

Reside Guide

North Lake Tahoe-Truckee Leadership Program
05.28.15



Meet the Team



Adam Baillargeon // Content & Marketing Manager // **Tahoe Mountain Sports**

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Eric Sundale // Maintenance Supervisor // **Truckee Sanitary District**

Terri Viehmann // District Clerk // **Tahoe City Public Utility District**

Q. What is Reside Guide?



A. Web Portal for living in North Tahoe and Truckee

Reside with Pride...

“The world is so empty if one thinks only of mountains, rivers & cities; but to know someone who thinks & feels with us, & who, though distant, is close to us in spirit, this makes the earth for us an inhabited garden.”

— Johann Wolfgang von Goethe

Selling Points



A Comprehensive Regional Online Resource...

- Truckee, Tahoe City, Kings Beach, Olympic Valley, and Incline Village
- Regional Issues:
 - Recreation, Transportation, Housing, etc.
- Regional Calendar (Events, Meetings & Forums)
- Local Knowledge (Tips & Tricks)
- How to Get Involved

Overview



Reside Guide: A Resource Guide for Living in North Tahoe and Truckee

- Website (resideguide.com)
- Rackcards & Stickers to Drive Traffic to Website
- Utilize Local HR and Business Partnerships
- Early Adopters will have Advantage with Ground Floor Inclusion/Prominence
- Social Media & Marketing

Needs Assessment Impacts



- 54 Responses
- **Results** Show That Our Community is Thirsty for a Comprehensive Website That Leaves no Stone Unturned in Regards to Any Type of Useful Information for the Area
- **Overwhelming** Desire for Info About local government, Non-Profit, Organizations, & How to Get Involved
- Survey Provided **Insight** Into **Topics** That the Community Would Like to See on this Comprehensive Web Portal

Target Group



- **New Residents** to the North Tahoe & Truckee Areas
- **Current Residents** Looking to Become Actively Engaged & Involved in the Local Community
- ***Secondary Target*** (Visitors & Second Home Owners)

Impacts



- Break through Community Barriers - Expand Definition of Community
- Regional Community Calendar
- Community Forum for Locals
- Easy for New Residents to Plug-In
- Information on how to Get Involved (Voting, Local Issues, Volunteering etc.)

Get Connected. Stay Engaged.

Marketing



- **Website**
- **Social Media**
- **Stickers**
 - *Everybody Loves Stickers*
- **Rack Cards**
 - *Resort and Business Associations*
 - *Local Governments/Districts*
 - *Businesses*
 - *Hardware Stores*
 - *Coffee Shops*
 - *Property Management Companies*



Launch (Fiscal Forecast)

Start-up Budget

Rack Card Design	\$384
Rack Card Printing	\$250 (for \$5,000)
Rack Card Holders	\$125 (for 25)
Stickers	\$100 (for 500)
Website Domain(s)	\$32
Website Design	\$2,610
Website/Content Hosting	\$299 (Wordpress ~ Annually)
Website Maintenance	\$1,200 (\$100 ~ Monthly)
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Total:	\$5,000

Annual Upkeep Cost: \$1,515 (Domain, Hosting & Maintenance)

With a Community Partner...



- Compile **Links** and Research Content
- Hire **Staff** to Design & Maintain Website
- **Launch** Website in Six Months
- **Maintain** Website & Provide *Current* Content