports, Tonight Show with Jimmy Fallon, American Century, and WPR worked collaboratively to share content with partners to provide retrospectives on the tournament. Each team created original content that was distributed via tournament channels.

- Total viewership audience/impressions: 30 billion
- 5,238 total stories (online, radio and broadcast)
- Publicity value \$435 million
- Record media interest nationally

ACC SOCIAL

Total Growth

Facebook likes/followers:

- Total: 13,722
 - Increase: 7.8%

Instagram:

- Total: 46,300
 - Increase: 20.9%

X:

- Total: 12,301
 - Increase: 10%

Total Impressions

Facebook:

- Total: 776,908
 - Increase: 64.7%

Instagram:

- Total: 5,818,938
 - Increase: 24.4%
- Stories: 2,894 - 106k - views per story

Instagram Reels

- Views – 25 million+ (65+ reels each with audience 20k - 9.2 million)
 - Reach 471k (+32.6%)

PUBLIC RELATIONS

The LTVA retains the services of Weidinger Public Relations (WPR) for domestic and international media relations. The PR strategy is aimed at supporting the LTVA in reaching consumers through media channels, including top publications, broadcast and social media.

Goals/Objectives:

- Reinforce Tahoe's reputation as a leading year-round destination and positively impact overnight stays from key flight and drive markets.
- Obtain media coverage in 5-10% of top 150 media outlets as defined by LTVA and WPR, reinforce key messages, talking points and the brand within a 12-month period.
- To reinforce the Lake Tahoe brand by highlighting the destination's unique selling points, only-in-Tahoe experiences, sustainably-minded efforts and offerings through accredited media outlets.
- Continue to protect the brand via monitoring articles for any necessary clarification with accurate and appropriate messaging i.e. business, environment, sustainability, etc.
- Produce an earned media value of 15-20:1 the PR investment within a 12-month period.

Results:

- Circulation, Viewership, Listenership: 1.5 billion
- Total publicity value: 10.6 million; editorial value of 120:1
- Exposure in 21%+ of top 150 desirable outlets including MSN, Yahoo, Conde Nast, T+L, LA Times, Powder Magazine, San Francisco Chronicle, SFGate, San Jose Mercury News, Marin Independent Journal, etc.: reinforced key messages, talking points and brand. WPR utilizes a third-party platform, Critical Mention, to track.
- Hosted 10 digital influencers/creators with a focus on diversity of bloggers, photo/video content to showcase lodging, sustainability messages, mid-week off-peak season, carless vacations, recreation, entertainment, and dining. The results generated 42 pieces of content, with an audience of 91.1 million (combined total of publication wide audience figures), 1.39 million views (prediction of lifetime views based), and 82.2k engagements (combined total of likes, comments and shares on social). WPR utilizes a third-party platform, Coverage Book, to track.

Operation Sierra Storm – January 2024

An annual meteorologists conference positioning South Lake Tahoe as a leading national ski destination is sponsored by the LTVA and partners and executed by Weidinger PR. The event attracts top TV broadcast meteorologist across the country from key flight markets for live/taped shots and social media stories showcasing winter product, networking, and ongoing education.

Live and taped shots from major drive and air service markets included: Good Morning America, The Weather Channel, ABC World News Tonight, New York, NBC New York, and stations in Denver, Tampa, Bay Area, Sacramento, Portland, San Luis Obispo, Orlando, Cleveland, Charlotte, Nashville, Houston, and Reno. Results generated a total audience: 4 million (33%+ YoY), 183 total clips: broadcast, radio and online, social media content.

Event Center PR – Tahoe Knight Monsters

Media alerts and press releases were serviced as players and head coach signed on, finalization of schedule, and NHL affiliation with the Vegas Golden Knights and Henderson Silver Knights. LTVA also participated in promotional videos for the jersey and mascot reveal and continues to share this content through social media in

collaboration with the Knight Monsters marketing team.

International Media

The WPR and LTVA teams collaborated with international office representatives to coordinate with freelance writers and engage in-market intelligence, research, and trend analysis. As a result of their pitching and follow-up efforts from past trade shows, LTVA hosted a French journalist from Voyage Voyage in cooperation with the High Sierra Visitors Council. The team also organized a media FAM trip for three U.K. journalists in March, focusing on South Lake Tahoe winter travel and ski resorts. In collaboration with Travel Nevada, LTVA also hosted journalists from Australia and New Zealand from The CEO Magazine, ANZ and Escape. The IPW post-FAM trip welcomed seven journalists from the UK, Australia, and Germany, highlighting Lake Tahoe in multi-destination itineraries popular among international visitors. Moreover, with the support of Visit California, LTVA hosted a Chinese influencer in June, showcasing the variety of summer activities available in the destination.

VISITOR INFORMATION SERVICES

Explore Tahoe – An Urban Trailhead

The LTVA operates the Explore Tahoe Visitor Center in the Heavenly Village. This location is open daily, year-round, and is staffed by a team of Visitor Information Specialists - all of whom are long time Tahoe locals. In FY24 LTVA Visitor Information Specialists interacted with over 32,000 visitors in person, distributing materials and offering local insights and referrals, plus suggested daily itineraries. An additional 1,700 callers received assistance with travel planning, weather and road conditions, transportation options, etc.

The Explore Tahoe Visitor Center consistently receives 5-Star ratings through Google Business Reviews, and the staff are frequently named and thanked for their high level of local knowledge and assistance.

City of South Lake Tahoe Park Ranger Program – Summer 2023 - LTVA Partnership

The LTVA financially supported this program again in FY24. The LTVA contribution helped employ two program coordinators and nine park stewards/rangers. Job tasks and skills were expanded to provide more diverse work experience. Rangers continued to provide public education and interact with visitors at busy events like Live at Lakeview. They also helped with site maintenance, landscaping, the 4th of July Parade and clean-up, and Bijou Park movie night. Their experience was expanded by getting trained in aquatic species identification and working at the Lake View Boat Ramp, as well as the Lake Campground front desk.

Typical projects included trash pickup, pinecone removal, landscaping, bear box painting, graffiti removal, street line painting, and assisting the parks maintenance team with minor tasks.

The Park Rangers and Stewards worked at many different locations throughout the City of South Lake Tahoe during the season, including:

- Recreation Center and Swim Complex
- Campground by the Lake

- Lakeview Commons
- Regan Beach
- Connolley Beach
- Bijou Community Park
- Community Playfields
- El Dorado Beach Boat Launch
- Bijou Golf Course
- Bonanza Park
- South Lake Tahoe Police Station
- Highway 50 and Miscellaneous City Locations (sidewalks, parking lots, plant gardens etc

Student Ambassador Program – Summer 2023

In Summer 2023 the LTVA continued its partnership with the Sierra Nevada Alliance, the Tahoe Fund, and other regional entities to fund Student Ambassadors. The goal is to address the impacts of increasing tourism and promote sustainable recreation in the Tahoe Basin by employing local youth to act as stewards and guides promoting responsible behavior to locals and visitors alike. Ambassadors modeled good stewardship, encouraged responsible recreation, shared interpretative information about Tahoe, and tracked observations and interactions with the public using established Citizen Science Apps by UC Davis-Tahoe Environmental Research Center. The program focused recruitment towards local high school and community college students in order to facilitate work-based learning and invest in engaging local youth in learning about, and protecting, the natural resources of the Tahoe Basin.

Ambassadors were placed at the following south shore locations:

- Explore Tahoe Visitor Center
- Kiva Beach
- Tallac Historic Site
- Taylor Creek Visitor Center
- Van Sickle Bi-State Park

Ambassadors were able to share knowledge with visitors about specific sites and general information about the environmental sensitivities of Tahoe. They handed out educational materials on good stewardship and pet poop bags. Ambassadors also modeled good stewardship by picking up litter and took on projects of their own that focused on their professional development and leadership skills to further their careers as environmentalists. By the end of the summer the Ambassadors had invested over 3,000 hours into protecting the Lake Tahoe basin.

Winter Trek (January - March 2024)

Winter Trek is a cooperative effort between the US Forest Service, Heavenly Mountain Resort, Great Basin Institute, and the LTVA's Explore Tahoe Visitor Center.

The Winter Trek program offers fifth graders an outdoor winter ecology learning experience that takes place at 9,100 feet via the Heavenly Mountain Resort gondola.

PARTNERSHIPS AND COMMUNITY INITIATIVES

Strategic Alliances: The LTVA works in collaboration with both state tourism offices – Visit California and Travel Nevada – and the national tourism office, Brand USA. These affiliations allow the LTVA to tap into their global representative offices and networks.

The LTVA leverages funds through partnerships that broaden the reach outside regional advertising efforts, enhance the visitor experience and contribute to community goals.

South Shore Transportation Management Association (SSTMA)

The LTVA contributes \$50,000 annually to assist with funding the free, on demand, Lake Link Microtransit system.

Regional Air Service Corporation - a regional public-private collaborative - has a singular goal: to maintain and grow air service and to promote the Reno-Tahoe area as a viable, year-round, travel destination through marketing and additional air carrier incentives. With the collective financial contributions of all of the partners, the LTVA leverages its investment to an almost \$1 million budget.

LTVA Tourism Forum – June 2024

Over 100 attendees joined the LTVA for the half-day “*Awe and then Some*” Tourism Forum which covered topics including: travel, tourism, business, and marketing strategy. Speakers included representatives from Noble Studios, the Lake Tahoe Destination Stewardship Council, LTVA, and SMG Consulting.

SUSTAINABILITY

Lake Tahoe Visitors Authority is working to encourage responsible recreation in the Tahoe basin, in concert with partner organizations in the Destination Stewardship Council (DSC), to combat the reputation that has developed in recent years about the region being “over-touristed.” Highlights include:

- **Destination Stewardship Council (DSC)**

LTVA is a highly active member organization of the DSC, which has a collective goal of turning values into action. As a fiscal sponsor for the ambassador program, which places high school and college students at high-traffic recreation sites to educate visitors about caring for Tahoe. This collaborative group of public and private entities is pushing for positive cultural change, which in turn, will encourage visitation by improving the experience of visitors and residents alike. The DSC received the 2024 Project Excellence Award from the Society of Outdoor Recreation Professionals.

- **Visit California/High Sierra Region - Stewardship/Sustainability Plan**

LTVA continues regional participation in the research and development of the VCA state-wide initiative which will be completed later this fall.

- **Rules To Lake By**

Rules To Lake By is a campaign developed as a gentle reminder that our fragile environment is at the heart of both our visitors' and residents' love for this place. Rules to Lake By messages have launched parallel to the LTVA's "always-on" visitor campaign running in targeted markets ranging from Chicago to Seattle. The initiative aligns with LTVA's goal of being a leading destination marketing organization in sustainability.

- **Fill it Forward Water Bottles**

In partnership with Drink Tahoe Tap, LTVA purchased 35,000 USA-made, highly durable refillable water bottles to distribute to guests, volunteers, and residents at a wide range of locations and events. Recipients are encouraged to scan the QR code which pays it forward to one of four local environmental non-profits at five cents per scan: TAMBA, Sugar Pine Foundation, Clean Up The Lake, and the Tahoe Rim Trail Association. The water bottles also serve as marketing pieces, by sparking conversations when guests return back home with prominent, high-contrast logo placement.

FY24 VISIT LAKE TAHOE ACCOLADES

- 2023 U.S. Travel Association ESTO Destiny Award for best Integrated Marketing & Message Campaign
- 2024 Visit California Poppy Award for paid brand campaign under \$1 million
- 2024 Zartico Data Hero Award in Stewardship

III. Budget Summary

FISCAL YEAR 2025 SERVICE PLAN BUDGET SUMMARY

The summary of the FY2025 service plan budget for the South Lake Tahoe Tourism Improvement District is provided on the following pages (Attachment A). The fiscal year for the SLTTID is October 1 through September 30. Based upon previous years' performance and trending occupancy, the total improvement and service plan budget for 2025 is projected at \$3,145,345 which is a 1% increase over budget for FY2024. Lodging businesses will contribute the entire amount through annual assessments. Budgeted expenditures will be made in the following areas:

- **Marketing and Promotions**

The budget for the Marketing and Promotions program is estimated at \$1,994,150 which represents 63.4% of the total District budget. Marketing and promotions will include media advertising and promotional programs designed to attract visitors to visit and stay at the South Shore lodging establishments as well as promote the area as a lodging and conference destination.

- **Communications and Public Relations**

The budget for the Communications and Public Relations program is \$125,814, which represents 4% of the total district budget.

- **Special Events**

The budget for Special Events is \$408,895, which represents 13% of the total district budget.

- **Visitor Information Services**

The budget for Visitor Information Services is \$157,267, which represents 5% of the total district budget.

- **Administration/Operations**

The budget for Administration/Operations including office expenses, insurance, legal and accounting is \$283,081, which represents 9% of the total district budget.

- **Administrative Fee to the City of South Lake Tahoe**

The City of South Lake Tahoe charges an administrative fee to collect assessments and distribute the funds to the SLTTID Corporation. The budget for this administrative fee is 1% of the total annual assessment, or \$31,453 in FY2025.

- **Annual Service Plan – Contingency/TID Renewal (4.6%)**

The budget also includes a portion for contingencies and renewal of the District. This amount equals 4.6% of the total district plan budget, or \$144,686.

THE METHOD OF ASSESSMENT

No changes in assessments are proposed in the current assessment methodology, as they are not allowed under the district management plan.

ATTACHMENTS

1. Fiscal Year 2025 SLTTID Budget with Breakdown by Expenditure Category