

MEMORANDUM

TO: Board of Trustees

THROUGH: Indra Winqest, District General Manager

FROM: Paul Raymore, Marketing Director

SUBJECT: Review, discuss and possibly approve a contract with EXL Media for District paid advertising (Requesting Staff Member: Marketing Manager Paul Raymore)

RELATED STRATEGIC PLAN BUDGET INITIATIVE(S): Long Range Principle #6 – Communication – The District will engage, interact and educate to promote understanding of the programs, activities, services, and ongoing affairs.

- Provide clear, concise and timely information in multiple, publicly accessible formats.
- Ensure that both internal and external communication is responsive, comprehensive and inclusive.

There are no Strategic Plan Initiatives related to this item as this is an annual ongoing operational component.

DATE: June 14, 2023

I. RECOMMENDATION

That the Board of Trustees make a motion to authorize Staff to enter into an agreement with EXL Media for 2023/24 Fiscal Year media buying services for Diamond Peak Ski Resort, the Championship and Mountain Golf Courses, and the Facilities Department, for a not-to-exceed total amount of \$287,700.

II. BACKGROUND

As a component of the District's Diamond Peak, Golf Courses, and Facilities annual communications and marketing plans, the District contracts with a media buying agency to help plan, place and negotiate rates for advertising placements. This includes, but is not limited to, print ads, digital ads, digital billboards, mobile

ads, television ads and paid search campaigns. This is an essential service for the District's Marketing Staff as the research, documentation, reporting, and support received from the third party provider significantly exceeds in-house capabilities.

Since the 2013/14 Fiscal Year, the IVGID Marketing Team has utilized Incline Village-based media buying agency EXL Media for the District's media buying services. This stretch follows the one-year period (Fiscal Year 2012/13) in which the District utilized another agency for media buying, ultimately returning to EXL Media after being unsatisfied with the other agency's services and results.

At the September 30, 2020 Board meeting, the Board of Trustees authorized awarding the District's 2020/21 media buying services agreement to EXL Media with a budget of \$100,000. This agreement was drastically cut back from normal spending levels due to the Covid-19 pandemic.

At the September 2, 2021 Board meeting, the Board of Trustees authorized awarding the District's 2021/22 media buying services agreement to EXL Media with a budget of \$265,000.

At the June 29, 2022 Board meeting, the Board of Trustees authorized awarding the District's 2022/23 media buying service agreement to EXL Media with a not-to-exceed budget of \$308,250.

III. BID RESULTS

The proposed agreement is exempt from competitive bidding requirements under NRS 332.115, as a sole source purchase for professional services (NRS 332.115 subsection 1.b). However, the District's media buying services agreement went to bid before the 2019/20 Fiscal Year with local agency EXL Media selected to continue providing media buying services to the District. A full recap of the bid results are included in the May 22, 2019 Board Memo authorizing the District to enter into an agreement with EXL Media during the 2019/20 Fiscal Year. (See pages 263 – 295 of the May 22, 2019 Board packet.) The 2023/24 Fiscal Year would be year five (5) of an agreement with EXL Media since going to bid for this service.

EXL Media is an Incline Village, Nevada based firm and has over 25 years of experience successfully handling media buys for the District. EXL Media has vast knowledge of the competitive landscape of the Lake Tahoe recreation market. Through the bidding process, they were determined to be the best qualified and capable media agency to support the District in meeting its budget objectives and will provide the level of attention, detail, and reporting that is required to ensure successful media campaigns.

IV. FINANCIAL IMPACT AND BUDGET

The budget for the proposed media buying services agreement is included in the Board-approved Fiscal Year 2023/24 Diamond Peak, Golf Courses, and Facilities

marketing budgets. A total of \$247,700 (cash) and \$40,000 (trade) is included in the approved 2023/24 District Operating Budgets for media buying and media buying services through EXL Media. The approved budgeted amounts and not-to-exceed amounts listed in the EXL Media agreement are below.

Note: The Recreation Center and Tennis & Pickleball Center have media buying contingency funding included in their budgets that would be managed in-house, if at all, rather than by EXL Media.

| Paid advertising budget by venue | Budgeted amount | Not to exceed amount in EXL agreement |
|---|--|--|
| DIAMOND PEAK | \$165,000 | \$160,000 |
| CHAMP GOLF | \$6,000 | \$6,000 |
| MT GOLF | \$4,000 | \$4,000 |
| FACILITIES | \$26,000 | \$26,000 |
| REC CENTER | \$1,000 | \$0 |
| TENNIS & PICKLEBALL | \$1,000 | \$0 |
| DIAMOND PEAK – TRADE | \$40,000 | \$40,000 |
| GOLF - TRADE | \$0 | \$0 |
| TOTAL | Up to \$203,000 (cash) Up to \$40,000 (trade) | Up to \$196,000 (cash) Up to \$40,000 (trade) |

| Agency fees by venue | Budgeted amount | Not to exceed amount |
|-----------------------------|------------------------------|------------------------------|
| DIAMOND PEAK | \$43,000 | \$43,000 |
| CHAMP GOLF | \$2,000 | \$2,000 |
| MT GOLF | \$1,200 | \$1,200 |
| FACILITIES | \$5,500 | \$5,500 |
| REC CENTER | \$0 | \$0 |
| TENNIS & PICKLEBALL | \$0 | \$0 |
| TOTAL | Up to \$51,700 (cash) | Up to \$51,700 (cash) |

Staff to manage spending levels in accordance with District goals:

The proposed agreement for media buying services with EXL Media serves as a not-to-exceed template for the District’s advertising plans, but does not commit the District to any particular advertising spending amount. Staff will work with EXL Media to adjust advertising campaigns appropriately to align with District goals. In particular, Staff does not currently have plans to utilize the Golf advertising budget unless revenue targets at the golf courses are not being met, and paid advertising is determined to be desired to promote high-yielding rounds.

The agreement with EXL Media will be structured to pay Agency Fees based on

actual hours billed (at \$130 per hour), with not-to-exceed limits in place. Given this structure, Staff anticipates the District will pay less than the not-to-exceed amount of \$51,700 listed above.

History of District’s approved media buying budgets:

| Description | 2019/20 Budget | 2020/21 Budget* | 2021/22 Budget | 2022/23 Budget | 2023/24 Proposed |
|--------------------|---------------------------|----------------------------|---------------------------|---------------------------|-----------------------------|
| Cash Media | \$272,500 | \$75,000 | \$201,500 | \$215,250 | \$196,000 |
| Trade Media | \$87,100 | \$0 | \$10,000 | \$40,000 | \$40,000 |
| Agency Fees | \$65,000 | \$25,000 | \$53,500 | \$53,000 | \$51,700 |
| Total | \$424,600 | \$100,000 | \$265,000 | \$308,250 | \$287,700 |

** 2020/21 fiscal year budget was cut back drastically due to COVID-19 impacts.*

History of District’s EXL Media media buying actuals:

| Description | 2018/19 Actuals | 2019/20 Actuals | 2020/21 Actuals* | 2021/22 Actuals | 2022/23 Actuals through 4/2023 |
|--------------------|----------------------------|----------------------------|-----------------------------|----------------------------|---|
| Cash Media | \$249,752 | \$217,178 | \$68,769 | \$184,364 | \$179,218 |
| Trade Media | \$40,506 | \$57,195 | \$0 | \$9,860 | \$25,755 |
| Agency Fees | \$65,000 | \$64,000 | \$20,969 | \$38,054 | \$37,592 |
| Total | \$355,258 | \$338,373 | \$89,738 | \$232,278 | \$242,565 |

** 2020/21 fiscal year budget was drastically cut due to COVID-19 impacts. 2019/20 fiscal year actuals were also cut beginning in March 2020.*

V. ALTERNATIVES

Authorize Staff to enter into a media buying agreement with EXL Media during the Fiscal Year 2023/24 at different amounts than those recommended above.

Direct Staff not to enter into a media buying agreement during the Fiscal Year 2023/24, understanding that doing so will leave the District’s communications and marketing plan for the 2023/24 fiscal year vulnerable as the Media Buying Agreement is a key component to the overall annual marketing and communications plan.

VI. COMMENTS

VII. BUSINESS IMPACT/BENEFIT

This item is not a "rule" within the meaning of Nevada Revised Statutes, Chapter

237, and does not require a Business Impact Statement.

VIII. ATTACHMENTS

- 1. Attachment A - IVGID History of Advertising Budgets and Actuals
- 2. Attachment B - EXL Media 2023-24 Proposed Contract - BBK Law approved
- 3. 2022-2023 EXL Media - IVGID Campaign Performance Report

IX. DECISION POINTS NEEDED FROM THE BOARD OF TRUSTEES

That the Board of Trustees make a motion to authorize Staff to enter into an agreement with EXL Media for 2023/24 Fiscal Year media buying services for Diamond Peak Ski Resort, the Championship and Mountain Golf Courses, and the Facilities Department, for a not-to-exceed total amount of \$287,700.

History of IVGID Paid Advertising Budgets and Actuals

| CATEGORY | ACCOUNT | FYE 2019 | | * Covid impacts in March FYE 2020 | | * Covid year FYE 2021 | |
|---|-----------------|---|----------------------|--------------------------------------|----------------------|--|---------------------|
| | | BUDGET | ACTUAL | BUDGET | ACTUAL | BUDGET | ACTUAL |
| DIAMOND PEAK | | | | | | | |
| Paid Advertising Spending | 340-34-980-7010 | \$ 160,000.00 | \$ 159,944.00 | \$ 166,000.00 | \$ 154,408.00 | \$ 75,000.00 | \$ 68,769.00 |
| Agency Fees | 340-34-980-7010 | \$ 40,500.00 | \$ 40,500.00 | \$ 40,500.00 | \$ 40,500.00 | \$ 25,000.00 | \$ 20,969.00 |
| Trade Advertising Spending | 340-34-980-7020 | \$ 80,000.00 | \$ 32,506.00 | \$ 80,000.00 | \$ 53,935.00 | \$ - | \$ - |
| GOLF COURSES - Champ & Mt Combined | | | | | | | |
| Paid Advertising Spending | 320-31-980-7010 | \$ 58,500.00 | \$ 57,788.00 | \$ 58,500.00 | \$ 34,915.00 | \$ - | \$ - |
| Agency Fees | 320-31-980-7010 | \$ 12,000.00 | \$ 12,000.00 | \$ 12,000.00 | \$ 11,000.00 | \$ - | \$ - |
| Trade Advertising Spending | 320-31-980-7020 | \$ 8,000.00 | \$ 8,000.00 | \$ 8,000.00 | \$ 3,260.00 | \$ - | \$ - |
| FACILITIES | | | | | | | |
| Paid Advertising Spending | 330-33-980-7010 | \$ 32,000.00 | \$ 32,020.00 | \$ 32,000.00 | \$ 27,855.00 | \$ - | \$ - |
| Agency Fees | 330-33-980-7010 | \$ 9,000.00 | \$ 9,000.00 | \$ 9,000.00 | \$ 9,000.00 | \$ - | \$ - |
| TOTALS - ALL VENUES | | | | | | | |
| Total Paid Advertising Spending | | \$ 250,500.00 | \$ 249,752.00 | \$ 256,500.00 | \$ 217,178.00 | \$ 75,000.00 | \$ 68,769.00 |
| Total Agency Fees | | \$ 65,000.00 | \$ 65,000.00 | \$ 65,000.00 | \$ 64,000.00 | \$ 25,000.00 | \$ 20,969.00 |
| Total Trade Advertising Spending | | \$ 88,000.00 | \$ 40,506.00 | \$ 88,000.00 | \$ 57,195.00 | \$ - | \$ - |
| Total Paid + Fees + Trade | | \$ 403,500.00 | \$ 355,258.00 | \$ 409,500.00 | \$ 338,373.00 | \$ 100,000.00 | \$ 89,738.00 |
| | | * Prior to FYE 2021, EXL fees were contracted at a set amount | | | | * Starting this fiscal year, EXL fees went | |

History of IVGID Paid Advertising Budgets and Actuals

| CATEGORY | | * Continuing Covid impacts | | FYE 2023 | | FYE 2024 | |
|---|-----------------|---|----------------------|----------------------|-----------------------|--|-------------|
| | | BUDGET | ACTUAL | BUDGET | ACTUAL through 4/2023 | BUDGET | ACTUAL |
| DIAMOND PEAK | | | | | | | |
| Paid Advertising Spending | 340-34-980-7010 | \$ 150,000.00 | \$ 143,710.00 | \$ 160,700.00 | \$ 155,214.74 | \$ 160,000.00 | |
| Agency Fees | 340-34-980-7010 | \$ 40,000.00 | \$ 27,636.00 | \$ 39,300.00 | \$ 27,873.96 | \$ 43,000.00 | |
| Trade Advertising Spending | 340-34-980-7020 | \$ 10,000.00 | \$ 9,860.00 | \$ 40,000.00 | \$ 25,755.00 | \$ 40,000.00 | |
| GOLF COURSES - Champ & Mt Combined | | | | | | | |
| Paid Advertising Spending | 320-31-980-7010 | \$ 27,500.00 | \$ 16,732.00 | \$ 29,050.00 | \$ - | \$ 10,000.00 | |
| Agency Fees | 320-31-980-7010 | \$ 7,500.00 | \$ 6,355.00 | \$ 7,700.00 | \$ 5,462.53 | \$ 3,200.00 | |
| Trade Advertising Spending | 320-31-980-7020 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| FACILITIES | | | | | | | |
| Paid Advertising Spending | 330-33-980-7010 | \$ 24,000.00 | \$ 23,922.00 | \$ 25,500.00 | \$ 24,002.90 | \$ 26,000.00 | |
| Agency Fees | 330-33-980-7010 | \$ 6,000.00 | \$ 4,063.00 | \$ 6,000.00 | \$ 4,255.76 | \$ 5,500.00 | |
| TOTALS - ALL VENUES | | | | | | | |
| Total Paid Advertising Spending | | \$ 201,500.00 | \$ 184,364.00 | \$ 215,250.00 | \$ 179,217.64 | \$ 196,000.00 | \$ - |
| Total Agency Fees | | \$ 53,500.00 | \$ 38,054.00 | \$ 53,000.00 | \$ 37,592.25 | \$ 51,700.00 | \$ - |
| Total Trade Advertising Spending | | \$ 10,000.00 | \$ 9,860.00 | \$ 40,000.00 | \$ 25,755.00 | \$ 40,000.00 | \$ - |
| Total Paid + Fees + Trade | | \$ 265,000.00 | \$ 232,278.00 | \$ 308,250.00 | \$ 242,564.89 | \$ 287,700.00 | \$ - |
| | | <i>to a not-to-exceed amount (billed at \$125/hour)</i> | | | | <i>* EXL fees billed at \$130/hour starting FYE 2024</i> | |

**AGREEMENT FOR SERVICES
INCLINE VILLAGE GENERAL IMPROVEMENT DISTRICT AND EXL MEDIA
CORPORATION**

THIS AGREEMENT (“Agreement”) is entered into between Incline Village General Improvement District, a political subdivision of the State of Nevada (hereinafter referred to as “District”), on the one hand; and EXL Media Corporation, a corporation (hereinafter referred to as “EXL”), on the other hand and is effective on July 1, 2023.

WITNESSETH

- a) District is the owner and operator under Special Use Permit of Diamond Peak Ski Resort, the Championship and Mountain Golf Courses, The Chateau and Aspen Grove, the Recreation Center, and the Tennis & Pickleball Center in Incline Village, Nevada.
- b) EXL is a media buying and placement agency, located in Incline Village, Nevada, with experience in media services.
- c) District desires to retain the services of EXL to provide media services.

NOW THEREFORE, for valuable consideration, it is agreed as follows:

SECTION 1 - Agreement.

- (a) District hereby hires EXL to provide media services described herein (the “Media Services”), and EXL agrees to provide the Media Services to District. EXL will provide the Media Services to District within the timeline set between the IVGID Marketing Department and EXL.
- (b) District shall pay EXL a separate amount for each Media Service. The breakdown and total amount for the fiscal year of July 1, 2023 – June 30, 2024 is as follows:

Total contract not-to-exceed: \$287,700

- Cash Media not-to-exceed: \$196,000
 - Diamond Peak: \$160,000
 - Golf Courses: \$10,000
 - Facilities: \$26,000
 - Recreation Center: \$0
 - Tennis Center: \$0
- Trade Media not-to-exceed: \$40,000
 - Diamond Peak: \$40,000
- Agency Fees not-to-exceed: \$51,700 (billed at \$130 per hour)

**AGREEMENT FOR SERVICES
INCLINE VILLAGE GENERAL IMPROVEMENT DISTRICT AND EXL MEDIA
CORPORATION**

As set forth in Section 2(a), cash media involves the placement of advertisements through third party media channels by EXL on behalf of District. Agency fees are fees charged by EXL to District for such services or other related services such as advertising performance analytics & tracking.

When trade is issued to a third party, IVGID services and products will be taken at full rack rate. EXL doesn't have any autonomy in discounting IVGID's services and products. Trade is to be used when possible in exchange for cash to help contribute to the overall value of the media buy.

In case additional needs arise, District may pay EXL an additional fee as agreed by both parties in a written change order to this Agreement and prior to executing the additional project.

- (c) The individual obligations of District and EXL in performing this Agreement are set forth below.

SECTION 2 - EXL's Obligations.

- (a) EXL will provide District with a selection of Media Services for use by District recreational facilities for the July 1, 2023 - June 30, 2024 fiscal year. The Media Services may include, but are not limited to, the following:
 - 1) Radio
 - 2) Outdoor
 - 3) Television/Cable
 - 4) Digital/Internet/Mobile
 - 5) Print
 - 6) Promotions
 - 7) Specialty Media
 - 8) Outdoor Production Coordination
 - 9) Advertising Performance Analytics & Tracking
- (b) EXL shall consult with District to provide District the opportunity for input on the selected Media Services. District's General Manager or designee shall approve all Media Services, including media buying budgets and plans

**AGREEMENT FOR SERVICES
INCLINE VILLAGE GENERAL IMPROVEMENT DISTRICT AND EXL MEDIA
CORPORATION**

before any placements are made on District's behalf. Media buying budgets and plans shall be evaluated and potentially adjusted at least quarterly, with the General Manager's or designee's written approval.

- (c) EXL shall not exceed the total amount budgeted for Media Services described above and will not incur any costs above and beyond set budget unless additional costs are authorized as set forth in Section 1(b).
- (d) EXL shall not include any non-cancellable third party contracts or media placements in any Media Services.
- (e) EXL shall provide copies of original invoices from third party vendors attached to EXL invoices. EXL shall invoice District monthly for all Media Services. Such invoices shall clearly document the amount of incurred Media Services, including third party media and agency fees. Agency fees shall be billed on an hourly basis paid in 6-minute increments. Invoices shall include the amount of agency fees and an explanation of the tasks included in each billing entry.
- (f) EXL shall pay all invoices from third party vendors on behalf of District within thirty (30) days of receipt of payment from District for the same invoices. EXL agrees that any and all third party vendors shall look to EXL for payment upon proof of payment by District to EXL for invoices in question.
- (g) EXL shall coordinate with and provide any other third party creative agencies selected by District with all applicable deadlines and make sure media deadlines are met as necessary for the Media Services.
- (h) Non-Disclosure Obligations. EXL acknowledges and agrees that during its performance under this Agreement, it may learn of, be exposed to or come into possession of certain "Confidential Information." Confidential Information is defined as information developed or owned by District or entrusted to District by others. Confidential Information includes, but is not limited to, financial information, business strategy, marketing calendars, inventory levels and best sellers, partnerships, and customer contact information. EXL agrees that it will not, directly or indirectly, (i) use such Confidential Information except as required in the normal and proper course of performing the Media Services defined in this Agreement or other obligations as contemplated hereunder; (ii) disclose such Confidential Information to any other person, corporation or entity; or (iii) allow a third party access to such Confidential Information (except as otherwise may be

**AGREEMENT FOR SERVICES
INCLINE VILLAGE GENERAL IMPROVEMENT DISTRICT AND EXL MEDIA
CORPORATION**

required by law) without, in each case, obtaining the prior written approval of District. EXL agrees to protect all information including, but not limited to documents, electronic records, tapes and other media in which the Confidential Information is contained (the "Confidential Documents"). EXL further acknowledges and agrees that the Confidential Documents are, and shall remain, the sole and exclusive property of District. EXL shall not copy any Confidential Documents or remove any Confidential Documents, or copies thereof, from District premises, except as required by the normal and proper course of performing the services or other obligations hereunder. EXL agrees to return to District promptly upon request any and all property of District, including but not limited to the Confidential Documents and copies thereof, in EXL's possession or control.

SECTION 3 - District's Obligations.

- (a) District will provide EXL with customer research and will assist with information and strategy to complete media services.
- (b) District reserves the right to modify, reject, cancel or stop any and all Media Services in progress, and in such event, EXL shall immediately carry out District's instructions. In turn, District agrees to pay EXL, in accordance with the provisions of this Agreement, any and all proper charges earned and incurred by EXL in connection with such work up to the time of its discontinuance, cancellation or modification.
- (c) District shall pay EXL for the Media Services as set forth in Section 1 above and shall pay non-disputed invoices within thirty (30) days of receipt.

SECTION 4 - Relationship and Responsibility.

- (a) This Agreement is for the provision of services, and is limited to the services described herein. District and EXL agree that EXL is an independent contractor providing services to District, and neither EXL nor any employee or agent hired by EXL is or shall be considered an employee or agent of District.
- (b) EXL shall be responsible for all required licenses and permits for the services as specified. EXL shall be solely responsible for all agents and employees used by EXL and for all matters relating thereto, including payment for services.

**AGREEMENT FOR SERVICES
INCLINE VILLAGE GENERAL IMPROVEMENT DISTRICT AND EXL MEDIA
CORPORATION**

- (c) EXL shall defend, indemnify and hold District harmless from any and all matters relating to or arising from the performance of the Media Services described herein, and from any claims against District by any agents or employees of EXL, except those claims which are determined to be the direct result of separate and independent negligence by District or its employees.
- (d) This Agreement is cancelable upon sixty (60) days' notice by either party. In such event, District shall only pay EXL for Media Services, including any third party vendor contracts, actually performed and completed. This Agreement is for a time period of one (1) year and may be renewed upon written agreement of EXL and District.
- (e) Subject to the limits set forth in Nevada law, expressly including, but not limited to, NRS Ch. 41, District agrees to indemnify, defend and hold EXL harmless against any loss and expense, including reasonable attorney's fees and court costs incurred as the result of any claim, suit or proceeding made or brought based upon any trademark, copyright or other infringements of intellectual property rights claim due to the content of any advertising material prepared or placed for District by EXL, provided that District approved such content. District will have the right to defend or settle any such claim, suit, or proceeding at its own expense.
- (f) EXL agrees to indemnify, defend and hold the District, its officers, directors, employees and representatives harmless, against any loss, damage, claim or expense in connection with or arising out of the breach or negligence or fault of EXL pursuant to the performance of the Media Services or as a result of EXL's representations to third parties contrary to the scope of EXL's responsibilities hereunder.

SECTION 5. Miscellaneous.

- (a) This Agreement is entered into and shall be performed in Washoe County, Nevada, and venue for any action arising from this Agreement shall be limited to Washoe County, Nevada.
- (b) This Agreement and the rights and obligations of the parties hereunder may not be assigned by either party without the express prior written consent of the other party. All amendments to this Agreement must be approved in a writing executed by both parties.

**AGREEMENT FOR SERVICES
INCLINE VILLAGE GENERAL IMPROVEMENT DISTRICT AND EXL MEDIA
CORPORATION**

(c) No provision of this Agreement shall be deemed a waiver of District's sovereign immunity beyond that presently provided by Nevada law.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date set forth opposite each signature below.

EXL MEDIA CORPORATION

By: _____ Date _____
Name: Wendy Hummer
Title: President

INCLINE VILLAGE GENERAL IMPROVEMENT DISTRICT

By: _____ Date _____
Name: Indra Winquest
Title: General Manager

Reviewed as to form:

By: _____ Date _____
Name:
Title: District General Counsel



2022-2023 IVGID
PERFORMANCE REPORT
JUNE 14, 2023



SUPERIOR INSIGHTS. EXCELLENT RESULTS.

DIAMOND PEAK
2022-2023 Media Campaign



Report Period: October 2022 – April 2023

Cash Investment: \$158,431

Trade \$24,755

Value: \$193,736

Delivered Impressions: 12,869,608

Website Revenue Generated

From Digital Media Buys

\$1,433,086



WINTER/SKI SEASON CAMPAIGN

November 15, 2022 – April 30, 2023

| TOTAL MEDIA INVESTMENT | TOTAL MEDIA VALUE | # OF ONLINE SALES FROM MEDIA CAMPAIGN | REVENUE FROM DIGITAL MEDIA CAMPAIGN | RETURN ON AD SPEND |
|------------------------|-------------------|---------------------------------------|-------------------------------------|--------------------|
| \$159,085* | \$168,426 | 3,794 | \$1,127,923 | \$14.70 |

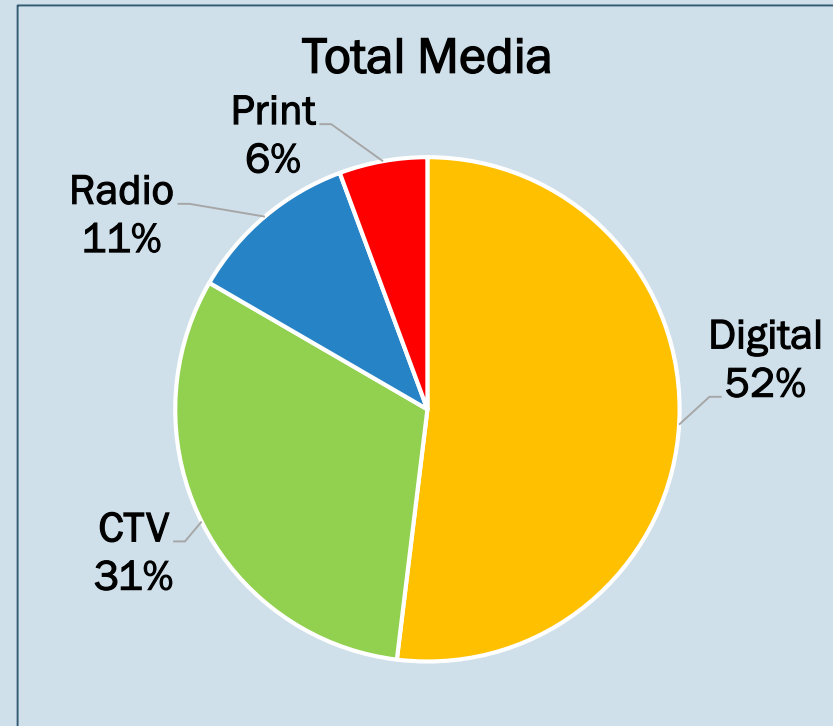
*137,620 cash/\$21,465 trade

Target Markets

Reno DMA / Lake Tahoe/Truckee

Northern California: Sacramento / Bay Area

Destination



DIGITAL MEDIA HIGHLIGHTS


Paid Search

- Generated \$921k in revenue and had a return on ad spend of \$28 – the best performing paid search campaign over past 10 years. For comparison, last season, paid search generated \$328,605 in revenue and had an ROAS of \$13.
- Drove 76% of the revenue at 41% of the digital media spend
- Exceeded the Google industry average click rate by 100%, 27% compared to 9% average
- Non-Branded Keywords: Ski Resort, Kid Skiing, Lift Ticket, Learn to Ski, Ski Lessons: Generated \$60k in revenue against a \$10k investment. Drives new visitors to Diamond Peak

Ad · www.diamondpeak.com/ ⓘ

Lake Tahoe's Best Resort | Diamond Peak Ski Resort

Lake Tahoe's best views, values & vibe. Save money by purchasing your lift tickets online. 1,840' of vertical, terrain for all levels of skiers/riders & must-see views of Lake Tahoe. Amazing Views. Incredible Value.



| | |
|--------------------------------------|---|
| The Mountain | Ski & Snowboard Lessons |
| Tahoe Views & Mountain Cams | Ski & Ride Center |
| Trail Map & Village Terrain Park | A Great Place to Learn at Any Age |
| Tickets & Passes | Plan A Visit |
| 23-24 Season Passes On Sale Now | Why Families Love Diamond Peak |
| Free Spring 2023 Access Thru May 1 | Ski & Stay Lodging |

Google Paid Search Ad

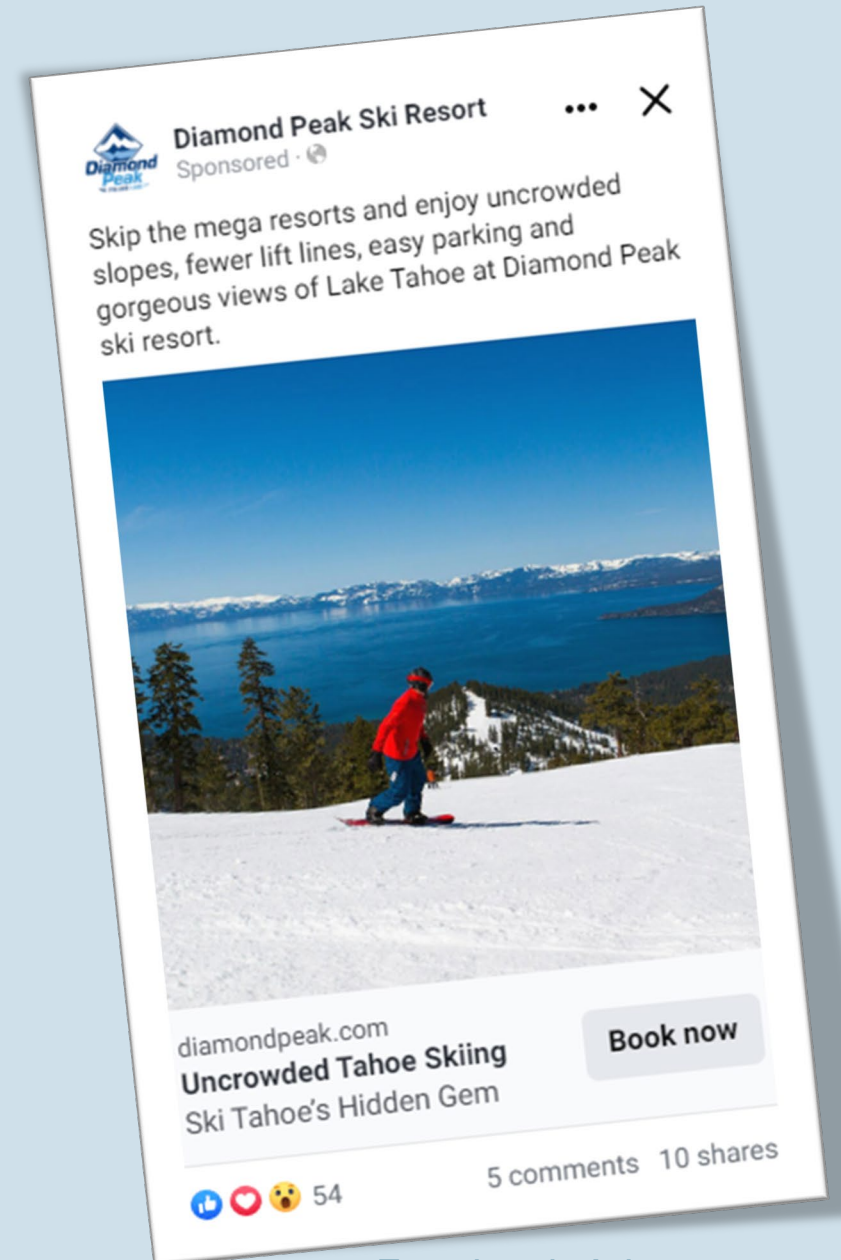
DIGITAL MEDIA HIGHLIGHTS

Paid Social

Platforms: Facebook, Instagram, Tik Tok, SnapChat, You Tube, Yelp

| | |
|------------------------|----------|
| Investment: | \$16,122 |
| Clicks to Site: | 17,529 |
| Engagements: | 14,621 |
| Completed Video Views: | 103,211 |
| Online Revenue: | \$54,884 |

- Facebook was the top performer based on all metrics
- YouTube: Almost 47% of the viewers watched the entire video which is much higher than the industry standard of 20-30%
- Tik Tok and SnapChat were used to reach young adults 21-30 to promote the Terrain Park. There were over 2,000 swipes and 13,000 video completion views or 41%



Facebook Ad

DIGITAL MEDIA HIGHLIGHTS

Website Remarketing

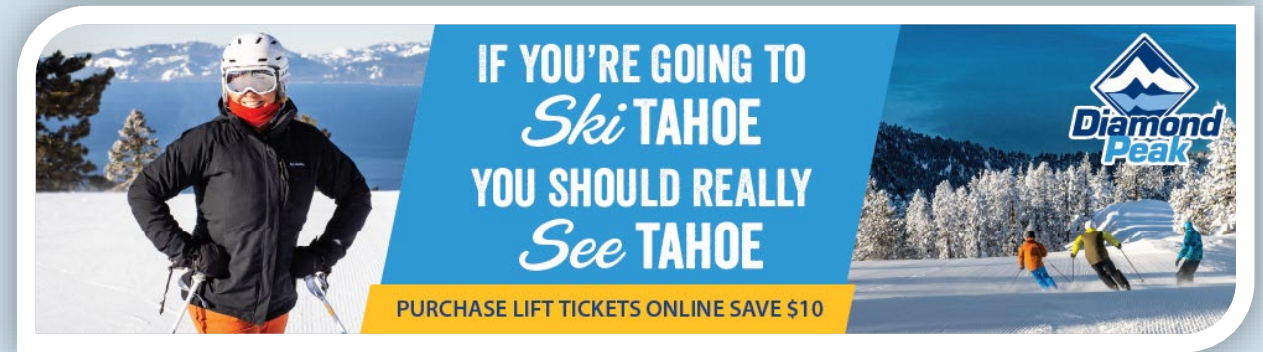
Ads served to those who visit DiamondPeak.com.

- Generated \$71,680 in revenue against a \$3,881 investment
- Performance improved 100% from last year

Programmatic

Utilized A-I real time data and insights from Diamond Peak website users to precisely target new potential customers

- Delivered \$78,963 in applied online revenue against a \$17,500 investment



PUBLISHER BUYS

SFgate.com Sponsored Content

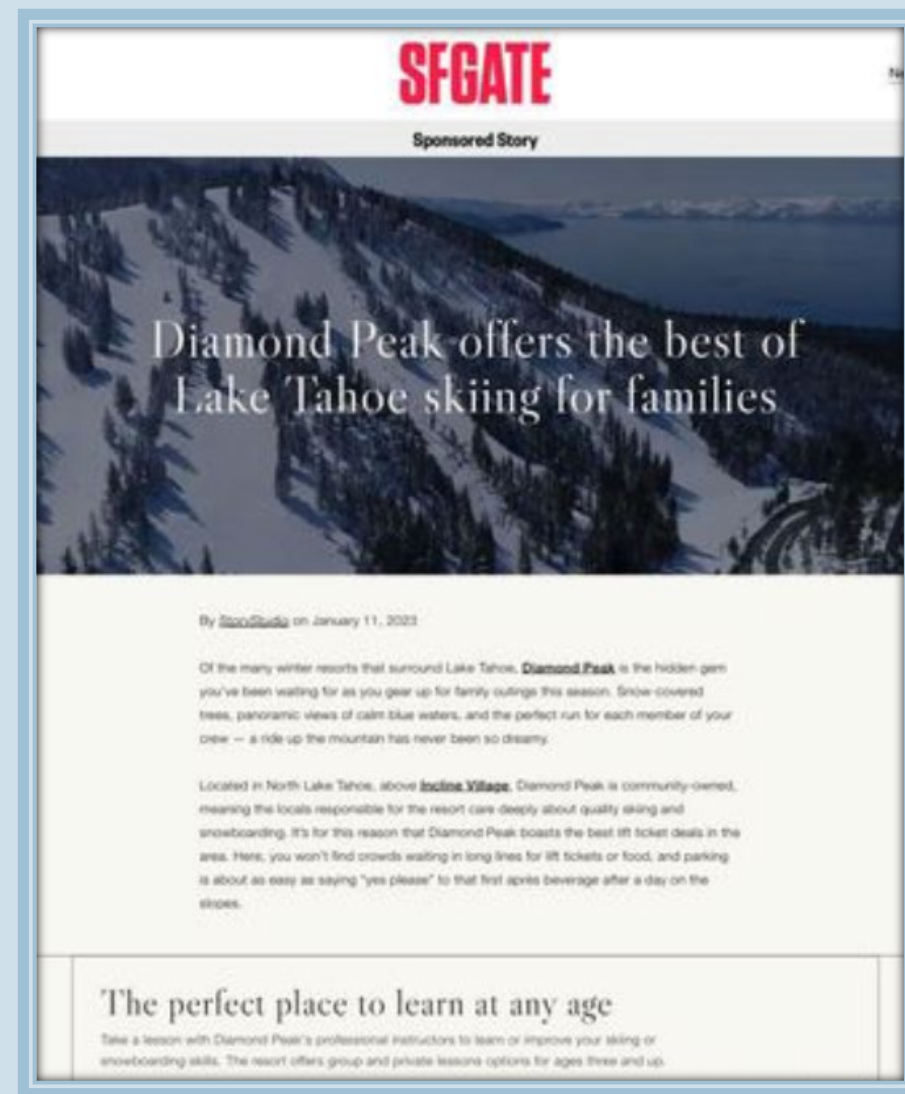
- SF Chronicle Website
- 5,547 Engagements
- 318 Website Sessions
- Average time spent on the article was 3:54

SnowBrains.com Integrated Package

- Banner Ads, Editorials, Snow Conditions & Social Media
- 651 Engagements
- 613 Clicks/Website Sessions

Adventure Sports Journal Cross Platform Package

- Custom digital editorial
- 2x Facebook posts (935 Likes)
- 40 Website Sessions



The image shows a screenshot of a sponsored story on the SFGATE website. At the top, the SFGATE logo is displayed in red, with the text "Sponsored Story" below it. The main image is a scenic view of a snowy mountain slope with evergreen trees and a lake in the background. The headline reads "Diamond Peak offers the best of Lake Tahoe skiing for families". Below the image, the byline states "By [author name] on January 11, 2023". The article text begins with "Of the many winter resorts that surround Lake Tahoe, **Diamond Peak** is the hidden gem you've been waiting for as you gear up for family outings this season. Snow-covered trees, panoramic views of calm blue waters, and the perfect run for each member of your crew — a ride up the mountain has never been so dreamy." The text continues: "Located in North Lake Tahoe, above **Incline Village**, Diamond Peak is community-owned, meaning the locals responsible for the resort care deeply about quality skiing and snowboarding. It's for this reason that Diamond Peak boasts the best lift ticket deals in the area. Here, you won't find crowds waiting in long lines for lift tickets or food, and parking is about as easy as saying "yes please" to that first aprils beverage after a day on the slopes." At the bottom, there is a sub-headline "The perfect place to learn at any age" followed by a short paragraph: "Take a lesson with Diamond Peak's professional instructors to learn or improve your skiing or snowboarding skills. The resort offers group and private lessons options for ages three and up."

CONNECTED TV



Hulu and Programmatic Platform

Target: Skiing/Snowboarder
Enthusiasts living in
the Bay Area

Total Impressions: 1.3 million

Website Sessions: 552



SEASON PASS CAMPAIGNS

| | CAMPAIGN DATES | MEDIA INVESTMENT | # OF ONLINE SALES FROM MEDIA CAMPAIGN | REVENUE FROM DIGITAL MEDIA CAMPAIGN | RETURN ON AD SPEND |
|------------------|----------------|------------------|---------------------------------------|-------------------------------------|--------------------|
| Fall Pass | 10/1-12/31/22 | \$9,804 | 173 | \$71,712 | \$7.60 |
| Spring Pass | 3/24-4/30/23 | \$15,297 | 710 | \$233,451 | \$23.26 |
| Total Pass Sales | | \$25,101 | 883 | \$305,163 | \$15.67 |

- Media Channels: 81% Digital Media / 19% Other
- The Spring campaign generated 29% more revenue than last spring resulting in 18% improved ROAS

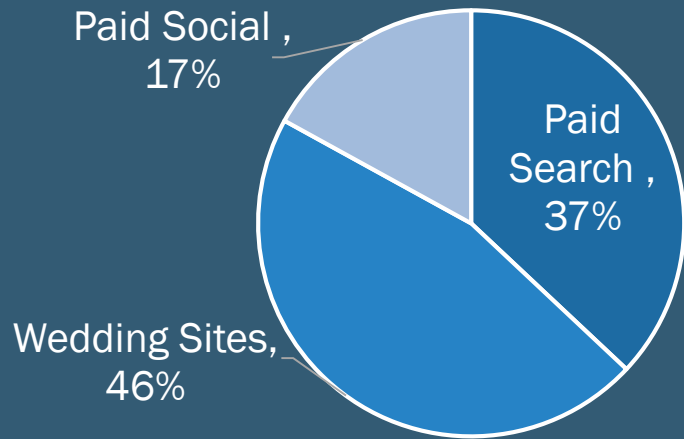
The Spring campaign consistently outperforms Fall

- Early bird rate
- Purchasers have the ability to use their pass to ski until the end of the season
- Spring and resort season opening time periods are historically prime pass selling time for ski resorts



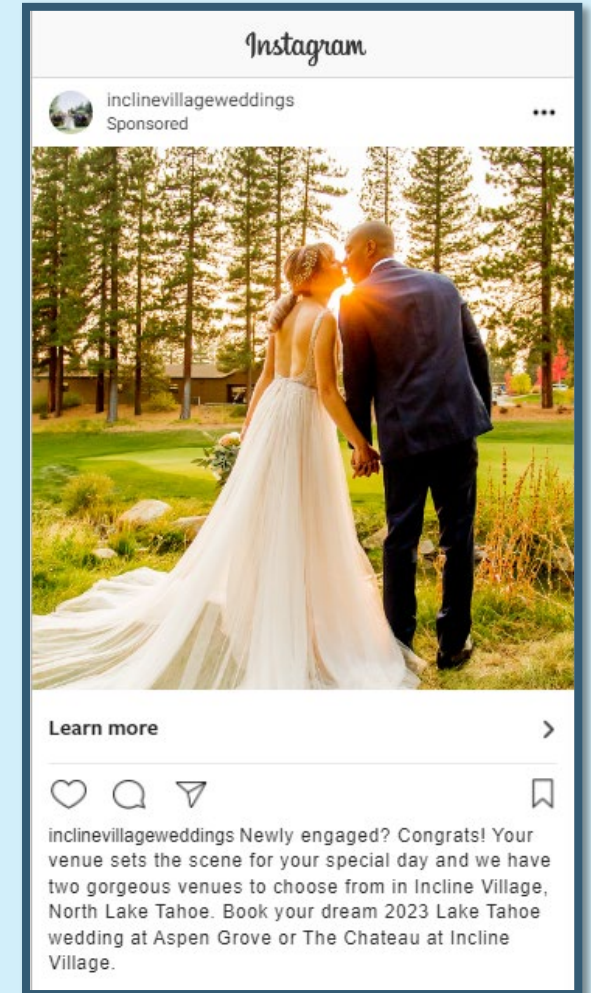
FACILITIES - WEDDINGS

Annual Spend \$25,500



Report Period: July 2022 – March 2023
Impressions: 466,473
Spend to Date: \$20,000
Wedding Leads: 703

- 63% of leads generated from paid advertising
- Remaining leads are from direct and organic search



FACILITIES - WEDDINGS

Paid Search

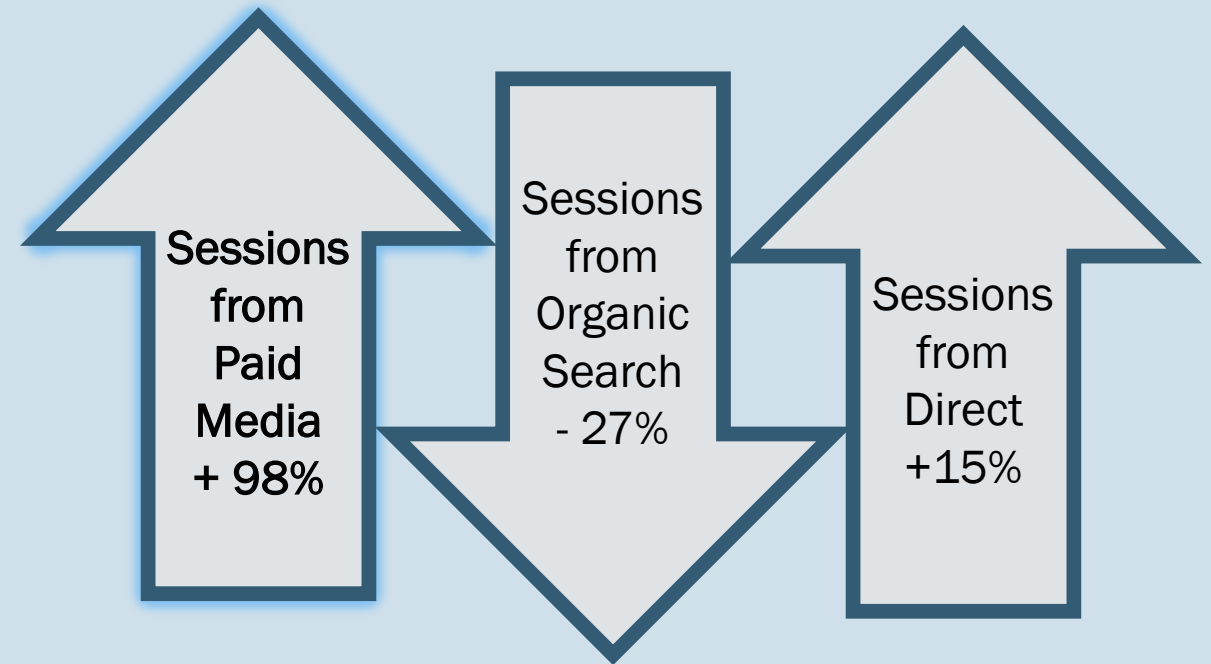
- 26% Share of Voice

Top Performing Search Terms

- Lake Tahoe Wedding Locations
- Places to Get Married in Lake Tahoe
- Lake Tahoe Wedding Reception

Website Sessions Year over Year Change

- 61,000 Total Website Sessions





THANK YOU

EXL MEDIA

SUPERIOR INSIGHTS. EXCELLENT RESULTS.

