

In-Market Visitor Initiative Committee

Mission

The In-Market Visitor Initiative Committee creates regional marketing campaigns targeted to in-market visitors that creates awareness and engagement of activities, events and businesses, with the goal of driving visitors around the region to experience diverse destination offerings.

Members

Tourism Development Committee

1. Brett Williams, Agate Bay Realty
2. Becky Moore, Squaw Valley Lodge
3. Christine Horvath, Squaw Valley/Alpine Meadows
4. Daniel Dorr, Northstar California Resort
5. Eric Brandt, Destination Media
6. Judith Kline, Tahoe Luxury Properties
7. Melissa Panico, Oliver Real Estate
8. Nicole Reitter, Tahoe Mountain Lodging
9. Terra Calegari, Resort at Squaw Creek
10. Todd Jackson, Big Blue Adventure
11. Erin Casey, Placer County Representative (non-voting)

In-Marketing Visitor Initiative Committee

1. Tahoe City Downtown Association
2. North Tahoe Business Association
3. Squaw Valley Business Association
4. Northstar Village Retailers Association
5. West Shore Association
6. Donner Summit Business Group
7. Incline Community Business Association
8. Placer County Representative (non-voting)

Structure

- The BACC will become a committee that meets in conjunction with the Tourism Development Committee called the In-Market Visitor Initiative Committee.
- The In-Market Visitor Initiative Committee members have voting powers at six (6) bi-monthly meetings a year and will be joined by the Tourism Development Committee. Members of both committees will have the opportunity to vote on how funds are utilized.
- The \$80,000 will go into a separate budget line item to be used on regional projects/special initiatives determined valuable by both the Tourism Development Committee and the members of the In-Market Visitor Initiative Committee.
- Projects will align with current NLTRA initiatives and the 2-year Tourism Development Strategic Plan but will be targeted to in-market visitors.
- The NLT Marketing Cooperative consumer campaign will incorporate regional music and shopping messaging into the out of market, consumer annual plan and will not require any of the \$80,000 funds. Any additional promotional initiatives would run through the newly formed committee.
- A diverse panel, incorporating members of the Tourism Development Committee, In-Marketing Visitor Initiative Committee, and other stakeholders, will recommend Partnership Funding allocations at the October meeting for all voting members to approve before being presented to the Board of Directors.

Meeting Schedule

Bi-Annual, immediately following Tourism Development Committee, approximately from 3:30pm – 4:30pm

- October 30, 2018 – Partnership Funding Recommendations
- November 27, 2018
- January 29, 2019
- March 26, 2019
- May 28, 2019 – Business Association Community Marketing Presentations
- August 27, 2019