

**2021-2022 Events Report**  
**July 2021 – Dec 21'**

**2021 Fourth of July Fireworks (Kings Beach and Tahoe City) - Canceled**

*July 3rd and 4th, 2021*

|                           |                         |
|---------------------------|-------------------------|
| Location:                 | North Lake Tahoe        |
| Funded:                   | \$0                     |
| Attendance:               | N/A Event was Cancelled |
| Out of Town Participants: | N/A Event was Cancelled |
| Avg. Night Stay:          | N/A Event was Cancelled |
| Avg. Economic Impact:     | N/A Event was Cancelled |
| ROI:                      | N/A Event was Cancelled |

**Results:**

NLTRA committed to funding TCDA and NTBA with \$20,000 in sponsorship funds – allocating \$10,000 per show (Tahoe City and Kings Beach). Fireworks were officially canceled due to COVID-19 so no funds were disbursed.

**2021 Skate the Lake**

*July 10-11, 2021*

|                           |                                      |
|---------------------------|--------------------------------------|
| Location:                 | Tahoe City, Squaw Valley, West Shore |
| Funded:                   | \$6,000                              |
| Attendance:               | 3500                                 |
| Out of Town Participants: | 2625 (estimate)                      |
| Avg. Night Stay:          | 1.95 (estimate)                      |
| Avg. Economic Impact:     | \$41455                              |
| ROI:                      | 3:1                                  |

**Results:**

The organization used the funding to reach a larger out-of-market area that they have never been able to reach before and saw a direct impact. They saw a 35% increase in participation over last year's event and a 30% increase in funds raised. In addition to the growth of the event they were also able to reach a wider audience with B4BC's mission and message of breast cancer education, prevention, and survivorship. They increased their silent auction

**2021 Lake Tahoe Dance Festival**

*July 28-30, 2021*

|                           |   |
|---------------------------|---|
| Location:                 | Gatekeepers (Tahoe City)                                      |
| Event Sponsorship Funded: | \$5,000 Partnership Funding, \$25,000 Event Sponsorship Funds |

|                           |          |
|---------------------------|----------|
| Attendance:               | 922      |
| Out of Town Participants: | 709      |
| Avg. Night Stay:          | 4.15     |
| Avg. Economic Impact:     | \$27,550 |
| ROI:                      | 1:1      |

**Results:**

In 2021, most ticket sales were in late spring when vaccinations became widely available and audiences were hungry to get back to in-person events, particularly those outside and deemed safe by the state and the CDC. In 2021, LTDF received \$5,000 from Partnership Funding and an additional \$20,000 in NLTRA Event Sponsorship funding, which enabled them to re-hire a PR firm and social media manager specializing in performing arts events on a national level. Their out-of-market attendance for 2021 was 14% greater than their last in-person performance in 2019, reflecting the credible marketing team’s approach to highly targeted PR. LTDF Hired Michelle Tabnick Public Relations to assist them with PR strategy and outreach. Michelle and her team secured 70 placements and an online readership of over 185 million impressions.

**2021 Tahoe Cup Paddle Series**

2021 –July 24- September.

|           |                                    |
|-----------|------------------------------------|
| Location: | Carnelian Bay – Waterman’s Landing |
| Funded:   | \$5,000                            |

|                           |          |
|---------------------------|----------|
| Attendance:               | 330      |
| Out of Town Participants: | 221      |
| Avg. Night Stay:          | 2.5      |
| Avg. Economic Impact:     | \$20,595 |
| ROI:                      | 4:1      |

**Results:**

They saw an Important decline in momentum in registration numbers as early as the end of July because of the fires and the smoke in the Tahoe Basin. The difficulty to find lodging with all the cancelation, the fear from the media, and the forest being closed was a real challenge, from our perspective, the Caldor Fire represented a much worst economical disaster than COVID all together. They worked with Tahoe Moon Properties, Tahoe Vistana inn as lodging partners.

**2021 Tahoe Nalu**

August 7-8, 2021

|                           |                 |
|---------------------------|-----------------|
| Location:                 | Kings Beach     |
| Funded:                   | \$3,000         |
| Attendance:               | 1200            |
| Out of Town Participants: | 1056 (estimate) |

|                       |                |
|-----------------------|----------------|
| Avg. Night Stay:      | 1.5 (estimate) |
| Avg. Economic Impact: | \$26,826       |
| ROI:                  | 9:1            |

Results:

The event had multiple local businesses tent at their Tahoe Nalu Expo. They had large sponsors such as Subaru, Kona Brewing. Overall, the event was not as successful this year due to the smoke.

**2021 Halloweekends at Homewood**

October 25- 27, 2021

|                           |                 |
|---------------------------|-----------------|
| Location:                 | Homewood Resort |
| Partnership Funding:      | \$6,000         |
| Event Sponsorship:        | \$5000          |
| Attendance:               | 597             |
| Out of Town Participants: | 298 (estimate)  |
| Avg. Night Stay:          | 3 (estimate)    |
| Avg. Economic Impact:     | \$76,978        |
| ROI:                      | 7:1             |

Results:

Hiring an event designer, Forget Me Knot Events, was one of the most valuable decisions in the planning process. Allison purchased all the Halloween decorations, created the haunted house, came up with the on-mountain plan, actor costumes and everything in-between.

**2021 Spartan World Championships**

September 25-26, 2021

|           |                |
|-----------|----------------|
| Location: | Olympic Valley |
| Funded:   | \$175,000      |
| ROI:      |                |

|               |                                     |
|---------------|-------------------------------------|
| Attendance:   | 3841 (includes racers,, volunteers) |
| Participants: | 3514                                |

Out of Town Participants:

- 2,452 racers traveled over 100 miles
- 705 racers traveled over 500 miles

(stats exclude spectators/kids/volunteers)

|                          |             |
|--------------------------|-------------|
| Average Night Stay:      | 2.1         |
| Average Economic Impact: | \$1,446,585 |
| ROI:                     | 8:1         |

## Marketing & PR Results

### **Pre-Race Marketing**

|                          |           |
|--------------------------|-----------|
| Unique Event Page Views  | 4,547     |
| Digital Paid Impressions | 543,718   |
| Organic Impressions      | 2,022,000 |
| Total                    | 2,640,265 |

### **Event Weekend Reach**

|                    |           |
|--------------------|-----------|
| Social Media Reach | 2,307,994 |
| Interactions       | 94,727    |
| PR Impressions     | 1,399,480 |
| Total              | 3,802,201 |

The Spartan Event had 15 placements the placements can be found [HERE](#), and the **Total** Online News Audience was roughly 1,399,480

## **2021 Broken Arrow Skyrace**

*Oct 1-3, 2021*

*Location: Olympic Valley*

*Funded: \$30,400*

|                           |           |
|---------------------------|-----------|
| Attendance:               | 2500      |
| Out of Town Participants: | 2200      |
| Avg. Night Stay:          | 2.5       |
| Avg. Economic Impact:     | \$632,500 |
| ROI:                      | 21:1      |

### Results:

After being canceled due to COVID-19, the sixth annual Broken Arrow Skyrace returned bigger than ever, and saw great success. NLTRA had a booth at the event, and the energy at the race was palpable. Racers and fans were thrilled to be back in action, and even more excited to learn about the offerings we had here in Tahoe. NLTRA was able to promote our Sustainability pledge heavily at this event, and it was very well received by visitors/racers.

## **2021 Tahoe Adventure Van Expo**

September 17-18, 2021

|                           |                 |
|---------------------------|-----------------|
| Location:                 | Homewood Resort |
| Funded:                   | \$10,000        |
| Attendance:               | 5,000           |
| Out of Town Participants: | 3750 (estimate) |
| Avg. Night Stay:          | 2 (estimate)    |
| Avg. Economic Impact:     | \$26910         |

ROI: 3:1

Results:

The Adventure Van Expo showed tremendous success and growth. The two-day event brought big crowds to the West shore. They doubled the event in size, and vendors. Mercedes Benz was the main sponsor of the event. They had 80 vendors this year, 1 local non profit- Roundhouse onsite, and one paid non profit Wildwood lands. They added three bands over last year, improved music production, were able to hire more staff, and run a better show. They hired a media company, placed ads with KTKE, Adventure journal and increased digital advertising. They partnered with Granlibakken and Peppertree.

**2021 Made in Tahoe (Fall)**

October 9-10, 2021

|                           |                 |
|---------------------------|-----------------|
| Location:                 | Olympic Valley  |
| Funded:                   | \$10,000        |
| Attendance:               | 4,000           |
| Out of Town Participants: | 2400 (estimate) |
| Avg. Night Stay:          | 2.7 (estimate)  |
| Avg. Economic Impact:     | \$782,460       |
| ROI:                      | 78:1            |

Results:

Typically, a Memorial Day Weekend event. This is one of the community's biggest and most anticipated events of the year. Made in Tahoe (MIT) was postponed from May 2020 to October 2020 and both events were canceled due to Covid-19. This was the first time this event was held in October, and with the NLTRA SVNC is now able to make this a bi-annual event moving forward.

Made in Tahoe has been celebrating all things LOCAL for over 8 years with 75-100 local vendors; artisan crafts, regional nonprofit information, food, drink and entertainment with a goal of bringing visitors and members of the Tahoe Truckee area together to discover, explore and experience our special community rich with talented creators.

The event historically brings in over 5,000 people per day to the North Tahoe / Truckee region.

Participating vendors rave that Made in Tahoe generates significant revenue and awareness for their businesses. NLTRA has not sponsored this event prior to 2021, but it aligns with our cultural pillars, and is proven to produce room nights. It also supports our shopping initiatives. During the 2021 event, we had a prime location, we were able to give out a ton of visitor information as well as promote our sustainability pledge.