

LAKE TAHOE-TRUCKEE LEADERSHIP PROGRAM 2016

THE JAZZY TEAM: KINSLEY, MORENO, PERRY, DOYLE



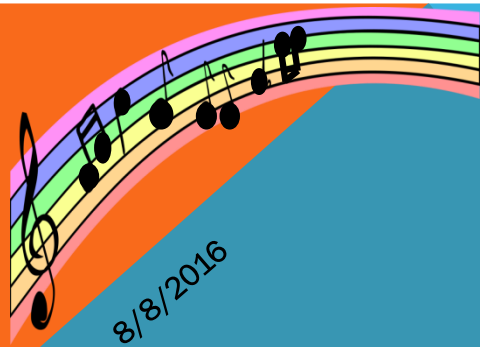
The
Jazzy
Team



8/8/2016

Agenda

- Purpose
- Introductions
- Who we are
- Benefits
- Why a Winter Jazz Festival?
- Results of Project Market Study
- Impacts
- Project Budget
- Marketing Plan & Sample Materials
- Conclusion – The Way Ahead
- Questions

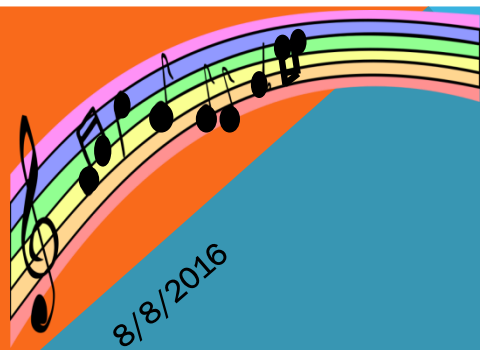


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Purpose

The goal of the Winter Jazz Festival is to provide a world class live musical experience on the North Shore of Lake Tahoe attracting music lovers, tourists, and locals alike. Music education will be a key component of the Festival. The Festival is intended to link with the back-end of Snowfest events in March.



8/8/2016



Introducing The Jazzy Team

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Betsy Kinsley:

BA+JD, Foundation and Community Relations Incline Village, CA licensed attorney, Incline Village Rotarian, enjoys outdoors



Mary Moreno:

HS, PUD Special Events Coordinator, GSA and BSA volunteer



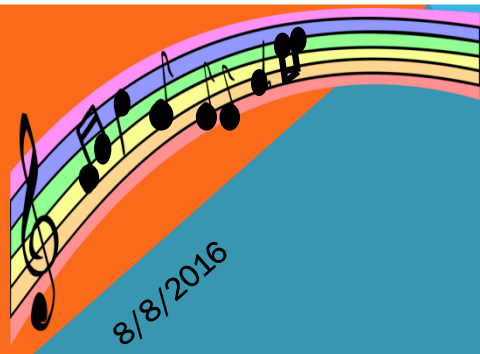
Chris Perry:

B.A, +MA+MNR, Special Projects Manager - Placer County



Tom Doyle:

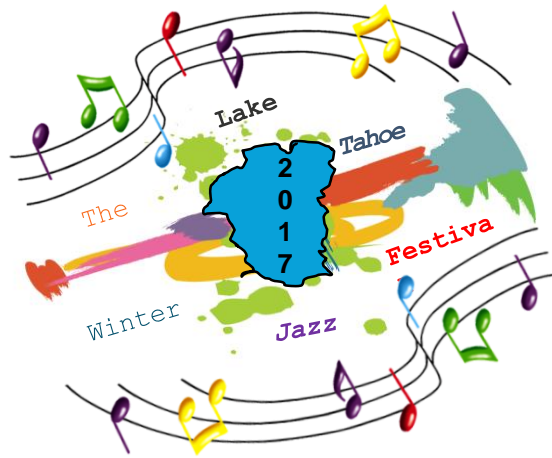
B.S.+ M.A., Retired Federal IT Manager, US Army Signal Corps, Defense Leadership and Management Program Graduate



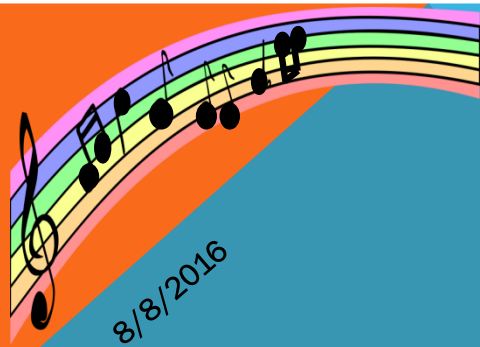
Who Are We?

Tagline: Keeping Tahoe Jazzy

Logo:



Branding: A Musical Celebration for the North Shore

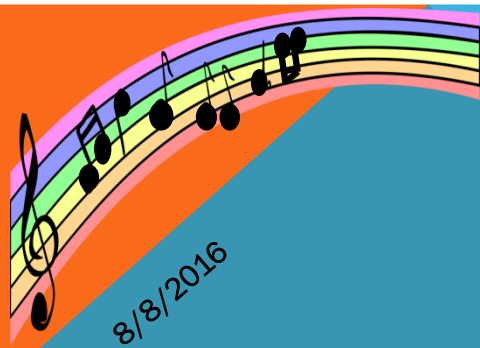


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Who Benefits from a Winter Jazz Festival?

- Residents of North Lake Tahoe/Truckee
- Jazz Enthusiasts
- Local Music Students
- Tourism Partners: Resorts, Hotels, Restaurants, Shops
- Snowfest Attendees
- Visitors to Lake Tahoe
- Mass Media from Northern California and Northern Nevada
- Resort Associations, Downtown Association, NTBA, Chambers of Commerce



Why a Winter Jazz Festival?

Why is this Festival Unique?

- No competitor during this time frame and could get jazz on the NLT music agenda

Why should the Festival be funded?

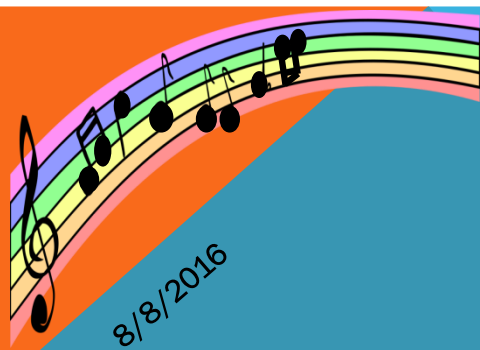
- Drives spending to local businesses, increases TOT, expands Tahoe as a premier music destination

What gap does the festival fill?

- Provides entertainment during the spring shoulder season

What linkage to other events does the Festival bring?

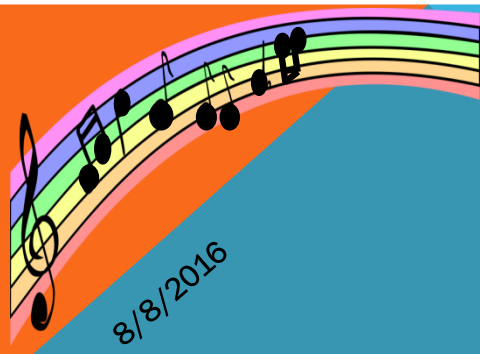
- Links with back-end of Snowfest



Results of the Winter Jazz Festival Market Survey

- 79% of our respondents thought a Winter Jazz Festival (WJF) was a good possibility;
- A majority of respondents thought the WJF should be a 2 day event at a cost of \$20 (or more) per day;
- Generally our respondents had no preference on the site for the WJF;
- A majority of respondents liked the idea of a WJF VIP event to be held at a local resort with a mean cost of \$100;

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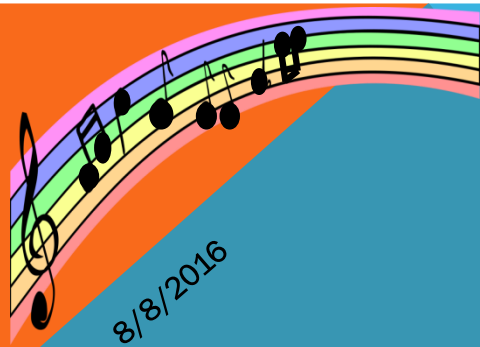


Results of the Winter Jazz Festival Market Survey

(Continued)

- Respondents leaned toward a medium to large size event;
- 82% of our respondents felt that an education component is desired;
- A majority of respondents leaned toward having food vendors at the WJF with no real preference on beverage choices;
- Most respondents had attended a public music event in the Lake Tahoe area with Music Fest being the favorite;
- Respondents were willing to travel between 0-50 miles to attend a WJF;

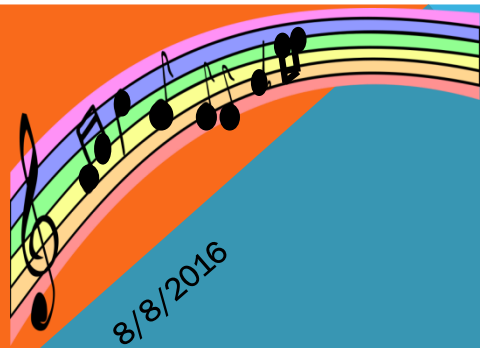
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Results of the Winter Jazz Festival Market Survey

(Continued)

- 73% of those interviewed resided locally;
- The average age of our respondents was between 41-55 years;
- 59% of our respondents were female;
- Most respondents had an income greater than \$75,000.



Impacts of a Winter Jazz Festival

Individual Impacts:

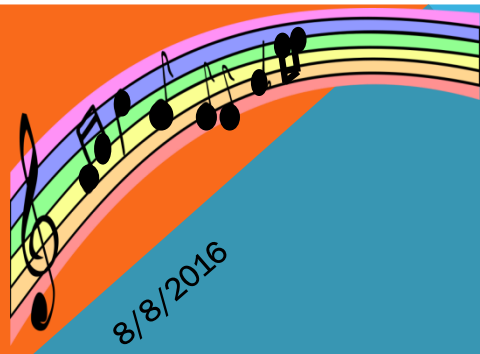
- Allows for musical enjoyment, exposure, education, and relaxation.

Community Impacts:

- Brings different sub-communities together in NLT;
- a celebration of Art and Music;
- links with music education programs;
- links with SnowFest.

Economic Impacts:

- Drives sales to local businesses,
- raises TOT;
- generates greater sales tax collection;
- potential for better community services.

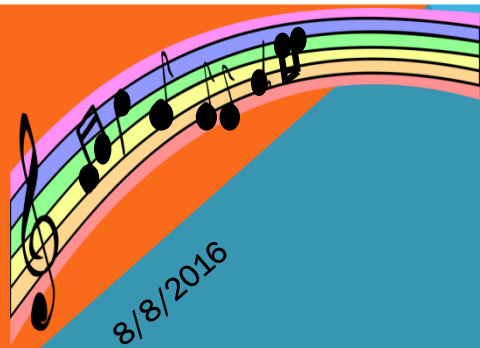


What will a Winter Jazz Festival Cost?

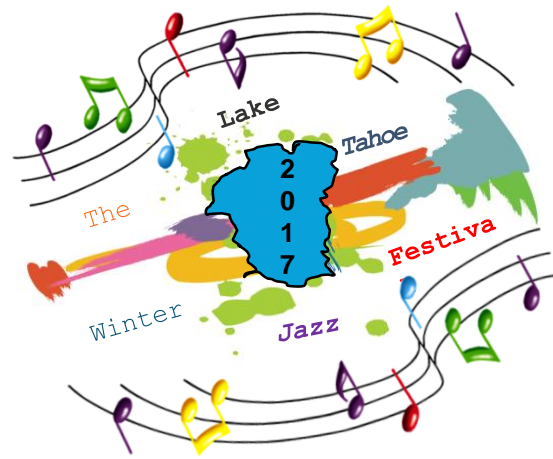
A \$5,000 budget will cover initial feasibility study and early stage marketing analysis.

Initial survey showed:

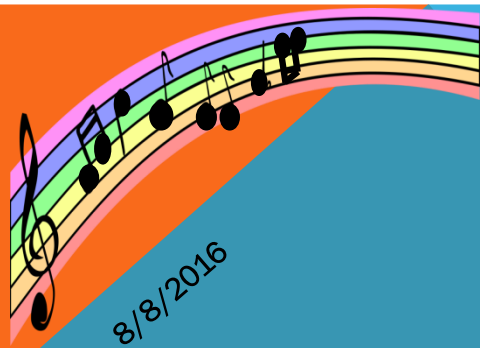
- A preference for a VIP event at \$100 per person;
- General admission cost of \$20 per attendee.



Winter Jazz Festival Marketing Campaign



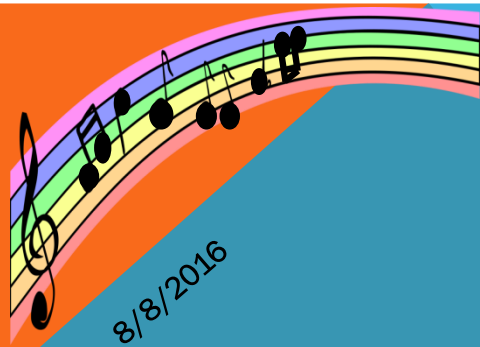
- Specific marketing collateral will be developed with host property



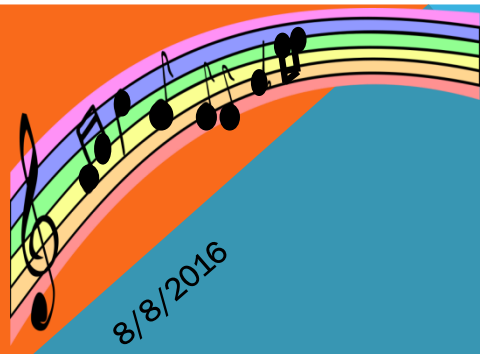
Conclusion

What is the best strategy to move forward with the Festival ?

- Use the initial survey data to identify attendees;
- Market the project to local businesses and chambers;
- Connect the project with local music education programs;
- Establish a steering committee to move the project forward;
- Establish representation at SnowFest steering committee;
- Develop an economic feasibility study;
- Refine marketing materials;
- Narrow-down venue, acts, schedule;
- Link idea with Music on the Lake.



Questions?



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