

Connected.

Truckee Tahoe Airport District

Q2 - 2017 COMMUNICATIONS REPORT

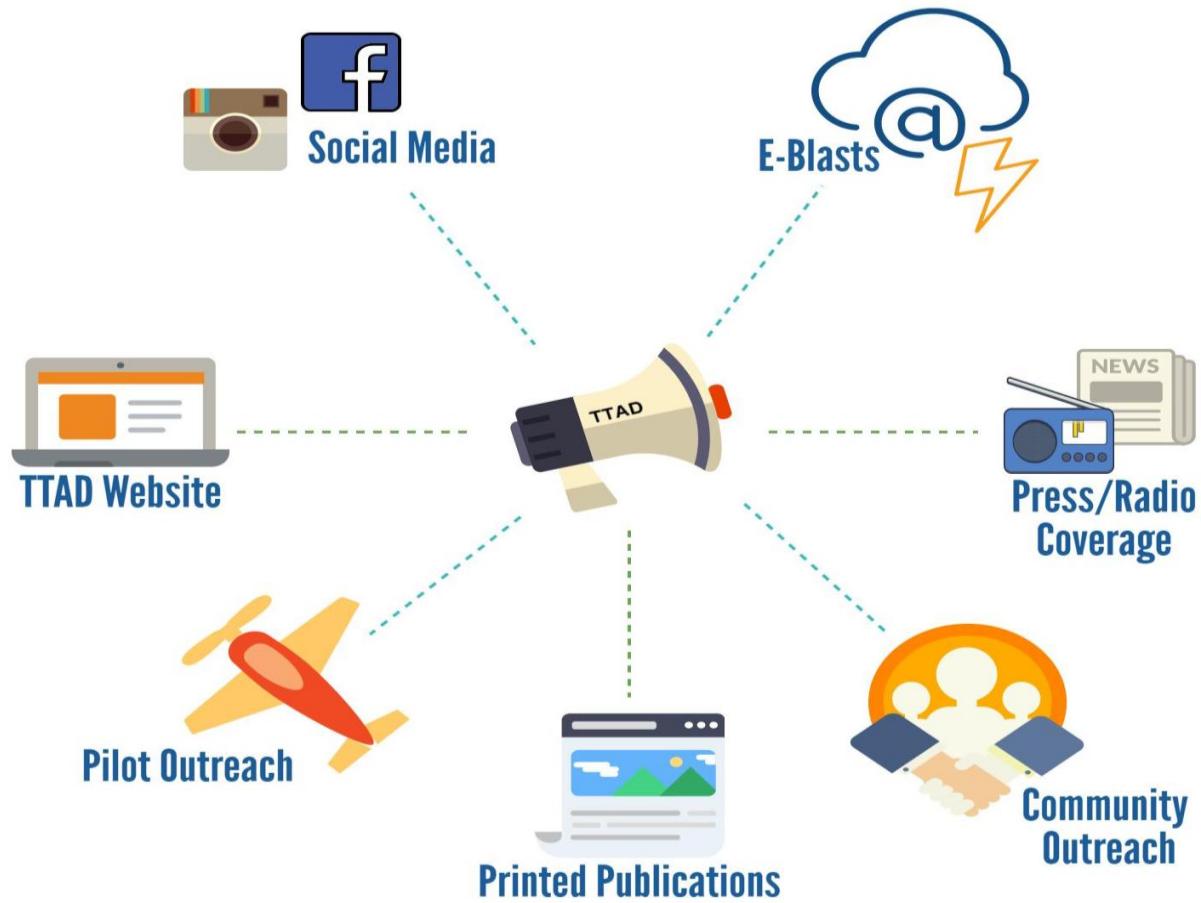
By: Marc R. Lamb, Aviation & Community Services Manager

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Q2 2017 DISTRICT COMMUNICATION METHODS





Q2 2017

AIRPORT EVENTS & HIGHLIGHTS

- 2016 KTRK Report Card Trifold mass mailer - 21,000+ copies distributed
- Local Area Finance Manager's Meeting & Airfield Tour
- New summer ART SHOW in the Main Terminal Building
- Spring 2017 "PILOT NEWS", 1,000 copies distributed
- Warehouse Office Building Grand Opening and Open House
- "Connected" Summer 2017 mass mailer - 21,000+ copies distributed
- Tahoe Expeditionary Academy End of School Year Airfield Tour & Fly-In
- Cirrus Aircraft Event - SR22 and new Vision Jet Static Displays
- Seasonal Temporary Tower Public Open House
- Seasonal Temporary Tower begins operations June 1, 2017 at KTRK
- TTAD & Town of Truckee "Truckee Day" street clean up
- High Sierra Balloon Camp at KTRK
- KTRK sponsored Mike Brown Memorial Splash-In, Lake Tahoe
- KTRK Booth and flight simulator trailer at 2 Truckee Thursdays
- Civil Air Patrol - Mission To Mars 2017 summer camp (1st of 3)
- Zagster Bike Share Program launched





Q2 2017 KTRK Website Stats

We had 27,200 visitors (~298/day) and 48,075 page views on the TTAD website in Q2 2017. That was down from Q1 2017 with 60,400 visitors, (which is typical for winter ski season with major weather events).

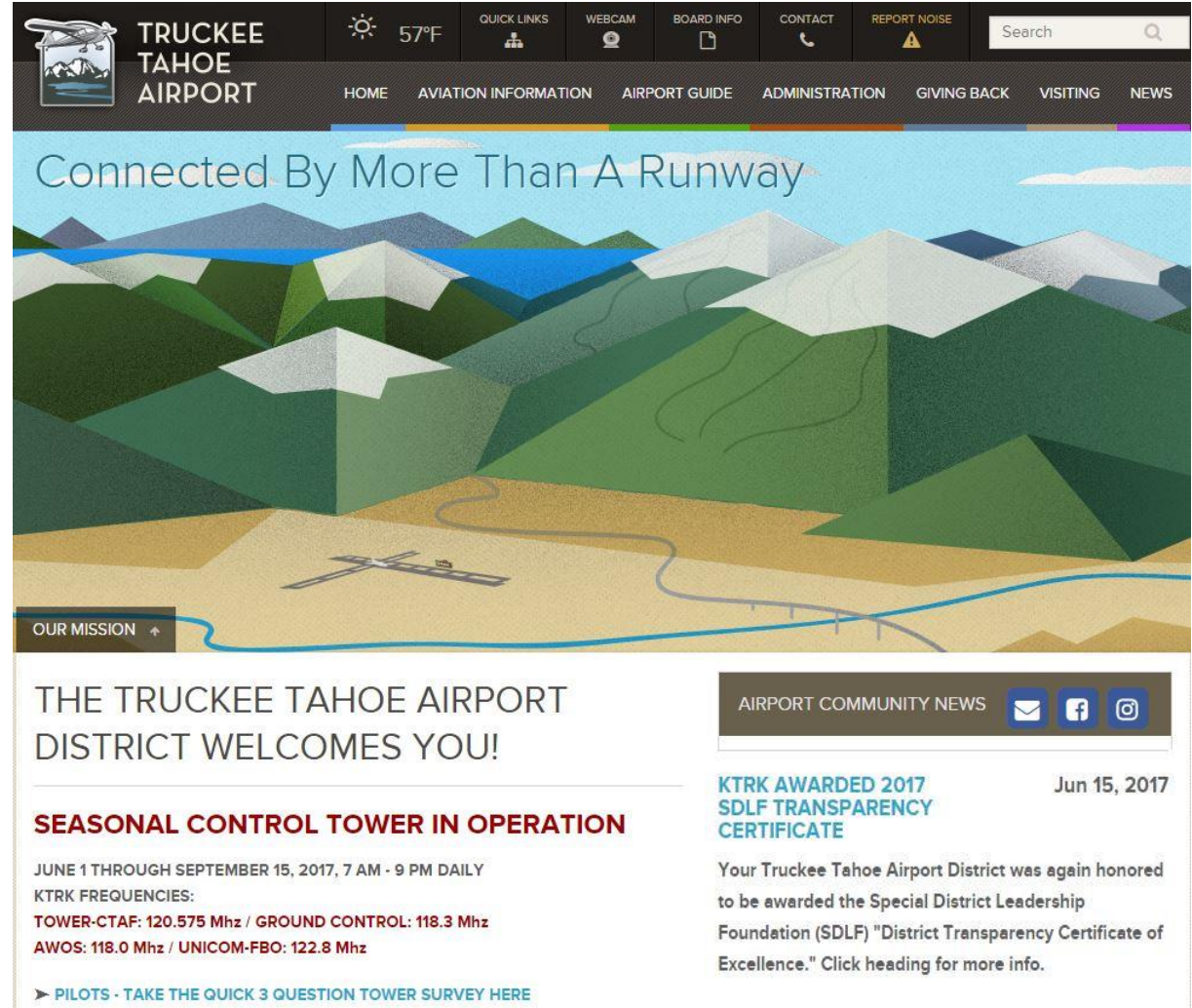
59.1% were Returning Visitors, 40.9% were New Visitors.

Where do people live that were checking in? (Top 5)

➤ Truckee	3,739
➤ San Francisco	1,477
➤ Reno	687
➤ Sacramento	657
➤ Los Angeles	649

What web pages do visitors go to? (Top 5)

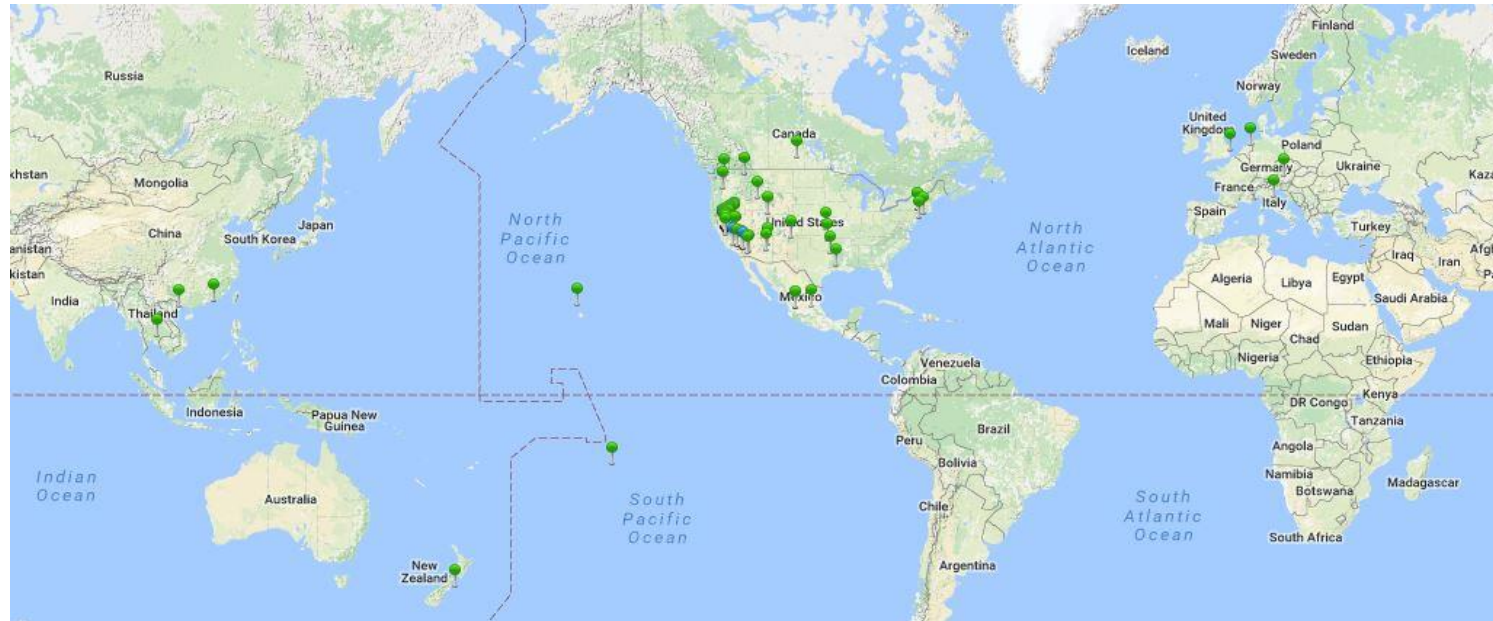
➤ Webcam	19,931
➤ Home Page	10,257
➤ NAP's (Flt Procedures)	924
➤ Admin/Staff	764
➤ Flight Planning	758





Q2 2017

E-News Blasts (Campaign Monitor)



<u>TOPIC</u>	<u>RECIPIENTS</u>	<u>OPENED</u>	<u>DATE</u>
➤ June Pilot & Hangar Tenant NEWS	499	54%	06/20/2017
➤ June Community E-Blast	801	50%	06/14/2017
➤ May Pilot & Airport Tenant Outreach	480	57%	05/22/2017
➤ April Community E-Blast	788	52%	04/25/2017



Q2 2017 SOCIAL MEDIA

INSTAGRAM

Launched 02/01/2016

248 Followers

Average 1-2 posts per week

FACEBOOK

Launched 06/01/2015

838 Fans (all organic)

Facebook Page Rating: 4.3 out of 5.0

Average 2-3 posts per week

Highest Single Post Reach Q2 2017: 8.8K

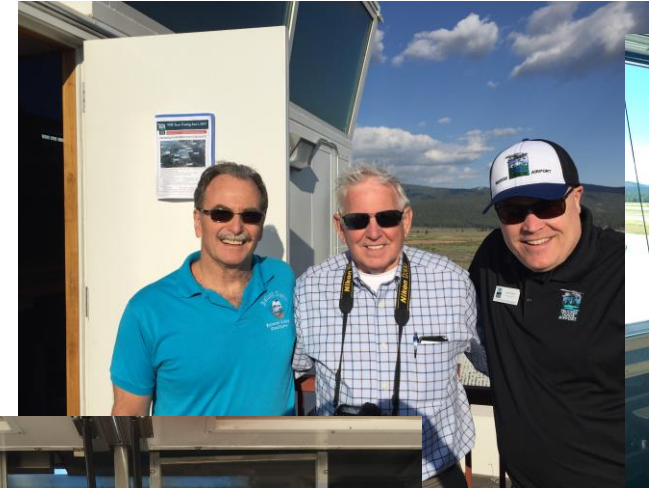
04/10/2017 Topic: "Meet Two of Your Care Flight Crew"

Primary locations: Truckee-Tahoe, Reno, Northern CA

YELP

"People Love Truckee Tahoe Airport"

2016 Award – 4 out of 5 Star Rating





“TRANQUILITY” MEDIA CAMPAIGN 2017

- **Essentials Magazine** Summer edition
- **Moonshine Ink** May, June, July, August, Sept editions
- **Nevada County Gold Magazine** 2017 - 2018 publication
- **Nevada County Gold Flyer** 2017 - 2018 events calendar
- **North Lake Tahoe Visitor's Guide** Summer edition
- **Northstar Living** Summer and Fall issues
- **San Francisco Chronicle** Memorial Day w/e 5/25, 5/26, 5/30
- **Summer Lovin' 2017** Tahoe Summer Guide May - October
- **Tahoe Donner** June, July, August, September editions
- **The Northwoods Magazine** May/June, July/August, Sept/Oct editions
- **The Ritz Carlton Magazine** Q3 Edition July - September
- **The Shire** August, October editions
- **Truckee.Com Visitor Guide** 2017 - 2018 publication



It's why we come here.
It's why we fly here.
It's why we live here.
Let's work together to keep it this way.

Learn what pilots are doing to reduce impacts on local neighbors.

Go to www.TruckeeTahoeAirport.com to learn more about your local airport including the Fly Quiet Program.



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Q2 2017

Use of Airport Community Rooms

- Adventure Risk Challenge
- AirShow & Family Festival Committee
- Boys & Girls Club of NLT
- CFI Dave Tranquilla, Check Ride
- CHP
- Cirrus Aircraft Event
- Civil Air Patrol
- Flying Doctor's Board Meeting
- Forest Charter School
- Girl Scouts Troop #660
- KidZone Organization
- Mountain Belles
- Palisades Truckee Townhomes HOA
- Public Agency Finance Manager's Luncheon
- Rusty Pilots Seminar
- Sierra Business Council
- Sierra Senior Services
- SWEP
- Tahoe Expedition Academy
- Tahoe Forest Hospital
- Tahoe League of Charity
- Tahoe Trampers – Wilderness First Aide
- TNT Cycling Team
- Toastmasters Truckee
- Truckee Donner Chamber of Commerce
 - Good Morning Truckee
 - Knowledge Bites
- Truckee Fire Protection District
- Truckee Optimist
- Truckee Roundhouse Makerspace
- Truckee Tahoe Swim Team
- Truckee Tribe Lacrosse
- Truckee Tahoe Airport District
 - ACAT
 - Bid Openings
 - Board of Directors
 - Safety Training
 - Staff Meetings
 - Street Clean Up
- TTCF - Mountain Housing Council





Q2 2017 Community Sponsorships

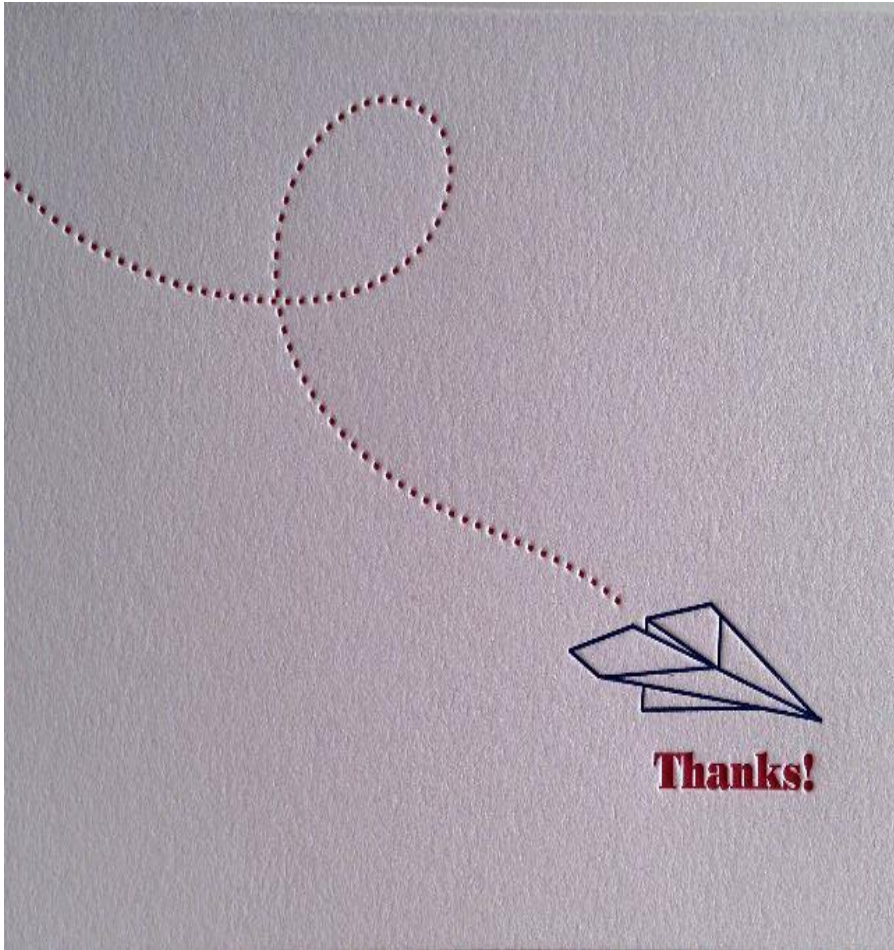
➤ Headwaters Science Institute	\$ 750
➤ Kindred Art and Folk Institute	\$ 500
➤ Sierra State Parks Foundation	\$ 500
➤ Tahoe City Downtown Association	\$ 500
➤ Tahoe Institute for Natural Science	\$ 500
➤ Tahoe Rim Trail Association	\$ 1,000
➤ Tahoe Truckee School of Music	\$ 500
➤ Truckee Day Fund c/o TTCF	\$ 1,000
➤ Truckee Donner Recreation & Parks	\$ 200
➤ Truckee High Cross Country Team	\$ 750
➤ Truckee Rodeo Association	<u>\$ 500</u>
	\$ 6,700





Q2 2017

Letters of Sponsorship Appreciation



- High Sierra Balloon Camp 2017
- Headwaters Science Institute & TTUSD
- Mike Brown Memorial Splash-In
- North Tahoe High – Cross Country
- Pathways to Aviation
- Sierra Expeditionary Academy
- Sierra Senior Services
- Sierra State Parks Foundation
- Snowfest – North Lake Tahoe
- Tahoe Truckee Community Foundation
- Tahoe Truckee School of Music
- Truckee Wolverine Booster Club
- Truckee High Boys Baseball
- Truckee High Girls Softball Team
- Truckee High Cross Country
- Truckee High Track & Field Team



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