



FOR IMMEDIATE RELEASE

North Tahoe Community Alliance Awards \$515,000 for 2023 Events

Event partnership and sponsorship funding supports events that bring the character and spirit of North Lake Tahoe to life

NORTH LAKE TAHOE, Calif. (April 10, 2023) - Funds generated by the businesses that voted to form the North Lake Tahoe Tourism Business Improvement District (NLT-TBID) have been awarded in support of special events that will take place in the region in 2023. In total, \$515,000 will contribute to events that bring the character and spirit of North Lake Tahoe to life for residents and visitors and support the local business community.

“Events like these not only contribute to the vibrancy of our business community and local economy, they give residents and visitors unique experiences to look forward to and participate in,” said Tony Karwowski, North Tahoe Community Alliance president and CEO. “It’s exciting to have such a robust event schedule this year, and funding available to support its success.”

Annual partnership funding totaling \$50,000 was awarded to support marketing and promotion of the 2023 Alpenglöw Speaker Series, Tahoe City Food & Wine Classic, The Great Ski Race, Snowfest, TaHoe Nalu, Skate the Lake, Lake Tahoe Paddle Racing Series, Lake Tahoe Dance Festival and the Tahoe City Oktoberfest.

Additionally, at the recommendation of the Partnership Funding Selection Panel and the Tourism Development Committee, the North Tahoe Community Alliance (NTCA) board of directors approved sponsorship funding requests that were submitted by event producers planning events in 2023, including:

- Made in Tahoe Festival - May 27-28 & Oct. 7-8
- Lake Tahoe Lacrosse Tournament - June 17-18
- Big Blue Adventures - June through October
- Tahoe City Drone Show - July 4
- Kings Beach Drone Show - Sept. 1
- Oktoberfest - Sept. 30

Following the inaugural drone show last summer, this year, both the Tahoe City Downtown Association and North Tahoe Business Association will host expanded drone light shows featuring 300 drones each. A new vendor, [Sky Elements](#), has been selected to produce

this year's shows, which will be performed in celebration of the July 4 holiday in Tahoe City, and Labor Day weekend in Kings Beach.

Events that had previously received sponsorship funding for 2023 included the Palisades Tahoe World Cup, Winter WonderGrass, Broken Arrow Skyrace, Concours d' Elegance and Highlander.

Learn more about the North Tahoe Community Alliance and how TBID funds are generated and allocated at www.norhtahoecommunityalliance.com.

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About the North Tahoe Community Alliance

The North Tahoe Community Alliance (NTCA) collaborates with regional stakeholders to support a vibrant, year-round economy that benefits residents, businesses and visitors of North Lake Tahoe. The organization also advocates for and funds local transportation and workforce housing solutions, visitor services, and promotes responsible and off-peak season travel with a focus on stewardship education. Governed by a volunteer Board of Directors and committees comprised of local business owners and their representatives, the NTCA is funded by a Tourism Business Improvement District (TBID) in contract with Placer County. Formerly known as the North Lake Tahoe Resort Association, the organization was renamed the NTCA in 2023 to align with its new mission. Learn more at www.norhtahoecommunityalliance.com.

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