

# GM UPDATE

NOVEMBER 20, 2020



TAHOE DONNER<sup>SM</sup>

# LODGE AT DOWNHILL SKI UPDATE

## OUTREACH + SCHEMATIC DESIGN TEAM



# LODGE AT DOWNHILL SKI UPDATE - OUTREACH

## OUTREACH UPDATE SINCE THE LAST BOARD MEETING

- Wrapped up focus groups this week
  - 10 focus groups with approximately 90 members
  - 3 committee focus groups with GPC, Ski Lodge Taskforce, Finance (15 members)
  - Individual Board of Director meetings (5 members)
- November *TD News* update story
- New web pages live with project overview, history, key documents, feedback form and FAQs

## NEXT OUTREACH STEPS

- Consolidate focus group feedback to drive survey development
- Launch member survey - delayed due to adding additional focus groups, live in early Dec.
- Compile survey results
  - Share with the membership
  - Drive business plan development
  - Share with schematic design team

# LODGE AT DOWNHILL SKI UPDATE – DESIGN TEAM

## Proposals due 11/20/20

- As of 11/11/20: 10-12 firms/teams interested.
- Next steps:
  - Review proposal
  - Develop short list
  - Interview team
  - Finalize schematic design (phase 1) contract with selected team
  - Provide recommendation for board to move forward with schematic design



An aerial photograph of a mountain valley. In the foreground, a dense forest of evergreen trees covers the slopes. Several winding roads and paths are visible, some of which are highlighted in a bright green color. In the middle ground, a large, bright blue lake is nestled in a valley. The background shows rolling mountains under a clear blue sky with scattered white clouds.

# TAHOE DONNER 50<sup>th</sup> ANNIVERSARY

Photo courtesy of  
Douglas DeVore

# TAHOE DONNER 50<sup>th</sup> ANNIVERSARY CELEBRATION

## OUR OBJECTIVE

Tell the Tahoe Donner story in a rich and captivating way through narrative, content, individual testimony and photography. Celebrate our history and look to our future.

## OUR STRATEGY

Create a content/activation roadmap starting in January 2021 that introduces the 50<sup>th</sup> anniversary and carries the messaging and branding thread through each month for the remainder of the year. We will also weave in the 50<sup>th</sup> anniversary into capital improvement projects and how the association will continue to develop and thrive for the next 50 years and beyond.



# TAHOE DONNER 50<sup>th</sup> CELEBRATION

## EXAMPLES OF STORY TELLING

- The history of learning to ski at Tahoe Donner through member stories from the 70s/80s and the status of our current ski lodge replacement project
- The history of Euer Valley with an update on the upcoming Coyote Crossing Capital Improvement Project
- History of Tahoe Donner Through Members' Eyes: Interviews and stories of early days in Tahoe Donner
- History of the golf course, project completion and celebrating the future of the course
- History of the trail system and looking forward with the updated Trails Master Plan process
- Theme woven into messages from the GM and Board President throughout the year



# TAHOE DONNER 50<sup>th</sup> CELEBRATION

## EXAMPLES OF ACTIVATIONS

- Nature Loop Trail reopening and guided docent-led hikes
- Historical photo contest
- Commemorative poster, used as *TD News* cover
- 50<sup>th</sup> anniversary SWAG, “surprise” giveaways by lift ops, waiters and other staff
- Fall Member BBQ and Expo (if possible due to COVID-19)
- Early season non-peak \$50 rounds of golf to welcome people back to the golf course
- 50<sup>th</sup> Anniversary finale at New Years Eve Downhill Glowstick parade and Fireworks show

Plan developed and implementation managed by TD  
Communication staff



Nature Loop  
bridge,  
Photo by  
Don Koenes



**THANK YOU**