



May 26, 2011

To: North Lake Tahoe Resort Association Board Of Directors (BOD)  
From: Chamber Staff

RE: Update on the Work Session on 2011/12 Community Marketing Grant  
Process and Business Association Grants

**Background:**

The Chamber Advisory Committee (CAC) annually reviews and makes adjustments to the next year's Community Marketing Grant Process. Each year, as different scenarios occur, there are opportunities to implement improvements in the application and its process.

This year the CAC is in the process of reviewing aspects of the application and granting process regarding:

- Can a Business Association apply for Community Marketing Grant for a Special Event?
- Is the "Gentleman's Agreement" of \$10,000 for each association still applicable?
- Should we include a self-rating form as part of the application that helps the applicant decide whether their event meets all criteria of the grant?
- Should the grant application include information on the NLTRA marketing event priorities?

**Chamber Advisory Committee Recommendations**

Staff will rewrite the draft application including all changes and suggestions resulting from the review and discussion. Staff will present the updated draft to the committee at the next CAC meeting – June 23, 2011. Upon CAC recommendation, staff will ask for final BOD approval at the July NLTRA BOD meeting.

**Requested Action:**

None



[www.NorthLakeTahoeChamber.com](http://www.NorthLakeTahoeChamber.com)

North Lake Tahoe's #1 Resource for Business & Community Information

## Event Schedule

### JUNE

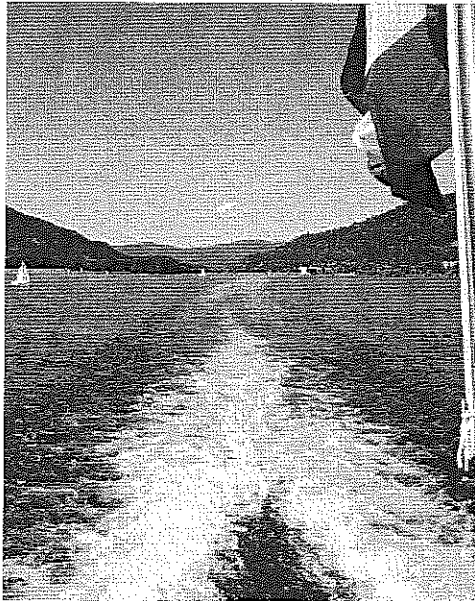
- |           |  |          |
|-----------|--|----------|
| <b>9</b>  | Summer Recreation Luncheon<br>Sunnyside, West Shore            | noon     |
| <b>9</b>  | Mixer – Tahoe World/Sierra Sun<br>Cobblestone Mall, Tahoe City | 5-7pm    |
| <b>14</b> | Public Forum-Winter Games in 2022?<br>North Tahoe Event Center | 5:30-8pm |
| <b>15</b> | Business Expo<br>North Tahoe Event Center                      | 5-7:30pm |
| <b>22</b> | Mixer –Corporate Center, Tahoe Rim Trail<br>Incline Village    | 5-7pm    |
| <b>27</b> | Public Forum – SR89/Fanny Bridge Project                       | 5:30-7pm |

**TBA**



# Summer Recreation Luncheon

## *It's SUMMA-TIME!*



on the Deck at *Sunnyside!*

### JUNE 9, 2011

Noon — 3pm

**Chamber Members: \$27 pp**

Non-Members: \$37 pp

*Why aren't you a member?*

EXCELLENT for FRONT DESK and FRONT LINE EMPLOYEES

If you provide a Recreation Activity in North Lake Tahoe—this is the event for you...  
Tell 100 of our local businesses what you have to offer  
in a fun, welcoming and educational atmosphere!

**THIS EVENT SELLS OUT, SO SIGN UP NOW! DEADLINE: MONDAY, JUNE 6, 2011**

Who's Comin'? \_\_\_\_\_  
 Business/Organization \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 CC# \_\_\_\_\_ Exp. Date \_\_\_\_\_ Code \_\_\_\_\_

**YES**, I will be speaking.  
 **YES**, I will provide 90 brochures.  
*Brochures are due by 6/06/11  
 to the Visitor Information Center  
 380 N. Lake Blvd., Tahoe City*

Check Enclosed  
*Please Make Checks Payable to  
 North Lake Tahoe Chamber of Commerce  
 PO Box 884  
 Tahoe City, CA 96145*

Kym Fabel 530 581.8764 , fx: 581.1686, KYM@PureTahoeNorth.com



# 25th Annual Business Expo and Mixer

Wednesday June 15, 2011  
From 5 pm to 7:30 pm

The North Tahoe Event Center  
Located in Kings Beach



**ADMISSION IS  
FREE**

**Open to the Public**

- Talk with local businesses and non-profits
- Become familiar with local Services and Products
- **FOOD & BEVERAGES**
- **RAFFLE PRIZES**
- **FREE GIVEAWAYS**
- **FREE PARKING**



## MEET & NETWORK WITH YOUR LOCAL BUSINESSES

A chance to meet over 50 exhibitors who offer services and products that you use:

Restaurants  
Business and Office Supplies  
Educational Programs  
Weddings & Honeymoons  
Engineering  
Health Services  
Property Management  
Environmental Products  
Banking

Catering Services  
Interior Design  
Financial Planning  
Entertainment  
Recreation Programs  
Home Maintenance  
Business Associations  
Non-Profit Agencies  
Photographers



# 25th Annual Business Expo Application



**ADMISSION IS FREE**

**Open to the Public**

Talk with local businesses and non-profits

Become familiar with local Services and Products

- **FOOD & BEVERAGES**
- **SILENT AUCTION**
- **FREE GIVEAWAYS**
- **FREE PARKING**

**Wednesday June 15, 2011  
From 5 pm to 7:30 pm**

**The North Tahoe Event Center  
Located in Kings Beach**

**Your Registration Fee Includes:**

**FREE Electricity, FREE Internet Access, FREE Parking and FREE Publicity  
6' table, 2 chairs, table linen, skirting and signage**

**Please Register by May 25, 2011**

Please select booth type:

- Inner Booth - \$195       Non-Profit Inner Booth - \$125  
 Wall Booth - \$245       Non-Profit Wall Booth - \$175

**NO BOOTH FEES FOR RESTAURANTS  
& CATERERS SERVING FOOD**

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Billing Address \_\_\_\_\_

CC# \_\_\_\_\_

Exp. Date \_\_\_\_\_

Code \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Check Enclosed

Send to: North Lake Tahoe Chamber  
PO Box 884  
Tahoe City, CA 96145

I will donate a silent auction item  Yes  No

Questions? Contact Kym Fabel at [kym@PureTahoeNorth.com](mailto:kym@PureTahoeNorth.com)  
or by phone: 530.581.8764 or fax application to 530.581.1686





PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762  
CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES  
May 25, 2011 – 1 pm

**Tahoe City Public Utility District-Conference Room**

PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Jan Colyer, Kali Kopley, Caroline Ross, Mike Gelbman, Justin Broglio and Kay Williams

**RESORT ASSOCIATION STAFF:** Andy Chapman, Judy Laverty, Kym Fabel, Sandy Evans Hall and Emily Sullivan

**OTHERS IN ATTENDANCE:** Pettit Gilwee

**I. MEETING OF THE CHAMBER ADVISORY COMMITTEE**

**1.0 CALL TO ORDER – ESTABLISH QUORUM**

1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 1:06 pm by stand-in Chair Deb Dudley and a quorum was established later in the meeting.

**2.0 PUBLIC FORUM**

2.1 The CAC meeting scheduled for June 22<sup>nd</sup> will be moved to June 23<sup>rd</sup> at 9 am. There is a board retreat scheduled for June 22<sup>nd</sup>.

**3.0 AGENDA AMENDMENTS AND APPROVAL**

3.1 **M/S/C (Kopley/Broglio) (7/0) to approve the Chamber of Commerce Advisory Committee agenda as it stands**

**4.0 APPROVAL OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE MINUTES FROM THE MEETING ON APRIL 20, 2011**

4.1 **M/S/C (Colyer/Broglio) (7/0) to approve the Chamber of Commerce Advisory Committee Meeting Minutes from April 20, 2011**

**5.0 CHAMBER PROGRAM AND PROJECT UPDATES**

5.1 Kym reported on the Chamber Program and Project updates.  
Upcoming Chamber Mixers:

- May 31<sup>st</sup> -Historic UC Davis Fish Hatchery in Tahoe City
- June 9<sup>th</sup> -Tahoe World/Sierra Sun at the Cobblestone in Tahoe City
- June 22<sup>nd</sup>- Tahoe Rim Trail at the Corporate Center in Incline Village

The Summer Recreation Luncheon is scheduled for June 9<sup>th</sup> at Sunnyside and the Chamber Business Expo is on June 15<sup>th</sup> at the North Tahoe Event Center in Kings Beach. Applications for both the Recreation Luncheon and the Chamber Business Expo can be found on the Chamber's website or by contacting Chamber staff.

**6.0 PRESENTATION FROM PLACER COUNTY OFFICE OF ECONOMIC DEVELOPEMENT, VITAL ASSETS PROGRAM**

- 6.1 Pam Pierce presented the Placer County program "Listen to Businesses" walks. The "Walk" is a survey conducted by physically going into each business without an appointment. Each business owner that they come in contact with is asked three questions:
- What do you like about doing business in Tahoe?
  - What would make business better?
  - What should be Tahoe's top priorities to improve our economy?

They will be in North Lake Tahoe for the entire week of June 8<sup>th</sup> and are asking the Chamber and the Business Associations to assist in organizing which business are surveyed. They would also like for Committee Members, Chamber staff and NLTRA Board members to come along for the duration of the survey.

- 6.2 The Committee asked Pam what the project goal is. Pam replied that by talking to business owners one on one, not by email or phone, it will give them information about how the County can assist businesses experiencing hard times through their Economic Development program. The information gathered will increase the Chamber's knowledge on what local business are saying about conducting business in Tahoe. Justin suggested conducting the survey by focusing on a different community each day. Kym will follow up with Pam to set up times to visit each community. Staff suggested that Placer County could set up a booth at Chamber Expo and/or attend the Recreation Luncheon for access to a large number of business owners. The Committee asked for the data after the survey is completed. The survey must be completed by June 30, 2011 and they have one week to conduct the survey in North Lake Tahoe. The Committee was concerned that business owners would not available to do the survey with such short notice. For questions you can email Pam Pierce at [placervitalassets@yahoo.com](mailto:placervitalassets@yahoo.com).

## **7.0 NEW CEO AND EXECUTIVE DIRECTOR WELCOME AND INTRODUCTION**

- 7.1 Caroline introduced Sandy Evans Hall the new CEO and Executive Director of the North Lake Tahoe Resort Association and Chamber of Commerce to the Committee and guests.

## **8.0 PRESENTATION OF NLTRA MARKETING GRANT SERVICES**

- 8.1 Judy presented on the NLTRA Community Marketing Grant Services process. She reviewed the current grant process for the Wanderlust Festival for an example. The Committee asked if all events are treated the same. It depends on the event. Wanderlust is considered a marquee event and there is an extensive amount of services offered to marquee events.
- 8.2 The Committee requested portfolios for each event to include information on; funds granted, NLTRA in kind services provided, staff's opinion on the success of each event and whether or not services provided by the NLTRA benefited the event. The Committee would also like a report stating which event producer was offered services and if they took advantage of those services.
- 8.3 Committee Questions:
- How are event planners notified about the in kind services offered to them?
    - Kym sends them a letter stating that they are encouraged and welcomed to contact Judy for services offered. The letter states that this is a free service offered to the community through the NLTRA.
  - How does staff ensure that the stipulations set by the Committee; such as, logo inclusion in their marketing materials is fulfilled?
    - Could an actual contract be sent out stating exact requirements upon receiving a grant. Or could a form or contract be sent out with the check that must be signed prior to getting funds.

- o At the initial meeting with the event producer, staff can clearly review the grant requirements resulting in a signed agreement prior to grant funds being issued.

8.4 Judy asked how the Committee handles the grant funds if an event is cancelled due to weather or extenuating circumstances. The Committee stated that if the funds are already spent on marketing the event then there is nothing that can be done. If the event is cancelled at the last minute there is still a measurement of the events success, such as registrations, pre-events sales ect.

**Action: The Committee asked for a monthly update on the events that staff is working on to be included as a Standing Report in the Monthly Chamber of Commerce Advisory Committee Packet. They also requested a portfolio on each event prior to the next granting process to give them a guideline of the success of each event. The portfolio should include information on; funds granted, NLTRA in kind services provided, staff's opinion on the success of each event and whether or not services that the NLTRA provide benefited the event and a report stating who was offered services and if they took advantage of the NLTRA's services offered.**

**9.0 REVIEW, DISCUSSION AND WORK SESSION ON 2011/12 COMMUNITY MARKETING GRANT PROCESS AND BUSINESS ASSOCIATION GRANT.**

9.1 Andy reviewed the NLTRA Event Policy adopted by the Board in October of 2010. He stated that the Marketing Committee is requesting focus on hiking, biking, paddle-sports and cross country skiing.

9.2 The Committee suggested the following changes to the Community Marketing Grant Application Form:

**Purpose**

- Add-In caveat with the North Lake Tahoe Resort Association's event priorities.

**Criteria for Eligibility**

- **Number 2**-Explain TOT
- **Number 5**-Add On/Off Lake Strike Zone and Event Impact on Lodging Demand Diagram from the NLTRA Event Policy (Attached to Minutes)

**Grant Program Recipient Obligations-**

- **Number 5**- ROI to include staff recommendation form
  - o Add-All Grant funds may be contingent upon NLTRA event management approval.

9.3 Staff Questions and Committee Response and Suggestions

- Can a business association apply for a Community Marketing Grant to market events on top of the \$10,000 they all ready receive? YES
- Should the Chamber be included in the Business Association Grant Funding? YES
- Is the Gentleman's Agreement of \$10,000 for each association still applicable? YES
- Should regulations regarding events be put on the \$10,000 Business Association Grant funds? NO
- The Committee questioned if the focus of the NLTRA marketing efforts in the areas of hiking, biking, paddle-sports and cross country skiing should or should not be considered in the grant process? NEEDS REVIEW
- The Committee discussed creating a Community Marketing Grant Sub Committee.

**Action: Staff to rewrite the draft application including all changes and suggestions resulting from the review and discussion and present the updated draft at the next CAC meeting.**



## **10.0 COMMITTEE MEMBER REPORTS-**

- 10.1 TMA-** Clean up day on June 2, 2011. Summer increased transit services start June 30<sup>th</sup>. They are 90% sure that there will be a West Shore night service.
- 10.2 NTBA-**Clean up day. The first annual yard sale day coming up soon.
- 10.3 TCDA-**Farmers Market start this Thursday and the Heart and Solstice Festival is in 30 days.
- 10.4 West Shore-**Opening day at the lake kicks off this weekend with Chambers Landing, The Westshore Café, Sunnyside and Bridgetender having their deck opening parties. There is also a Contractor's Fair at Granlibakken scheduled for this Saturday with a Home Improvement Expo for homeowners to connect with local contractors. Entry is Free.

## **11.0 STANDING REPORTS**

The following reports were posted on [www.nltra.org](http://www.nltra.org):

- **MONTHLY BUSINESS PLAN IMPLEMENTATION REPORT**

## **12.0 COMMITTEE COMMENTS**

- 12.1** The Ambassador's Program is scheduled to be on next months agenda. Alex would like to see how the Chamber is going to promote the use of the Amgen assets.

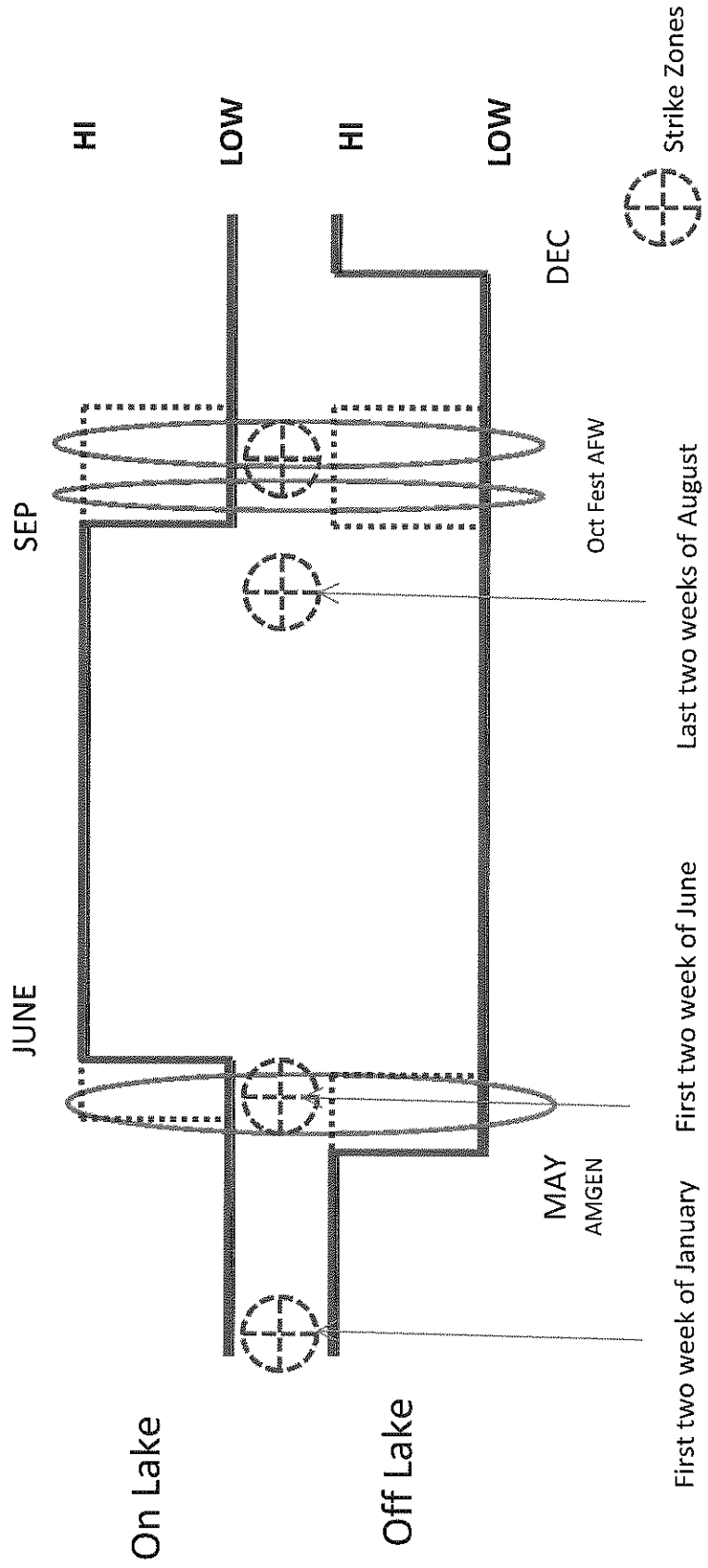
## **13.0 ADJOURNMENT**

- 13.1** The Marketing Committee meeting adjourned at 3:10 pm.

Submitted By:

Emily Sullivan, Programs Assistant  
North Lake Tahoe Resort Association

# Event Impact on Lodging Demand



# 2010-11 Business Plan Progress Report

APRIL 2011

**Goal: Promote Business and Tourism with emphasis on promoting and supporting Chamber members**

- April 14—Mixer at Mt. Rose
- April 14—Began the Monthly Chamber KTHO Radio Interview program
- April 21—Mixer at Clearwater Day Spa

**Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community**

- April 5—Breakfast Club

**Goal: Create, promote and deliver improved value, marketing and delivery of Chamber Member services**

- April 27—Chamber Education Seminar: Wholesale Booking Engines

**Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community: Economic Development, Redevelopment, Diversification and Sustainability**

- April 12—Co-Sponsored Keep the Sierra Green Luncheon
- April 23—Exhibitor at Earth Day, Squaw Valley

| Percentage of Membership by Location |             |             |             |             |             |             |             |
|--------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                                      | Nov '10     | Dec '10     | Jan '11     | Feb '11     | Mar '11     | Apr '11     | May '11     |
| Incline/Crystal Bay                  | 26%         | 26%         | 25%         | 25%         | 25%         | 25%         | 25%         |
| Tahoe City                           | 27%         | 27%         | 26%         | 26%         | 26%         | 26%         | 27%         |
| Truckee                              | 14%         | 14%         | 15%         | 15%         | 15%         | 15%         | 14%         |
| KB/CB/ Tahoe Vista                   | 12%         | 12%         | 12%         | 12%         | 12%         | 12%         | 13%         |
| Reno/Sparks/Carson                   | 6%          | 6%          | 6%          | 6%          | 6%          | 6%          | 5%          |
| South Shore                          | 5%          | 5%          | 5%          | 5%          | 5%          | 5%          | 5%          |
| Squaw Valley                         | 3%          | 3%          | 3%          | 3%          | 3%          | 3%          | 3%          |
| Other                                | 5%          | 5%          | 6%          | 6%          | 6%          | 6%          | 6%          |
| Homewood/Tahoma                      | 2%          | 2%          | 2%          | 2%          | 2%          | 2%          | 2%          |
| <b>Total</b>                         | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> |
| <b>Total Members</b>                 | <b>638</b>  | <b>638</b>  | <b>601</b>  | <b>601</b>  | <b>575</b>  | <b>555</b>  | <b>525</b>  |