



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

LODGING COMMITTEE MEETING MINUTES
March 31, 2011 – 2 pm

Tahoe City Public Utility District-Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Bill Matte, Brett Williams, Christy Beck, Kay Williams, Barb Cohen, Alex Mourelatos, and Heimo Brandstatter

RESORT ASSOCIATION STAFF: Andy Chapman, Emily Sullivan, Kym Fabel and Jeremy Jacobson

OTHERS IN ATTENDANCE:

I. MEETING OF THE LODGING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Lodging Committee meeting was called to order at 2:10 pm by Andy Chapman and the Committee was one Board member short of a Quorum. A Quorum was later established at 3:00 pm with the addition of Board Member Alex Mourelatos.

2.0 PUBLIC FORUM

2.1 No public forum

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Mourelatos/Williams) (7/0) to approve the Lodging Committee agenda as it stands.**

4.0 APPROVAL OF LODGING MEETING MINUTES-March 3, 2011

4.1 **M/S/C (Cohen/Williams) (7/0) to approve the Lodging Committee minutes from March 3, 2011.**

5.0 REVIEW AND DISCUSSION ON WWW.GOTAHOENORTH.COM WEBSITE

5.1 Andy stated that there has been concern over the newly revised GoTahoeNorth.com website, particularly the lodging portion of the website. All of NLTRA's marketing efforts direct visitors to the GoTahoeNorth.com website. Once you get to the website there is a 'Stay' tab for lodging which has five or six lodging categories and a rolling bar that refreshes with new properties every time you click. Andy asked the Lodging Committee to review the website to ensure that the lodging categories are accurate. The addition of 'Cool Deals' under the 'Stay' tab and a newly enhanced search mechanism has improved visitors ability to search for lodging. Once you get to a specific lodging property, that property's 'Cool Deals' will pop up. There are social media links, picture opportunities and video capability available for lodging properties as well. Visitors booking lodging will be linked directly to the lodging properties home page from GoTahoeNorth.com.

- 5.2 Andy asked the Committee if they had changes or suggestions they would like to make to the 'Lodging' section of GoTahoeNorth.com. Brett suggested renaming the 'Stay' tab to 'Lodging'. He would like to do a consumer test, changing out the words, 'Stay' or 'Lodging' to see which receives more click-throughs. The Committee agreed that 'Lodging' is better than 'Stay'. He also suggested 'Search Lodging' be located higher on the page next to 'Cool Deals' or have both up with 'Search Lodging' as another column next to 'Cool Deals'. He pointed out that the pricing section of the lodging needs to be explained, and questioned what \$, \$\$, \$\$\$, \$\$\$\$ stands for. Andy stated that the dollar amounts used to be explained on the website but it is difficult due to season price changes and weekend vs. weekday price differentiation.
- 5.3 Brett suggested adding 'Location' to the main lodging landing page. The Committee agreed that 'Location' is more important than 'Lodging Type.'" Christy suggested having an interactive map where visitors click on a destination and be sent to a page describing the different lodging types in that location. The Committee agreed that they would like a better map than Yahoo or Google. They requested better search options within the 'Cool Deals' portion of the website. Barb requested pictures of lodging types be added to the site. Andy replied that's possible but then all of the Lodging Categories would not be visible on one page. She asked if it was possible for the pictures and categories to rotate. There was questions concerning the headers, Andy stated that the headers need to be consistent throughout the entire site. He reviewed the site visit click-throughs and reported that lodging is driving the bulk of clicks. Kay likes the way the site looks, Andy agreed that a lot of improvements have been made.
- 5.4 Changes the Committee suggested: Search issue (search function) horizontal search element, mapping (to make sure mapping is more integrated and have a better zoom ability for individual properties), look into dollar signs (explain them or remove them). Alex wanted to make sure customers expectations are being fulfilled on the website. He asked about the ability of customers emailing or having a live chat with someone to assist with lodging questions. Brett asked about the possibility of customers being able to email more than one lodging property at a time. The Committee discussed the loss of a reservation center and how small lodging properties have suffered due to its loss. Kym replied that there was a personal touch when people called in but after they received the information they would book their lodging online themselves. Andy stated that staff will start sending a click-through report to all the lodging partners within the first 5 days of the business month. Alex suggested Andy send it with a personal note to ensure that it is well received.
- 5.5 Andy reviewed the Spring Media Push. Additional marketing funds are being spent to drive business during the last few weeks of the season until Easter. There will be additional radio buys and other media placed in the Bay Area. Lodging properties need to get their 'Cool Deal' packages up on GoTahoeNorth.com to take advantage of the additional marketing.

Action: Staff to create an easily downloaded event PDF for lodging properties to use to market events.

Action: Staff to send monthly click-through reports to all lodging partners.

6.0 PRESENTATION ON NORTH LAKE TAHOE LEISURE SALES EFFORTS

- 6.1 Jeremy reported on the Leisure Sales efforts. He stated that 50% of his budget is spent on marketing North Lake Tahoe internationally. He works in connection with NCOT, CTTC and the RMC (Reno Airport Marketing Council). When he attends shows he drives people to GoTahoeNorth.com. At this time he is in the process of setting up a ChamberEducation class with Kym to review Leisure

Sales efforts and how it benefits North Lake Tahoe businesses. There will be a ChamberEDucation class; *Internet Booking* scheduled on April 27th at the North Tahoe Event Center. It is very important to understand the different ways to channel bookings; he looking to do a series of educational seminars to assist lodging partners. Kay asked Jeremy if he could give a review of the Mountain Travel Symposium upon his return. Jeremy replied yes. Brett asked Jeremy and Kym about the weekly Chamber blasts, he suggested having a separate lodging piece be distributed to lodging partners 30 days out. This way lodging properties can post the events on their website. Brett also suggested having an event focused landing page that is linked to the NLTRA's website that they can use to inform guests of upcoming events. This would also ensure that the lodging partners know to post 'Cool Deal' packages prior to an event.

Action: Jeremy to give a brief review of the Mountain Travel Symposium at the next Lodging Committee meeting.

Action: Addition of Event Landing Page for Lodging Partners to utilize.

7.0 DISCUSSION ON CHAMBEREDUCATION 12 MONTH CALENDAR

7.1 Kym reviewed the ChamberEDucation classes scheduled for the next year. She distributed the Calendar to the Committee. She reviewed some important classes that may pertain to the lodging community. Andy stated that more classes will be added to the calendar but at this time; these are classes that benefit lodging professionals. Alex professed the importance of communicating with 'front line' employees. Barb suggested having a class reviewing the benefits the NLTRA offers to the lodging community. It would be good to have an explanation of what the NLTRA staff provides; Shelley (Website content), Shelly (information Center), Jeremy (Leisure Sales), Jason (Conference Sales), the NLT Chamber (ChamberEd), Pettit (PR) and Andy (Marketing). Kym stated she is planning a New Member Breakfast monthly to welcome New Chamber Members and inform them of their Chamber benefits.

7.2 Kym discussed the plan for the Amgen ChamberEDucation classes. She distributed Amgen ChamberEDucation packets to the Committee. Kym reviewed the event calendar and explained if any community members have an event to email the information to Andy. It will be posted on the Tahoe Amgen website. The Chamber is providing Amgen window clings, which can be picked up at the North Tahoe Visitor Information Center. There are also cow bells for sale, available May first, \$5 each for 10 or more and Amgen flags available for purchase. The Chamber will be putting together gift bags for all of the Amgen volunteers and Kym is looking for coupons (bounce back coupon) and they need to be turned in by May 1st. The coupons will be bundled by geographic location for convenience of use for the volunteers. Andy will be providing everyone with the 10-best viewing locations. Kym suggested all lodging partners list a lodging package on 'Cool Deals' for Amgen visitors. There is a flyer in the packet if any of the Committee members would like to purchase Amgen merchandise for resale. Other Amgen advertising opportunities available are the Expo at the Horizon with 30-35,000 visitors and donation opportunities for the silent auction at the Gala with 500-600 people.

8.0 UPDATE ON AMGEN TOUR OF CALIFORNIA

8.1 Andy stated that they have been busy with the Amgen ChamberEDucation classes the past couple of weeks. The LOC is finalizing the merchandise sales and will be getting product out as soon as possible. Sponsorship sales are still in the works, with two new possible sponsors, Martis Camp and Tahoe Seasons Resort. There is the final site visit with AEG on the April 14th to review any last minute details. The LOC will be working within the communities to find

appropriate community members to present awards. Andy reported that there is an official event guide produced by Sierra Media Group on Amgen and biking; 40,000 copies will be delivered to local businesses on April 28th.

9.0 DISCUSSION AND POSSIBLE ACTION TO MODIFY QUORUM REQUIREMENT TO 1 NLTRA BOARD MEMBER AND 1 LAY MEMBER

9.1 M/S/C (Williams/Matte) (7/0) to modify the Lodging Committee Quorum to one NLTRA Board Member and one Lay Member.

10.0 COMMITTEE MEMBER COMMENTS

10.1 The next Lodging Committee meeting is scheduled for June 2nd, at 2 pm

11.0 STANDING REPORTS

The following reports were posted on www.nltra.org:

- FEBRUARY MTRiP REPORT
- JANUARY RENO TAHOE AIRPORT REPORT
- FEBRUARY SEARCH ENGINE OPTIMIZATION REPORT
- FEBRUARY WEB/GEO TRACKING REPORT
- FEBRUARY LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

12.0 ADJOURNMENT

12.1 The Lodging Committee meeting adjourned at 4:15 pm.

Submitted By:

Emily Sullivan, Programs Assistant
North Lake Tahoe Resort Association



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JOINT INFRASTRUCTURE/TRANSPORTATION COMMITTEE

April 25, 2011

Tahoe City Public Utility District Board Room

PRELIMINARY MINUTES

ATTENDANCE: Wally Auerbach, Ron McIntyre, Sue Kyler, Guy Perman, Jan Colyer, Ken Foster, Keith Vogt, Will Garner, Dave Paulson, Phil GilanFarr, Pat Perkins, Gary Davis, John Pang, Debbie Casey, and Jennifer Merchant. Alex Mourelatos arrived at 1:12 PM. Andrew Ryan and Kali Kopley arrived at 1:30 PM.

STAFF IN ATTENDANCE: Ron Treabess

OTHERS IN ATTENDANCE: Gordon Shaw

A. Call to Order - Establish Quorum

The meeting was called to order at 1:06 PM by Chairman Wally Auerbach and a quorum was established.

B. Public Forum

Jan Colyer introduced Truckee North Tahoe Transportation Management Association (TNT/TMA) Program Manager Jaime Wright.

C. Agenda Amendments and Approval

It was agreed that items may be taken out of order.

M/S/C (GilanFarr/Vogt) (15-0-0) to approve the agenda as presented.

D. Approval of Joint Infrastructure/Transportation Committee Minutes – March 28, 2011

M/S/C (GilanFarr/Pang) (15-0-0) to approve the March 28, 2011 Committee minutes as presented.

E. Presentation, Discussion, and Possible Action to Recommend Acceptance of the Draft North Lake Tahoe Express Performance Review

Gordon Shaw of LSC Transportation Consultants presented the North Lake Tahoe Express Performance Review. Gordon Shaw provided history of the airport shuttle service, which was begun in 2006, and reviewed the 3 service routes. The shuttle does not operate unless reservations are made in advance. Only 38% of the possible runs actually operate, which translates to 5,636 one-way trips per year. The heaviest ridership is in the wintertime and most passengers are guests of the Hyatt Lake Tahoe Incline. Use by local residents is much less than use by visitors, who primarily make reservations on-line. Ridership has increased every year of service and is expected to exceed 20,000 passengers this year. Comment cards show very favorable passenger perception of the service. Gordon Shaw reviewed comments from property managers and conference planners who responded to specific questions. Based on all responses, Gordon Shaw estimates 2% of visitors may have chosen another destination if the airport shuttle service was not available.

Gordon Shaw reviewed the financial components of the program, showing the subsidies provided and administrative services. NLTRA provides approximately 60% of the total subsidy for the program, or about 10% of total costs. Tahoe Transportation District (TTD) provides authority for interstate passenger transportation and contracts with Airport Mini Bus, which operates the vehicles and provides dispatch and counter service at the airport, and TNT TMA, which manages the program and provides marketing services. A table was reviewed showing Express subsidies and passenger revenue and ridership per year. Discussion followed regarding possible break-even points and opportunities to grow the service, if subsidies continue.

Gordon Shaw reviewed LSC's recommendations to continue the service. Discussion followed regarding the subsidy, the contract process, and possible improvements to the service to increase ridership.

ACTION: Ron Treabess will send Committee members the link for the full report.

ACTION: Gordon Shaw will submit a prioritized, bulleted report with LSC's recommendations and work with the Committee to develop a Request for Proposals (RFP) for the Express operating contract.

M/S/C (Foster/McIntyre) (17-0-0) to accept the Draft North Lake Tahoe Express Performance Review as a basis for future decision making on the airport shuttle service.

F. Transportation Services Update for FY 2011/12

Ron Treabess presented the Capital Investments – Transportation Chart and gave providers the opportunity to review their services, which are components of the 2011/12 transit programs.

- **TART Baseline Service**

Will Garner reported TART winter ridership is up 18% from last year. Approximately 47% of TART boardings come from ski area guests and employees, which is up 26% from last year and accounts for about 2/3 of the overall winter ridership increase.

- **North Lake Tahoe Express**

Jan Colyer presented the Express ridership report.

- **Summer Evening (Northstar to Crystal Bay)**

- **Winter Nighttime**

There are no anticipated changes in service, however it was agreed there may need to be cost adjustments for fuel.

- **Enhanced Winter Skier Shuttle (Donner Summit to Truckee Depot)**

There is no anticipated change in this service.

- **Summer and Winter Traffic Management**

Ron Treabess reported the Winter Traffic Management will be expanded to include a program at Highway 89 and West River Street.

Ron McIntyre asked Will Garner what he expects will be needed for TART from NLTRA. Will Garner explained that until the state of California budget is determined, the required subsidy is unknown.

G. Presentation, Discussion, and Possible Action to Recommend Approval of the Draft Infrastructure/Transportation 2011/12 Project Budget

Ron Treabess presented the draft project budget detail showing the transportation and infrastructure projects that are most likely to come forward this year. If all come through, there is about \$1.6 million in infrastructure projects, which is only expended project by project. Transportation funding is done as a whole and \$1.4 million has been requested. The new project funding totals just over \$3 million. Added to the \$5 million previously allocated (for projects approved but not yet done), the total draft project budget is approximately \$8.5 million. There is about \$10.7 million in the NLTRA budget for these items, which means a balance of \$2.3 million remains undesignated. Discussion followed clarifying line items.

M/S/C (GilanFarr/McIntyre) (16-0-1 abstention from Merchant) to approve the Draft Infrastructure/Transportation 2011/12 Project Budget as presented, with an amendment to include appropriate fuel charge increases for the Summer Night Rider.

H. Activity Report – Director of Community Partnerships and Planning

Alex Mourelatos asked about the roadway and bike path maintenance being done in preparation for the May Amgen Bike Tour. He asked if funds are available for spectator areas in Kings Beach, Tahoe Vista, or Crystal Bay. Discussion followed regarding how areas were identified for funding of special clean-up.

ACTION: Ron Treabess will make some contacts to see if there is a need for funding clean-up of spectator areas for the Amgen Tour in Kings Beach, Tahoe Vista, and Crystal Bay.

I. Committee Members' Comments

Alex Mourelatos asked if any expectations have been set with vendors who responded to the Water Shuttle Pilot Program. Ron Treabess replied that responding vendors have been told the program will not begin until 2012.

Dave Paulson announced Paul Shultz has been appointed General Manager of North Tahoe Public Utility District.

John Pang reported Highway 50 over Echo Summit will be closed during the Amgen Bike Tour weekend of May 13 for Caltrans work.

Jan Colyer offered to form a Subcommittee of this group to work with LSC on developing a Request for Proposals for the North Lake Tahoe Express contract.

J. Next Meeting Date – May 23, 2011, 1:30 pm, Tahoe City Public Utility District

Adjournment

The meeting adjourned at 2:40 PM.

Respectfully submitted,

Judy Friedman, Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

MARKETING COMMITTEE MEETING MINUTES

April 26, 2011 – 1 pm

Tahoe City Public Utility District-Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Ron Parson, Brett Williams, Heather Allison, Barb Cohen, Kevin Hickey, Becky Moore and Deanna Gescheider

RESORT ASSOCIATION STAFF: Andy Chapman, Judy Laverty, Emily Sullivan, Jeremy Jacobson and Jason Neary

OTHERS IN ATTENDANCE: Wendy Hummer, Cathy Davis, Mike Williams, Shelley Fallon and Pettit Gilwee

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 1:03 pm by Stand in Committee Chair Ron Parson and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Ron questioned if a review of Group Marketing should be on the agenda. Andy replied that will be on the agenda for next month's meeting

3.2 **M/S/C (Cohen/Williams) (7/0) to approve the Marketing Committee agenda as it stands.**

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON MARCH 29, 2011

4.2 **M/S/C (Gescheider/Williams) (7/0) to approve the Marketing Committee minutes from March 29, 2011.**

5.0 UPDATE ON AMGEN TOUR OF CALIFORNIA EFFORTS

5.1 Andy stated that they have been busy with the Amgen Tour coming up in three weeks. There are a lot of events listed on the Amgen 10-day calendar at this time. Amgen banners have been put up in surrounding towns. Some new sponsors have recently signed on; Clear Capital (King of the Mountains for Stage One and Stage Two) and the Tahoe Forrest Hospital Foundation. There have been some additional costs requested from the CHP and the NHP, The NHP is requesting that 50-additional officers be present for the race. The gala is in full swing. Ron asked if it would be possible to discuss branding North Lake Tahoe as a bike destination at the next Marketing meeting. Andy replied that he will add it to the agenda for the next meeting. Brett asked about May's occupancy reports. Andy replied that the MTRiP report is showing good data at this time. Deanna asked if AEG gave an estimated number of crowd participants. Andy

replied that they have not given him a specific number but they say it will be comfortably crowded especially at the start and finish locations. Ron reminded the Committee that there will be a viewing party at Tahoe Tree.

Action: Discuss branding North Lake Tahoe as a Bike Destination at the next meeting.

6.0 REVIEW OF TARGET PERIOD STRATEGY PLAN

- 6.1 Wendy and Cathy reviewed the Target Period Strategy plan. Wendy reported that Target-4 will affect stays in June. Target-4 targets adults with and without children with media more focused on the destination market with specific emphasis on LA, and is a mixed media of messages focused on summer and activities. The media consists of magazines; VIA (May issue, Discover Summer Insert), Diablo Magazine (good year round publication, focused in the East Bay, special feature on North Lake Tahoe in June), Sunset Magazine (Summer Travel Special Issue in June), LA Times Sunday Magazine (high index for hikers and golf), Outside Magazine (Special Cycling Supplement in May and America's Best Trails in July) and CTTC California Golf Co-op (sent to visitors requesting information on golf). Radio; KFOG (Indexes high for most activities skews well for women), KNBR (Indexes high for activates), KITS (younger 25-35) and KIOI (good family station). The internet is a combination of; Search, Trip Advisor, Sfst, Away Network Newsletters, Network Buys/Ad Roll and Email blasts.
- 6.2 Cathy reviewed Target-1 which affects stays in late August through September. This target is lighter on print, only using Sunset Magazine. There are still marketing campaigns on the radio and internet.
- 6.3 Brett expressed concern that there are not a lot of events listed in June and would like to push marketing in the last two weeks of June. He noted that the last two weeks in August are a prime time to market to people without children. Mike suggested being able to search 'Cool Deals' by date. Barb stated that there is 'June Gloom' in the Bay Area, and suggested creating an ad, marketing sunny North Lake Tahoe. Ron agreed with the activity messages being marketed and he wanted to ensure that GoTahoeNorth.com's activity messages are easily delivered to visitors in market. He also wanted to know what is being done once visitors are here to ensure that the message is conveyed appropriately. Becky asked who requests businesses to post information on 'Cool Deals' and the 'Event Calendar'. Andy stated that Shelley works to get activities on GoTahoeNorth.com's event calendar, packages posted on 'Cool Deals' and Kym sends out e-blasts to remind all of the Chamber Members. Brett asked when the site will change from winter to summer. Mike replied the site will change to summer on May 1, 2011.
- 6.4 Brett asked if staff has researched bringing any mountain bike events/festivals in the fall to North Lake Tahoe. Andy stated that AEG purchased the Leadville Qualifier and it will be a three year deal for the event to occur in North Lake Tahoe. Andy said he believes that type of event will be more prominent in North Lake Tahoe. He is also looking to conduct research in the future to get in-market customer feed back concerning the branding of the NLTRA. Barb prefaced concern that on the N is for North logo, the wording 'North Lake Tahoe' is too small. Andy said that the logo is something that can be researched.
- 6.5 **The Committee made the following suggestions to staff; marketing messages to push the last two weeks of June, review how the marketing message is being fulfilled on the website, conduct potential Chamber Education class concerning messages on the website and look into marketing research including in-marketing consumer analysis and branding analysis for the fiscal year starting at the end of June.**

7.0 REVIEW OF SPRING/SUMMER MEDIA PLAN

7.1 **M/S/C (Gescheider/Dudley) (7/0) to approve the Marketing Summer Media Plan**

8.0 UPDATE ON MOUNTAIN TRAVEL SYMPOSIUM AND INTERNATIONAL POW WOW

8.1 Jeremy stated that Mountain Travel Symposium is a one week gathering where the domestic and international ski wholesalers contract with North American suppliers. MTS is held on the East Coast for two years then on the West Coast for two years. MTS will be held at North Lake Tahoe next year on April 15-21, 2012 at the Resort at Squaw Creek in Olympic Valley. This is an annual event normally in late March to the end of April. This year MTS was held in Beaver Creek, Colorado. Jeremy reported that staff conducted 45 travel trade appointments with international ski wholesale companies, met with 27 different ski clubs/councils, staff was on the Local Organizing Committee and also scheduled meals and meeting with Ski.com, Hotelbeds.com, BookIt.com, Alpine Adventures, Mountain Reservations, Ski Safari, North American Hosts, Ca Tourism-UK and DerTour.

8.2 POW WOW is a U.S. Travel Associations International travel premier international marketplace and the largest generator of Visit USA Travel. It is three days of intensive pre-scheduled business appointments with more than 1000 USA travel organizations from every region of the USA and close to 1500 international and domestic buyers from more than 70 countries. Buyers and sellers are able to conduct business that would otherwise be generated through a large number of around-the-world trips.

9.0 DEPARTMENTAL REPORTS- The following reports were posted on www.nltra.org

9.1 **Advertising-** Smith and Jones reported on the marketing for April and May. The Conference Planner is almost complete at this time. Mike reported that the site will be switching to summer on May 1, 2011. He has been busy keeping the site updated with the Amgen information and he implemented a new 'Cool Deals' search option. He also made a number of updates to NLTRA.org. Andy said that the mapping and search mechanisms requested by the Lodging Committee are being worked on as well.

9.2 **Conference Sales-**Jason reported on Conference Sales. He distributed the Conference Sales report to the Committee. He reviewed the Lake Tahoe Experience held in San Francisco and discussed broadening sales efforts to wedding and family reunion planners. Andy said there has been discussion about forming a Sub-Committee to discuss Conference resources. Ron stated there was a lot of discussion at the Board meeting concerning the amount of funds being driven into Conference Sales. Deanna asked that the Marketing Committee be included on all communication concerning the creation of a Sub-Committee. Ron asked Jason to provide information how the market has changed and to create a strategic review with recommendations to the Board.

9.3 **Leisure Sales-**Jeremy reported on the leisure sales. He stated that he has hosted 5 FAM's and thanked everyone for assisting him with the FAM's that were in town.

9.4 **Special Projects-**Judy reported on the Special Event/Projects.

- She has been busy working on the Amgen Tour and has been continuing to get the Amgen message out to as many members in the Community as possible. She will be at the Truckee Donner Chamber Expo on Thursday to inform everyone about the Tour.
- Autumn Food and Wine is in the works. After AFW she will start working on planning the Mountain Travel Symposium. Deb asked about AFW still being a part of the NLTRA. Andy replied staff is in the process of turning it over to Norhtstar-at-Tahoe.

- Brett questioned what events are in the works for the future. Judy replied that she is always looking for turnkey events to come to North Lake Tahoe. The Committee would like to see an opportunistic list of future events. Andy stated that an event policy is in place and staff is continuously searching for new events. Ron wants to know what the marquee event is for next year. Andy stated that he is working on having a part of Amgen in Tahoe next year. The Committee asked if staff is reaching out to event producers to bring new events into our Community. Judy stated that she is actively looking for new events but also utilizing contacts that she already has in place. The Committee would like to have a discussion concerning events. Ron suggested laying out a map of events to recognize the opportunities. The Committee would like this to be added to the meeting in June.

9.5 **Web**-Shelley reported on the Web report. She has been working on listing events on GoTahoeNorth.com and getting more events in June.

9.6 **Public Relations**-Pettit reported on the PR report located in the Departmental Reports section of the Marketing packet

Action: Add Review and Discussion concerning Events and Event Opportunities to next month's agenda.

Action: Jason to create a strategic review of the Conference Sales changing market with recommendations to the Board.

10.0 STANDING REPORTS

The following reports were posted on www.nltra.org:

- MARCH MTRiP REPORT
- FEBRUARY RENO TAHOE AIRPORT REPORT
- MARCH SEARCH ENGINE OPTIMIZATION REPORT
- MARCH WEB/GEO TRACKING REPORT
- MARCH LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

11.0 COMMITTEE COMMENTS

11.1 Barb stated that she likes the idea of making a calendar focused on events and would like to review the branding of North Lake Tahoe at the next meeting. Kevin agreed with building on the biking branding of Amgen especially in the fall season. Ron stated that the bike trails are being cleared early and asked if Pettit could do a press release. He questioned why the Hyatt is a top producer in the click-through reports and he was wondering if a study could be conducted. Deb stated, from her experience, people that spend more money on advertising have the highest click-throughs.

Action: Review and Discuss Branding of North Lake Tahoe at the next meeting.

12.0 ADJOURNMENT

12.1 The Marketing Committee meeting adjourned at 4:10 pm.

Submitted By:

Emily Sullivan, Programs Assistant
North Lake Tahoe Resort Association



MEMORANDUM

DATE: May 4, 2011

TO: Board of Directors

FROM: Ron Treabess
Director of Community Partnerships
And Planning

SUBJ: April 1-30, 2011
Activity Report

A. Integrated Infrastructure and Transportation Work Plan Projects—Update

1. North Lake Tahoe Express (B-14)

NLTRA staff, in concert with Tahoe Transportation District and the TNT/TMA, is conducting a performance review of the North Lake Tahoe Express airport shuttle program. The purpose of this study is to assess how well the NLTE is doing in meeting the goals of the program, and make recommendations as to the level of NLTRA support that should continue and strategies that can be implemented to improve the program. The draft of the performance review is now complete and will be presented at the April Committee meeting. One of the possible improvements that the TMA and staff are researching is the cost to pursue a more prominent welcoming and ticketing location in the Reno-Tahoe International Airport. This would be weighed with the opportunity to greatly increase ridership on the Express and provide much more exposure to the amenities of North Lake Tahoe.

Through March, the FY 2010/11 NLTE Financials continue to show the strongest first nine months of both ridership and fare box revenue since the inception of the Express. The actual year to date ridership is 16,818 compared to 15,502 for the same period during 09-10. The fare revenue generated year to date is \$534,631 compared to \$422,727 in 09-10. Total subsidy paid to Airport Mini Bus through January is \$42,995 compared to \$75,369 for that period last year. The Monthly Summary in its new format is attached.

2. Enhanced Winter Transit Service and Traffic Management (B-5, 7, 12, 13)(B-2)

The various transit services that are provided and/or increased during the winter season were continued through April 3rd. These included earlier, later, and more frequent runs on Highway 89 between Truckee and Tahoe City, and on Highway 28 across the North Shore. Service is also being provided between North Shore and Truckee on Highway 267. A third component was the service running from the Truckee Depot to the Sugar Bowl/Donner Summit area. Lastly the winter nighttime service (Night Rider) provided 60 minute headways between Squaw Valley and Stateline, with routes that served the West Shore and Northstar. All of these routes have shown increased ridership compared to last winter. The Tahoe City traffic management program operated primarily on Saturday evenings, and in partnership with the Town of Truckee, was provided at Highway 89 and West River Street on Sunday afternoons. Both of these traffic management programs are operated under

permit from Caltrans. The NLTRA and TMA, in conjunction with Placer County, Caltrans, Squaw, Alpine, Northstar, and the Town of Truckee, have begun analysis of the programs which will lead to improvements in next year's traffic management.

3. Year Round TART Baseline Service (B-11)

Winter ridership on TART Baseline Transit Service is up 18% from last year. Approximately 47% of TART boardings come from ski area guests and employees, which is up 26% from last year and accounts for about 2/3 of the overall winter ridership increase. Will Garner is requesting the same subsidy for 2011-12 as was needed in 2010-11. He said that until the State budget is determined, the required subsidy is unknown.

4. North Tahoe Regional Park Playground/ADA Renovation (A-38)

The North Tahoe Public Utility District has requested an Infrastructure allocation of up to \$44,000 to replace unsafe playground equipment with new, state of the art playground equipment that is safe and ADA compliant. This represents a portion of the ADA improvements necessary at the regional park to keep the park a key part of the visitor experience, as it is marketed throughout North Lake Tahoe. This request was recommended by the Joint Committee at its September 27th meeting, approved by the Board of Directors last October 6th, and received final approval by the Placer County Board of Supervisors at the April 12th meeting at Northstar.

4. Water Shuttle Pilot Program (A-3)

A proposal is being developed to initiate a water shuttle service that would start on a small scale along the north and west shores of Lake Tahoe. The Tahoe Transportation District (TTD) is looking at this potential project as a possible component in the overall lake shuttle program that they have taken the lead to develop. The TNT/TMA, Placer County, and the NLTRA have been included in the planning discussions. TTD engaged LSC Transportation Consultants to prepare a study on the proposal, including specific routes, possible docking sites, number and types of vessels, etc. The consultants presented the study and recommendations, including the opportunity to start a pilot shuttle program during 2011, at the November TTD Board meeting and at the November Joint Committee meeting. At its December meeting, the TTD Board voted to continue the project as a partnership with the other organizations including the NLTRA. The Joint Committee directed staff to continue staying involved with supporting this project and offering participation as appropriate.

The shuttle planning group met on February 2nd to explore the reality of starting a small pilot program this summer. Two private firms have submitted proposals requesting funds to provide the boat(s) and operate the on-water service. The group determined that it would be difficult to accomplish all of the other necessary steps required for a turn-key boat operation, as proposed, to begin this season. But it was also felt that work must begin now to do these other tasks in order to start this pilot service next summer, at the latest. It now seems that leadership from the NLTRA and the TMA will be the most efficient way to move this pilot program forward. The TTD appears to have a substantial workload making it difficult to assume the lead on this project. During March, the planning group began preparing a plan and funding request for the Joint Committee's recommendation at its May meeting.

5. Regional Wayfinding Signage (A-1)

After many months of delay as staff worked out the method of progressing toward completion of the Wayfinding Signage Manual, the project is back on track through the sub-consultant's and Placer County's efforts which will allow development of the missing permitting section. Placer County Planning Department has guided us to make an Environmental Questionnaire submittal (Placer County standard fee is \$6500) with

the ultimate goal of establishing a mutually acceptable Zoning Text Amendment for the Placer County Sign Ordinance. This would allow for the existence of Wayfinding Signs by recognizing them as a signage category for North Lake Tahoe. Staff is anticipating some additional funding to be required and requested (\$20,000) in order to complete the few unanticipated tasks, including the Placer County EQ submittal fee, necessary for project wrap-up. A request was recommended by the Joint Committee at its January meeting and was considered by the Board at the February meeting. After discussion, the Board did not vote on this proposal pending additional information on possible fees required by the County, and a more specific definition of what the final manual will contain and how it will be completed. The County has since said that \$10,490 would be necessary to be paid with applications for a pre-development meeting, an Environmental Questionnaire, and a Zoning Text Amendment. The \$10,490 is included in the \$20,000 request Staff will work with some Board members, County Planning, and the consultant to prepare a resubmittal for Board consideration at the June 1st meeting.

6. Homewood Class 1 Bicycle Trail (A-15)

The TCPUD is requesting an Infrastructure allocation of up to \$144,500 to prepare the Environmental Documents and Compliance Tasks as required by Caltrans. The total project will cost \$164,500. The previous document only addressed CEQA (California Environmental Quality Act) compliance, and now it has been determined that the NEPA (National Environmental Policy Act) process must also be completed. This section of trail is one of the highest priority trail projects in the Lake Tahoe Basin. The completed Resort Triangle bike trail system is a very important component in the overall "Biking North Lake Tahoe" experience. The Board of Directors approved and recommended this request to the Placer County Board of Supervisors at its February meeting and the Board of Supervisors gave approval at its April 12th meeting in Northstar.

7. Truckee River Corridor Access Plan/Squaw-Truckee Bike Trail (A-14)

One of the important missing links in the overall Resort Triangle bike trail system is in the northernmost section of the Truckee River corridor stretching from the Placer/Nevada County line to Squaw Valley. The first steps in this coordination have been the funding and preparation of the draft Truckee River Corridor Access Plan, which identifies environmental and access related river corridor issues and projects. In order to implement the goals and objectives of the Truckee River Corridor Access Plan, Placer County Planning Division is requesting Infrastructure Funding of up to \$265,000 to prepare a programmatic Environmental Impact Report (EIR) to allow the adoption of the Plan by Placer County. The total project cost is estimated at \$350,000 and will take approximately 20 months to complete. Completion of the EIR will allow Placer County to seek addition funding to move forward with the construction of a multi-purpose trail linking Squaw Valley to the Town of Truckee. The Board of Directors approved and recommended this request to the Placer County Board of Supervisors at its February meeting. The Board of Supervisors approved the funding request at its April 12th meeting in Northstar.

8. Amgen Tour of California- Local Facility Maintenance

In order to improve bicycle and pedestrian-based facilities in the North Tahoe area for the opening stages of the Amgen Tour of California bike race scheduled for May 16 and 17, 2011, the North Lake Tahoe Resort Association has recommended that up to \$75,000 be allocated to minor maintenance work on Tahoe-area roads and trails. The improvements could include snow and debris removal and patching to ensure the roads and bike trails are accessible to cycling enthusiasts and spectators. The maintenance is planned to occur on portions of Northstar Drive, Squaw Valley Road, and bike trails owned and operated by the Tahoe City Public Utility District and Placer County in the Tahoe City to Squaw Valley area. Current estimates are Northstar Community Services

District- \$16,000, Tahoe City PUD- \$25,000 and Placer County- \$34,000. The funds will be allocated from the NLTRA's FY 2010-2011 Infrastructure Budget, which allocated up to \$150,000 for one time maintenance of tourism serving facilities. The Placer County Board of Supervisors approved this Infrastructure grant at the April 12th meeting at Northstar.

9. Tahoe City/ West Commons Beach/Fire Station Redevelopment (A-19)

The NLTRA master plan has identified the need to relocate the existing visitor information center in Tahoe City to a more visible, larger facility, which would better serve visitor and community needs for welcoming to the lake, information and interpretive education. A potential location for this purpose is the existing fire station site which, when the fire station function is relocated, will need to be redeveloped and restored to be an integral part of the existing Commons beach and plazas. While various possible alternatives need to be analyzed, one alternative for this site may be as a location to include a multi-agency North Lake Tahoe Visitor Center, Lake Tahoe interpretation/performance theatre, and other visitor serving enhancements.

The Tahoe City Public Utility District has requested an Infrastructure allocation of up to \$45,000 to prepare a conceptual analysis of alternatives for the westerly portion of Commons Beach. These alternatives will explore the possibility of a visitor center expansion and a small performing arts facility. The total alternative analysis will cost \$56,000. The Joint Committee recommended approval and the Board of Directors did approve the request at the April 6th meeting. It is now awaiting final approval from the Board of Supervisors.

10. Next Joint Infrastructure/Transportation Committee Meeting

The next meeting of the Joint Committee will be Monday, May 23, 2011.

B. Other Meetings and Activities Attended

- NLTRA Board of Directors Meeting
- TOT Renewal Steering Committee
- Tuesday Morning Breakfast Club
- TNT/TMA Board
- Resort Triangle Transportation Planning Coalition
- Chamber of Commerce Advisory Committee
- Placer County CEO
- Board of Supervisors
- Conference Equity Committee
- Tahoe Safe Alliance (Tahoe Women's Service)
- Tahoe Conservancy Water Trail Wayfinding Signage
- Northstar/Martis Valley Bike Trail Public Meeting
- CEO/Area Managers Meeting
- TOT Renewal Steering Committee
- Joint Committee Meeting
- TRPA Governing Board/Boulder Bay
- Tahoe Safe Alliance Reception

NLTE Monthly Summary -- March 2011

Truckee - Northstar
Squaw Valley - Tahoe City - Sunnyside
Incline Village - Kings Beach - Tahoe Vista

Green
Blue

Month	Monthly Passenger Revenues							
	FY 2006-07	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-11			
July	\$0	\$32,220	\$43,438	\$42,006	\$6,448	\$21,000	\$26,346	\$54,214
Aug	\$0	\$28,427	\$41,564	\$40,810	\$4,663	\$18,448	\$25,132	\$48,243
Sep	\$0	\$28,383	\$29,982	\$34,440	\$4,180	\$17,419	\$17,115	\$38,714
Oct	\$0	\$26,803	\$31,756	\$25,515	\$4,489	\$15,485	\$31,285	\$51,259
Nov	\$7,066	\$20,294	\$17,836	\$15,706	\$2,133	\$6,415	\$15,647	\$24,195
Dec	\$43,288	\$57,943	\$68,123	\$51,200	\$15,075	\$31,607	\$30,700	\$77,382
Jan	\$41,022	\$65,700	\$50,905	\$64,889	\$12,253	\$34,335	\$24,334	\$70,922
Feb	\$40,191	\$65,583	\$75,355	\$72,647	\$18,919	\$35,525	\$28,650	\$83,094
Mar	\$54,375	\$59,871	\$81,086	\$75,514	\$16,381	\$43,432	\$26,795	\$86,608
Apr	\$26,628	\$20,556	\$23,882	\$37,230				
May	\$16,625	\$17,175	\$18,016	\$23,158				
June	\$29,016	\$28,212	\$33,214	\$40,196				
Total	\$258,211	\$451,147	\$515,159	\$523,311	\$84,541	\$223,666	\$226,004	\$534,631
Year to Date					\$422,727	\$223,666	\$226,004	\$534,631
Change over Previous Year to Date								26%

Month	Monthly Passengers							
	2006-07	2007-08	2008-09	2009-10	2010-11			
July	0	1187	1618	1473	190	676	816	1695
Aug	0	1001	1538	1350	129	601	796	1526
Sep	0	1009	1108	1137	129	645	543	1316
Oct	0	884	1196	853	130	508	953	1591
Nov	245	640	623	546	69	205	508	782
Dec	1749	2446	2527	1924	516	1088	1093	2695
Jan	1667	2685	1955	2461	136	1241	779	2156
Feb	1537	2506	2668	2699	1203	622	941	2766
Mar	2191	2384	2953	3059	543	1495	253	2291
Apr	1645	756	840	1361				
May	602	632	605	730				
June	1112	1084	1152	954				
Total	10748	17194	18783	18547				
Year to Date					15502	7079	6682	16818
Change over Previous Year to Date								8%

Current Year Expenditures	Target Funding \$164,764
Subsidy to Airport Mini Bus:	Partners: Hyatt, Biltmore,
IT for Activity Tickets:	CBIV-CVB, Placer-NLTRA TOT,
TMA Administration:	Truckee-Tahoe Airport,
Marketing:	Larkspur Hotel, Cedar House
	Sport Hotel

Month	2006-07	2007-08	2008-09	2009-10	2010-11
July	\$0	\$10,352	\$15,363	\$22,200	\$0
Aug	\$0	\$13,426	\$10,372	\$5,475	\$830
Sep	\$0	\$18,287	\$31,278	\$13,196	\$1,982
Oct	\$0	\$18,380	\$14,155	\$21,225	\$22,857
Nov	\$6,790	\$16,316	\$22,419	\$13,273	\$17,326
Dec	\$15,548	\$2,750	\$0	\$0	\$0
Jan	\$21,289	\$1,294	\$1,916	\$0	\$0
Feb	\$17,896	\$3,946	\$0	\$0	\$0
Mar	\$15,629	\$12,315	\$0	\$0	\$0
Apr	\$26,379	\$24,964	\$21,890	\$8,570	
May	\$18,738	\$7,918	\$15,483	\$9,417	
June	\$10,012	\$15,379	\$5,778	\$1,290	
Total	\$121,945	\$145,327	\$138,654	\$94,646	\$42,995
YTD				\$75,369	\$42,995
Change over Previous Year to Date					-43%

- Management Activities in Month**
1. Met with Resort at Squaw Creek regarding inclusion in program
 2. Presented to CBIV-CVB
 3. Prepared marketing materials for Larkspur Hotel
 4. Met with Granlibakken Resort regarding increased business
 5. Met with Airport Minibus
 6. Contracted 3 new groups for Summer Months - staying at RSC, Village at SV and Northstar
 7. Hosted DMAI - staying at the Hyatt
 8. Worked with master billed group - staying at Village at SV.



April 21, 2011

To: NLTRA Board of Directors
Fr: Kym Fabel, Chamber of Commerce Manager

Re: Presentation, Discussion and Possible Action to Approve the Final Draft of the 2011/12 Chamber Business Plan (which includes Goals, Objectives, Action Plans and Measurements)

Background

As part of the six month planning process, the NLTRA Board of Directors has requested that all committees present to the board the high-level strategies for each area of the organization as part of the FY 2011/12 planning process, this effort will give the Board of Directors an opportunity to review those strategies and provide input and direction for further development.

On April 6, 2011, the Board had approved the Goals for the Business Plan with recommendations that the Chamber Advisory Committee (CAC) return to the Board for final approval of the business plan with objectives and action plans to meet the approved goals.

At the April 20th CAC meeting, the committee reviewed goals, tightened up the measurement of some goals and discussed objectives and action plans and provided direction to staff.

Committee Recommendation

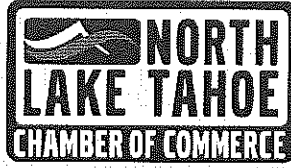
The CAC has made the following recommendations and modifications that have been incorporated into the final draft of the FY 2011/12 Chamber Business Plan:

- Goal: Generate Non-membership revenue. Committee recommends elaborating on the measurement, explore 3 fundraising event and 3 potential grant opportunities within 6 months of the fiscal year.*
- Goal: Create/Participate/Support programs and events that increase business opportunities in North Lake Tahoe. The Committee recommends additional information on the forum specifics; explanation of what and or how the Chamber is going to be involved.*
- Goal: Grow and expand the duties of the Chamber Ambassador Program, The Committee recommends the measurement of this goal to be, enrolling 3 Ambassadors by March 2012.*

For your convenience, staff has underlined all changes recommended and incorporated to the original document.

Requested Action

To approve the Chamber Advisory Committee recommendation of the final draft of the FY 2011/12 Chamber Business Plan.



North Lake Tahoe Chamber of Commerce
Chamber Business Plan 2011/12
FINAL DRAFT
May 2011

The mission of the North Lake Tahoe Chamber of Commerce is to take specific actions to help improve the opportunity for local businesses to achieve and sustain success; to promote business, tourism, and the economic, cultural, and civic welfare of the greater North Lake Tahoe community.

North Lake Tahoe Chamber of Commerce

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Visitor Information Center – Chamber Services
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in the historic Tahoe City Community Center
530-581-6900

Incline Village
969 Tahoe Boulevard, Incline Village
775-831-4440

Administrative Office
100 North Lake Boulevard, 2nd Floor, Tahoe City
530-581-8734

Introduction

History and Background

The North Lake Tahoe Chamber of Commerce has a long history of member and community service, dating back over 57 years. Through many changes in our region, in the states of California and Nevada, and in our nation, the Chamber has worked diligently to be an effective voice and advocate for the local business community. As we recall our past and look toward the future, we take this opportunity to thank the leaders and members of our business community who have contributed to the voice and sustainability of the North Lake Tahoe Chamber of Commerce.

During the 1950s, the awareness of Lake Tahoe as a vacation destination began to grow. As a result, the size of the business community increased. This awareness and commercial activity was accelerated by the 1960 Winter Olympic Games in Squaw Valley and on the West Shore. More businesses were established to meet the needs of visitors as well as a growing local population. There was no truly local government, nor any coordinated planning and development standards; consequently, much of North Lake Tahoe's development was haphazard. This ultimately presented challenges for both the business and resident communities.

In 1969, primarily due to concerns over haphazard and uncontrolled growth in the Lake Tahoe Basin, the Tahoe Regional Planning Agency was established by action of the states of California and Nevada, ratified by Congress as a Bi-State Compact (Public Law 191-148). The TRPA brought a complex new structure to bear on its mandate to achieve orderly growth and development, balanced with rigorous protection of Lake Tahoe's fragile ecosystems. In 1980, the TRPA Compact was revised (PL-96-551) and the Agency given even greater regulatory powers, tied to its mandate to "achieve and maintain" adopted environmental threshold carrying capacities.

To serve its members, it was necessary for the Chamber to advocate for the community wherever decisions were being made affecting North Lake Tahoe's business climate and community sustainability, whether in Auburn, Sacramento, the South Shore (TRPA), Carson City or Washington. This advocacy was largely accomplished by staff and volunteer Chamber leaders, and through partnerships with other organizations.

Traditionally, the Chamber also handled the task of providing visitor information services. In the 1970s, the Chamber established the Ski Tahoe North Program, in order to promote and sell lodging and skiing at North Lake Tahoe. To further support this program, the Chamber opened a "manual" lodging and lift ticket reservation program, selling skiing and lodging packages and individual rooms.

In 1979, the Tahoe North Visitors and Convention Bureau (TNVCB) was established. The TNVCB opened a computerized reservation service and developed a comprehensive marketing program for the North Lake Tahoe region. The Chamber and TNVCB operated under one director until 1981, when the TNVCB established its own

Board of Directors and budgeting process. The Chamber and TNVCB divided their responsibilities. The Chamber concentrated on local economic issues and the health and viability of the business community. The TNVCB focused on marketing, sales, reservations and public relations. The Chamber and TNVCB were located in the same office and used the combined efforts of their respective staff to assist in the development of events and provide support to various organizations, including Snowfest, Lake Tahoe Music Festival, Octoberfest, Autumn Jubilee and the Autumn Food & Wine Festival, Father's Day on the Truckee, Truckee Tahoe Air Show, the West Shore Association, and others.

In the early 1990s, Chamber leaders and others in the North Lake Tahoe community, along with Placer County officials, began to express and share concerns about the future of the region. One concern was the allocation of limited Transient Occupancy Tax (TOT) to two separate organizations, the Chamber and the TNVCB. Many people felt there was a need to more effectively and efficiently address tourism, environmental and community concerns. Chamber and TNVCB leaders helped support a locally based partnership with Placer County that led to preparation of the *North Lake Tahoe Tourism Development Master Plan*, published in 1995. The plan recommended a more coordinated approach to decision making and implementation of the planning and investment strategies needed to ensure a sustainable future for North Lake Tahoe. Accordingly, in 1996, operations of the North Lake Tahoe Chamber of Commerce and the TNVCB were moved under the umbrella of a new organization, the North Lake Tahoe Resort Association (NLTRA). The NLTRA is a 501(c)(4) non profit public benefit corporation, with a mission "to promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the North Lake Tahoe area."

In addition to serving as the umbrella for the Chamber and TNVCB, the NLTRA was also given the responsibility to help identify and fund infrastructure and transportation projects, consistent with Master Plan recommendations. To help finance this work, North Lake Tahoe voters approved a 2% increase in Placer County Transient Occupancy Tax (TOT). First approved in 1996, the 2% additional TOT was extended by local voters in 2002. It will be up for renewal in 2012.

A principal partner in the NLTRA's mission is Placer County, which invests a percentage of the TOT generated by North Lake Tahoe lodging properties (including the additional 2% TOT) in support of the NLTRA's Master Plan. Each edition of the Master Plan is developed by the NLTRA, in partnership with the community, and approved by the NLTRA Board of Directors and the Placer County Board of Supervisors. The current Master Plan is the *North Lake Tahoe Tourism and Community Investment Master Plan*, approved in the summer of 2004.

Changes and New Realities

Although it gained administrative efficiencies operating as part of the NLTRA, confusion developed as to the role of the Chamber as compared to that of the NLTRA. This confusion led to a perception that the Chamber was less effective, an opinion that persisted for many years. Both before and after formation of the NLTRA, smaller community specific business associations began to develop, due at least in part to a belief that the Chamber was not serving their needs. Beginning in 2003, recognizing there was a positive role that such groups could play, the NLTRA and Chamber encouraged these organizations. In early 2005, the NLTRA established a pilot Community Marketing Grant Program to assist these organizations in meeting their marketing and promotional goals. While this program was generally well received, it brought into further question the role and value of the Chamber in relationship to the area's community specific business associations. One significant challenge was the competition for membership.

As a starting point for defining these relationships, the NLTRA/Chamber organized and hosted a "Community Partners" Workshop (June 2005). Shortly thereafter, the NLTRA's former "Membership Committee" was reconstituted into the Chamber of Commerce Advisory Committee (CofCAC). Originally there were four committee seats provided to community specific business organizations. One seat was added; participants now involved are the North Tahoe Business Association, West Shore Association, Tahoe City Downtown Association, Squaw Valley Business Association and Village at Northstar Association.

In fall of 2005, the Chamber of Commerce Advisory Committee was given the responsibility for reviewing and approving Community Marketing Grant proposals as submitted by eligible organizations. The process of developing this program led to broader discussions concerning the role and value of the Chamber and its relationship to other business organizations. To help define the Chamber's role, value and relationships, it was generally agreed that a Chamber Business Plan should be prepared.

North Shore Chamber Consolidation

In early 2006, Directors of the Incline Village Crystal Bay (IVCB) Chamber of Commerce formally announced their intention to cease operations, effective January 1, 2007. IVCB Chamber representatives contacted management at the NLTRA/North Lake Tahoe (NLT) Chamber of Commerce to determine if our organization was interested in more comprehensively providing Chamber services for the Incline Village Crystal Bay area. At the time, the NLT Chamber already served more than 50 members in the IVCB area.

In the spring of 2006, NLTRA/Chamber staff presented a proposed Chamber Consolidation Plan to the Chamber of Commerce Advisory Committee and NLTRA Board. The Committee and Board directed staff to prepare a comprehensive Chamber Business Plan to help implement the consolidation process and provide a framework for improving and expanding the Chamber's resources, programs and services to better serve all of its members. The first edition of this Business Plan was finalized,

recommended by the Chamber Advisory Committee, and approved by the NLTRA Board in December 2006. The Plan was updated and approved in July of 2007, June of 2008, and in May of 2009. The FY-2010/11 Chamber Business Plan will be the sixth edition.

Funding for Chamber Operations and Programs

No Placer County or other public funds are used to directly support the North Lake Tahoe Chamber of Commerce. As part of the approved NLTRA Transient Occupancy Tax (TOT) Budget, Placer County provides annual support of the Visitor Information Services. This funding flows through the NLTRA Marketing Budget. Chamber of Commerce staff assists the NLTRA in providing Visitor Information Services.

The primary source of funding for the Chamber comes from the annual dues paid by Chamber members (Chamber Membership Investment Program). The only other source of Chamber operating revenue comes from Chamber programs and projects, such as seminars, workshops and events (e.g., Customer Service Academy, chamberEDucation, annual Business Directory, Business Expo). Whenever possible, the Chamber generates what amounts to a “fee for service” for producing and providing Chamber programs to its members and the community. Not all Chamber programs generate revenue; many are provided at or near cost, consistent with the benefits of Chamber membership. As directed in this Business Plan, the Chamber will identify and pursue opportunities to increase revenue, so that the programs and marketing of Chamber services can be increased, consistent with the Chamber’s adopted mission.

Role of the Chamber

As described in this Business Plan, the primary role of the Chamber is to undertake specific actions to help improve and sustain North Lake Tahoe’s business climate. Other key roles are to grow and promote Chamber membership, collaborate with the NLTRA and the Chamber/NLTRA’s community marketing partners to develop, coordinate and execute “in market” advertising, promotion and community based special events, improve the visitor experience, and stimulate return visitation. The Chamber plays an important role helping the NLTRA promote the North Lake Tahoe Brand (*Pure Experiences*) and related campaigns and delivering on the “brand promise.” The Chamber also provides feedback from visitors to help the NLTRA respond to changes in visitor needs and market opportunities.

The NLTRA President & CEO serves as Executive Director of the Chamber and has overall responsibility for implementation of the Chamber Business Plan, assisted by the Chamber Manager, and supported by the NLTRA Management Team.

Economic Climate

Starting in the fall of 2008, clear signs of an impact from the national and global economic downturn were reflected in local indicators. A number of businesses closed, relocated or struggled harder than ever before to survive. Commercial vacancies in the North Lake Tahoe-Truckee region noticeably increased. The level of both seasonal and

full time employment declined. Virtually no sector of the local economy was spared from these challenging times.

Review of FY-2010/11 Activities and Accomplishments

Through a series of surveys and other member outreach, the Chamber actively sought to identify and provide modified and new programs and opportunities to support our membership, consistent with our adopted mission. Based on survey input, much of the Chamber's focus has been on improving and increasing the opportunities for business to business marketing and promotion; also on educational programs and initiatives designed specifically in response to the challenges we all face. Several enhancements were made to the Chamber Web site to improve the site as a more flexible channel for member to member and member to community communications. Examples of our most popular **chamberEDucation** programs included *Enhancing Your Web Site*. *Amgen-How to get the most out of this Business Opportunity*.

Other continuing Chamber programs during FY-2010/11 included the annual **Summer Recreation Luncheon, Winter Recreation Luncheon, Membership Luncheon, Chamber Community Awards Dinner, Business Expo, Teachers Award Luncheon Programs** (in partnership with the Incline Schools Academic Excellence Foundation and the public and private schools of Incline Village), and **promotional support for local holiday giving and shop local programs** (in partnership with several business and community organizations).

Special programs and activities during the year included educational outreach regarding the huge opportunity for the North Lake Tahoe region to showcase our businesses, lifestyle and environmental beauty during the AMGEN – Tour of California. Co-sponsorship of **a series of election year forums in Incline Village and Placer County** was also a part of the Chamber Education programs that were new and specific to this year.

In the area of community initiatives, the Chamber continued its work and participation in the **Lake Tahoe Basin Prosperity Plan**, in partnership with the Lake Tahoe South Shore Chamber of Commerce and TRPA. In 2009 and 2010, also in partnership with the Lake Tahoe South Shore Chamber and with technical support from the USACE, the Chamber launched a **Regional Plan Initiative**. This initiative is designed to assist the Tahoe Regional Planning Agency (TRPA) in drafting, analyzing and ultimately adopting an updated regional plan that realistically facilitates environmental, economic and community improvements in Tahoe's commercial core areas. In early 2009, the TRPA joined this initiative as a partner for the development of Phase II work products.

Another initiative that the Chamber supports is the **Keep the Sierra Green Program**, in partnership with the leaders of recycling programs in Incline Village, Town of Truckee, Placer County, Nevada County and the cities of Grass Valley and Nevada City.

On-going initiatives include the **Community Marketing Grant Program, North Lake Tahoe Truckee Leadership Program** (in partnership with the North Tahoe Business Association and the Truckee Donner Chamber of Commerce), **chamberEDucation**,

and the *Community Fund of North Lake Tahoe* (in partnership with the Truckee Tahoe Community Foundation). The Chamber also continues its role in promoting public transit in the “Resort Triangle” of North Lake Tahoe-Truckee, with partners including the Truckee North Tahoe Transportation Management Association, TART, the Tahoe Transportation District and others.

The chamber and NLTRA’s marketing has funded and **improved coordination of the distribution of the Resorts and Towns Map**, the “in market” collateral that delivers “in market” visitor information in a unique and useable piece.

**2011/2012
Chamber Business Plan
Goals and Objectives**

The mission of the North Lake Tahoe Chamber of Commerce is to take specific actions to help improve the opportunity for local businesses to achieve and sustain success; to promote business, tourism, and the economic, cultural, and civic welfare of the greater North Lake Tahoe community.

#1 GOAL: Increase overall membership by 5%

This is a measurement of success that validates the participant's value of their membership through programs, partnerships and services.

Objective:

Take specific actions to continuously improve member benefit package.

Action Plan

- Expand and Implement timely and pertinent Chamber Education programs designed to help improve and support the opportunity for local businesses to achieve and sustain success.
- Provide Networking opportunities
- Provide information on pertinent and timely business issues via
 - Newsletters
 - E-mail blasts
 - Tuesday Morning Breakfast Club agenda topics
- Provide monthly informational meetings for both new and renewing members specifically designed to improve the delivery of chamber benefits and familiarize members with all chamber benefits.
- Promote business and tourism, with an emphasis on promoting and supporting Chamber members. Note: Whenever possible, it is the policy of the North Lake Tahoe Chamber of Commerce to recommend and use the services and products of its members.
- Actively solicit new member business
- Develop a member referral program

Objective:

Continue to explore the restructuring of membership with Chamber and Business Associations

Action Plan

- Clearly defining roles and responsibilities regarding: management of database, billing, dues distribution, brochures, website links, etc

Timeline: Ongoing.

Measurement

Using the 6/30/11 end date as a baseline for the 2011/12 5% gain in membership

#2 GOAL: Generate Non-membership Revenue

Objective:

Explore new avenues of revenue stream from innovative sources to create/increase awareness of the Chamber

Action Plan

- Create fundraisers for Chamber
- Explore potential funding sources such as grants

Timeline: Ongoing

Measurement

Explore 3 fundraising events and 3 potential grant opportunities within 6 months of the fiscal year (Jan 31, 2012)

#3 GOAL: Advocate with Government, monitoring local and state legislation affecting businesses, both in CA and NV

Objective:

Coordinate opposition/support as appropriate to support North Lake Tahoe business environment

Action Plan

- Active and continued participation in:
 - Lake Tahoe Basin Prosperity Plan
 - Kings Beach Commercial Core Project
 - Keep the Sierra Green Program
 - Workforce Development and Training
 - Advocate for the 2012 Transient Occupancy Tax (TOT) renewal
- Active role in seeking opportunities for business growth in Washoe and Placer County such as funding programs, grants, etc.
- Continued participation in
 - **Workforce Housing** with partners such as NLTRA, private sector developers of workforce housing; Town of Truckee, Placer County, Tahoe Regional Planning Agency, and Washoe County.
 - **Workforce Development and Training.** Specific Partners to include: Sierra College and its Customer Service Academy, North Lake Tahoe-Truckee Welcoming Places Initiative, Community Collaborative of Tahoe Truckee, Tahoe Truckee Unified School District, Sierra Nevada College; various business, industry and employer organizations, as may be appropriate.
 - **Enhanced Transit and Improved Community Mobility**

Specific partners to include: Truckee-North Tahoe Transportation Management Association (TNT/TMA), Placer County/TART, Tahoe Transportation District/Tahoe Transportation Commission, Caltrans, Washoe County Regional Transportation Commission, Washoe County, Nevada Department of Transportation (NDOT); California Tahoe Conservancy, private sector partners (ie: resort shuttles) and local special districts and agencies responsible for community mobility projects, e.g., bicycle and multi-use trails.

- **Civic Welfare and Engagement.** Specific partners to include: North Lake Tahoe Truckee Leadership Program (produced in collaboration with the North Tahoe Business Association, Truckee Donner Chamber of Commerce and Sierra Nevada College), *The Community Fund of North Lake Tahoe*, Truckee Tahoe Community Foundation, Squaw Valley Institute, Sierra State Parks Foundation, Regional event committee, and the Parasol Tahoe Community Foundation.
- **Economic Development, Redevelopment, Diversification and Sustainability.** Specific partners to include: Placer County Office of Economic Development, Placer County Redevelopment Agency, TRPA/Placer County and Washoe County Community

Objective:

Chamber Advisory Committee (CAC) establish a forum (meeting agenda items) where the Business Associations and Chamber Staff discuss district issues relating to when and how much the Chamber can advocate and be involved on behalf of each district and community while promoting and achieving the chamber mission.

Action Plan:

- Establish a line of communication with the CAC chair to put on CAC agendas for discussions and possible action plans as each issue arises.

Timeline

Ongoing.

Measurement

Recording identifiable issues that the Chamber is participating in.

#4 GOAL: Create/Participate/Support programs and events that increase business opportunities in North Lake Tahoe for both tourism and non-tourism related businesses.

Objective

In partnership with the NLTRA, our Community Partners and other stakeholders, the Chamber will continue to play a leadership role in the development and implementation of coordinated *In Market* programs and event sponsorship and mentoring, including promotional programs, community based special events and efforts to ensure the consistency of the North Lake Tahoe brand messaging at the community level; also in the delivery of quality visitor information services, and efforts to improve the visitor experience and stimulate return visits.

Action Plan

- Support/expand/participate in providing the support in community special event through the continued Community Marketing Grant Program
- Provide Annual Business Expo
- Provide timely/pertinent Chamber Education on website, online advertising, special event preparation (such as Amgen), lodging booking techniques and ideas, etc.
- Improvements to the chamber website to include:
 - Add Relocation page

Timeline: Ongoing

Measurement:

Use the Annual Membership Survey to ask the question if the above programs increased members businesses

#5 GOAL: Grow and expand the duties of the Chamber Ambassador Program, consistent with the needs of Chamber programs for volunteer support, including, but not limited to, staffing support for an expanded network of North Lake Tahoe Visitor Centers.

Objective:

Program to involve ambassadors as the “Face of the Organization” which involves developing a training program with talking points about the Chamber and NLTRA.

Action Plan:

- Provide program that encourages participation from our current members that satisfies the “what’s in it for me” question such as special ambassador only events, complimentary admission to paid events, monthly lunches, etc.
- Promote program to current members
- Engage 2 members form each district

Timeline: Ongoing

Measurement: Enrolling 3 ambassadors in the program by March 31, 2012



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Event Schedule


MAY

- | | | |
|-----------|---|----------------|
| 3 | Chamber Ed – Disability Access
Tahoe City PUD Board Room
Free Members; \$20 non-members | 1-4pm |
| 4 | Community Forum: Tahoe Prosperity Ctr
Parasol Bldg, Incline Village | 5-7pm |
| 18 | Mixer – Pullen Realty
Joint Mixer with Truckee, Truckee | 5-7pm |
| 20 | Mixer – UC Davis Tahoe Environmental Center
3D Movie Premier! Incline Village | 6-9pm |
| 31 | Mixer – Historic Fish Hatchery
UC Davis Lecture, Tahoe City | 5-7pm
7-8pm |





2011 Chamber Calendar

May

- 3 Disabled Accessibility Seminar 
- 4 Community Forum: Tahoe Prosperity Center
- 18 Mixer: Pullen Realty, Truckee
- 20 Mixer: UC Davis TERC, Incline Village
- 31 Mixer: Historic Fish Hatchery, Tahoe City







June

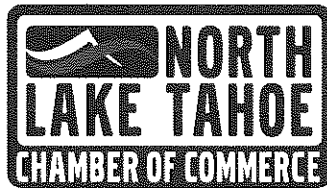
- 2 Business Expo, North Tahoe Event Center
- 9 Summer Recreation Luncheon 
- 9 Mixer: Cobblestone Mall, Tahoe City
- 14 Community Forum: Olympic Winter Games in Tahoe 2022 
- 22 Mixer: Corporate Center, Incline Village

July

- 7 Mixer: Mark Twains Cultural Center, Incline Village

August

- 4 Mixer: Bradley Maintenance, Incline Village
- 9&16 Quickbooks 
- 9 Mixer: Northstar At Tahoe
- 10 Is Your Business Protected from Identity Theft? 
- 18 Grow the Green (\$\$\$) By Going Green 
- 25 How to Start a Business 
- 30 Internet Marketing – Beginner 
- 31 Thinking of Selling Your Business? 



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

April 20, 2011 – 9:00 am

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Jan Colyer, Joy Doyle, Cheri Sprenger, Kay Williams, Alex Mourelatos, Phil GilanFarr, Caroline Ross, Mike Gelbman and Kali Kopley

RESORT ASSOCIATION STAFF: Kym Fabel and Emily Sullivan

OTHERS IN ATTENDANCE: Pettit Gilwee, Maria Kiss, Jackie Chandler and guest

1.0 CALL TO ORDER – ESTABLISH A QUORUM

- 1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:10 am by Chair Caroline Ross and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 No public forum

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 Move item F to next meeting due to Andy being out of the office.
- 3.2 **M/S/C (GilanFarr/Colyer) (8/0) to approve the Chamber of Commerce Advisory Committee Agenda as presented.**

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

- 4.1 Alex questioned the wording in the minutes concerning the Committee making an informal motion without a quorum. He also questioned the Chamber of Commerce Advisory Committee quorum requirements and stated the requirements need to remain the same at this time even though the Committee has had difficulty establishing a quorum.
- 4.2 **M/S/C (Doyle/Gelbman) (9/0) to approve the Chamber of Commerce Advisory Committee Meeting Minutes from February 16 (Alex abstained). M/S/C (Gelbman/Doyle) (9/0) to approve the Chamber of Commerce Advisory Committee Meeting Minutes from March 16, 2011**

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 5.1 Kym Fabel reported that there is a Chamber mixer scheduled Thursday at Clearwater Day Spa and another joint mixer with the Truckee Donner Chamber of Commerce on May 18, 2011 at Pullen Realty. There will be a Chamber booth at the Earth Day Festival in Squaw Valley on Saturday. There is a Chamber Education Class; *Internet Bookings* scheduled for April 27, 2011 and another ChamberEd class on May 3, 2011; *Disability Access Compliance*. Kym stated that she is now charging \$25 per person for non-Chamber members for Chamber Education classes.

6.0 REVIEW, DISCUSSION AND POSSIBLE ACTION FOR RECOMMENDATION TO NLTRA BOARD OF DIRECTORS FUNDING OF COMMUNITY MARKETING GRANT APPLICATIONS-ROUND 2

- 6.1 Caroline reported that the date of the Peaks and Paws Festival has been changed to August 27-28 for numerous reasons. She asked the Committee if they still approved of distributing Marketing Grant Funds since the date of the event has changed. Joy approved distributing the funds with the date change, and the Committee agreed. Kym reported that Earth Day has pulled their second Grant Fund request due to SIGBA cancelling the Friday night event prior to the festival. Alpenglow has also pulled their Grant fund request.
- 6.2 There is a total of \$12,367 in Grant Funds to be distributed for the second round. The following grants applications have been submitted:
- **Lake Tahoe Trail 100K, Northstar at Tahoe**-Requesting \$5000. The Committee suggested funding of \$4,600. The Committee agreed that this event supports TOT and it is a new event.
 - **2011 Tahoe Expo, Sustainable Tahoe**-Requesting \$5000. The Committee suggested funding of \$4,600. The Committee agreed that the event supports the Lake Tahoe Basin Prosperity Plan. This is a new event with growth potential.
 - **TV Spots for Attendance, TTUSD**-Requesting \$4000. The Committee agreed that this event does not support TOT. Committee suggested the offer of in-kind services from the NLTRA.
 - **Tahoe Trail Running Series, Big Blue Adventure**-Requesting \$3000. The Committee suggested funding of \$2000. The event promotes North Lake Tahoe Health and Wellness and Big Blue has a proven record of TOT producing events.
 - **North Tahoe Theater Performance, Arts for the Schools**-Requesting \$2500. The Committee agreed that the funds earmarked to market the event in the Bay Area are not enough to make an impact to support the event. Committee suggested the offer of in-kind services from the NLTRA.
 - **Living History Day, California State Parks**-Requesting \$1100. The Committee suggested funding of \$1100. The Committee agreed the event is a part of Tahoe's Cultural history. Committee suggested the offer of in-kind services from the NLTRA.
 - **Truckee Duckee Derby, Granite Chief Communication**-Requesting \$1000. The Committee agreed that this event does not produce enough TOT, it is not a new event and is a predominately a local event. Committee suggested the offer of in-kind services from the NLTRA.
 - **Dog Day in the Park, Wylie Animal Rescue Foundation**-Requesting \$1000. The Committee agreed that this event does not produce TOT. Committee suggested the offer of in-kind services from the NLTRA.
 - **Conversations with History, California State Parks**-Requesting \$500. The Committee agreed that this event is too small to create significant TOT. Committee suggested the offer of in-kind services from the NLTRA.
- 6.3 Jackie Chandler with Sustainable Tahoe was present at the meeting and explained the plan and goals of the 2011 Tahoe Expo event to the Committee. Cheri stated that she feels strongly that the 2011 Tahoe Expo is an important event that the NLTRA needs to support. This is an event that she has worked in conjunction with and she applauded their collaboration efforts. She feels that this event needs the support and backing of the NLTRA. This is an event that has the capability to grow in the future and she believes it fully supports the Lake Tahoe Basin Prosperity Plan. Kym asked where the Expo will

take place. Jackie replied that the Expo will be lake wide with different expos throughout the basin. Kym also questioned how the grant funds will be used to market the Lake Tahoe Expo. Jackie replied that there is an explanation of the budget in the application that was submitted.

- 6.4 Cheri questioned the criteria that Marketing Grant Funds only be given to events producing or increasing TOT. Some events are community fabric events. Kay stated that when there is a greater amount of funds being applied for, than available, then TOT needs to be an important consideration. Community events are important; but, events that produce TOT during the shoulder seasons should be considered first. Kali stated the Committee needs to focus on the application process. It is not fair to grant funds without the applicants input and the process should not take hours to deliberate. Alex stated that when this process started the goal was to meet with all applicants to determine weather they should or shouldn't be given grant funds and to offer in kind services to event planners, ensuring their event is a success. Kali asked if funds could be carried over to the next year if not utilized. Kym replied that the Committee should designate all funds if possible, Cheri agreed. Kym stated that once an event has applied for grant funds the event and contact information is passed on to Pettit for PR production and Judy for NLTRA in-kind service distribution. Whether an applicant receives monetary funding or not, they are welcomed and encouraged to use NLTRA event services.
- 6.5 Cheri would like to review the Marketing Grant Request for Business Associations at the next meeting because she would like to be able to apply for event grant funding in the future. Phil suggested reviewing the grant application process in a sub-committee format to streamline the process. Alex stated that there needs to be a NLTRA Staff Event Manager that actively manages the events in the event portfolio. He believes staff needs to be proactive and creating plans around events. Kym replied that the Committee needs to be informed about Judy's discussions with the applicants. The Committee requested Judy's presence at all of the meetings concerning the Community Marketing Grant Funds.
- 6.6 **M/S/C (GilanFarr/Mourelatos) (9/0) to suggest to the NLTRA Board that Community Marketing Grant Funds be distributed to: Lake Tahoe Trial 100K-Northstar at Tahoe (\$4,600), 2011 Tahoe Expo-Sustainable Tahoe (\$4,600), Tahoe Trail Running Series-Big Blue Adventure (\$2000) and Living History Day-California State Parks (\$1100). See spreadsheet for breakdown.**

Action: Review Marketing Grant Request for Business Associations at the next meeting.
Action: Review Community Marketing Grant Application Process at the next meeting.

7.0 PRESENTATION, DISCUSSION AND POSSIBLE ACTION TO APPROVE THE 2011/12 CHAMBER BUSINESS PLAN GOALS/ACTION PLAN

- 7.1 Phil stated the Chamber Business Plan Goals/Action Plan was well written and thanked Kym for her efforts. Joy questioned why there wasn't a measurement associated with some of the goals, such as Non-Membership Revenue. Alex suggested that in the first 6 months of the fiscal year staff should review the goals/actions. Kay suggested the NLTRA's new CEO review the Chamber Business Plan Goals/Actions to see if she has any suggestions or changes. Kym replied that this is a working document and any suggestions or changes from Sandy or the NLTRA Board will be implemented. Alex stated the Chamber Goals/Action measurements can be used to prove success at the end of the fiscal year. Jan asked about the Enhanced Transit and Improved Community Mobility-she questioned if there was a certain way staff was going to assist in that. Kym replied not at this time but it is something that can be looked at in the future.
- 7.2 **M/S/C (GilanFarr/Sprenger) (9/0) to approve the 2011/2012 Chamber Business Plan Goals/Actions plan with the following modifications. Goal: Generate Non-membership revenue. Committee recommends elaborating on the measurement, explore 3 fundraising event and 3 potential grant opportunities within 6 months of the fiscal year. Goal: Create/Participate/Support programs and events that**

increase business opportunities in North Lake Tahoe for both tourism and non-tourism related businesses. The Committee recommends additional information on the forum specifics; explanation of what and or how the Chamber is going to be involved. *Goal: Grow and expand the duties of the Chamber Ambassador Program, consistent with the needs of Chamber programs for volunteer support, including, but not limited to, staffing support for an expanded network of North Lake Tahoe Visitor Centers.* The Committee recommends the measurement of this goal to be, enrolling 3 Ambassadors by March 2012.

8.0 UPDATE AND DISCUSSION OF THE JOINT MEMBERSHIP CAMPAIGNS WITH THE CHAMBER OF COMMERCE AND BUSINESS ASSOCIATIONS

- 8.1 Kym stated that the Chamber and the Business Associations have been working to create a Joint Membership Campaign. At this time the Business Associations are working on obtaining approval from their Board of Directors. Cheri stated that the Joint Membership Campaign was discussed at the last NTBA Board meeting and they are still deliberating the logistics. Alex stated that the NTBA Board's deliberation is a good thing. It will create a simplified explanation of roles and regulations of the campaign. This item will be tabled until the next Chamber of Commerce Advisory Committee meeting.

Action: Review Joint Membership Campaign at the next meeting.

9.0 MEMBER UPDATES

- 9.1 **Caroline Ross-** Amgen Dates are wrong on the Chamber Advocate, they should be 13-16th not the 13-15th. The Earth Day Festival is scheduled this weekend at Squaw Valley.
- 9.2 **Cheri Sprenger, NTBA-** The NTBA is selling See's Candy for Easter. She also thanked Maria for getting 20+ events on the Amgen Calendar, including a huge bike sale at the event center.
- 9.3 **Kay Williams-** Granlibakken in conjunction with others will be having an Amgen event on the 15th at McBrides Nursery parking lot with a climbing wall, food, live music from 10-3pm.

10.0 COMMITTEE MEMBER COMMENTS

- 10.1 The next Chamber of Commerce Advisory Committee meeting is scheduled for March 18, 2011. Mike Gelbman reminded the Committee to send all of their events concerning Amgen to Kevin McMillian at the Sierra Sun.

11.0 ADJOURNMENT

- 11.1 The meeting was adjourned at 11:14 am.

Submitted by,
Emily Sullivan
Programs Assistant



NLT Chamber Business Plan Implementation Report March 2011

Business plan Objective	Activity Description	Staff Involved	Date
1.1	On-going General Chamber Staff Activities.		
	<ul style="list-style-type: none"> • Attended weekly Tahoe Bonanza Community Meetings 	Kym	March
1.2	Provide staff support for the Chamber of Commerce Advisory Committee and the Community Marketing Grant Program, including the Community Marketing Grant Program Subcommittee, and any related Chamber ad hoc or other committees that may be established.		
	<ul style="list-style-type: none"> • Provided ongoing staff support for Committee meetings • Collected Community Marketing Grant Applications for Review 	Staff Kym	March March
1.3	Grow and expand the duties of the Chamber Ambassador Program, consistent with the needs of Chamber programs for volunteer support, including, but not limited to, staffing support for an expanded network of NLT Visitor Centers.		
	<ul style="list-style-type: none"> • Maintaining membership services in Incline Village Visitors Center 	Kym	March
2.1	Promote business and tourism, with an emphasis on promoting and supporting Chamber members.		
	<ul style="list-style-type: none"> • SnowFest Kickoff party • Attended TCPUD Board Meeting: Farmers Market 	Staff Kym	3-Mar 18-Mar
2.3	Continuously work to improve the value, marketing and delivery of Chamber member services.		
	<ul style="list-style-type: none"> • Planning Business Expo • Continued updates of the online Business Membership Directory • Updated Community Calendar with mixers and meetings 	Kym Kym Staff	March March March
3.2	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Workforce Development and Training.		
	<ul style="list-style-type: none"> • Planning Chamber Education Calendar • Planning Disabled Access Seminar • Attended "Good Morning Truckee" • ChamberEducation Seminar-Time Management • ChamberEducation Amgen Seminars • ChamberEducation Amgen Seminars • ChamberEducation Amgen Seminars • ChamberEducation Amgen To Lodging Committee 	Kym Kym Kym Kym Kym/Andy Kym/Andy Kym/Andy Staff	March March 8-Mar 17-Mar 23-Mar 24-Mar 28-Mar 31-Mar

3-3	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Enhanced Transit and Improved Community Mobility.		
	• Continued to help market and promote North Lake Tahoe Express and other local/regional transit services (on-going)	Staff	March
3-5	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Economic Development, Redevelopment, Diversification & Sustainability.		
	• Continued with Tahoe Fund License/Lift Ticket Program • Planning Keep the Sierra Green Luncheon • Participated in NLTRA Integrated Work Plan	Kym Kym Kym	March March 14-Mar
Total new members			6
Total renewed members			50
Total number of members			555

Percentage of Membership by Location							
	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11
Incline/Crystal Bay	26%	26%	26%	25%	25%	25%	25%
Tahoe City	27%	27%	27%	26%	26%	26%	26%
Truckee	14%	14%	14%	15%	15%	15%	15%
KB/CB/ Tahoe Vista	12%	12%	12%	12%	12%	12%	12%
Reno/Sparks/Carson	6%	6%	6%	6%	6%	6%	6%
South Shore	5%	5%	5%	5%	5%	5%	5%
Squaw Valley	3%	3%	3%	3%	3%	3%	3%
Other	5%	5%	5%	6%	6%	6%	6%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	641	638	638	601	601	575	555



April 21, 2011

To: Board of Directors
From: Kym Fabel, Chamber Manager

RE: Possible Approval of the Final Cycle of FY 2010/11 Community Marketing Grant Funding.

Background:

In its meeting in October, 2010, the Chamber Advisory Committee (CAC) awarded \$39,133 of the \$50,000 Community Marketing Grant Funds with the idea that another \$10,000 was going to be applied for by a Chamber of Commerce Special Event in 2010/11. Since that original request, the CAC has re-evaluated the Chamber grant process and at the March meeting, decided that those funds would be better focused on business supportive activities than under the "Special Event" grant funding umbrella.

This provided \$10,867 additional Community Marketing Grant Funds for which local events could apply. Due to unforeseeable permitting issues and the cancelling of an event, the total funds grew to \$12,367.

On April 20th, 2011, the CAC reviewed and evaluated 10 applications totaling \$23,000 of requests. They have recommended funding for 4 events based on previously set grant criteria.

Committee Recommendation

The following spread sheet shows the results of the evaluation and discussion process.

The recommendation of the Chamber Advisory Committee is:

\$4600 – Northstar at Tahoe Lake Tahoe Trail 100K
\$4600 – 2011 Tahoe Expo, Sustainable Tahoe
\$2000 - Tahoe Trail Running Series, Big Blue Adventures
\$1100 – Living History Day, California State Parks
\$12,300 TOTAL

Requested Action

To approve the Chamber Advisory Committee recommendation of the final 2011/12 Community Marketing Grant Funding Cycle and NLTRA's commitment to all grant applicants for in-kind marketing services.

2010-2011 Community Grant Applications

Event Name	Organization Name	\$ Request	Recommend	Stipulations
1 Ski Dazzle Sacramento	Tahoe X-C Ski Area	\$509	\$509	logo placement on marketing materials
2 Lake Tahoe Open Water Swim & Triathlon	Big Blue Adventure	\$1,000	\$500	logo placement advertising
3 Ability Celebration	Disabled Sports USA Far West	\$1,000	\$864	
4 Lunafest	Girls on the Run Sierras	\$1,000	\$750	ROI to include Rm Night counts
5 Joe King Poker Tournament	NTBA	\$1,000	\$0	Event pulled from list by organizer
6 Pacific Coast Trial Runs (Tahoe Ultra Running Series)	Alpenglow Sports	\$1,500	\$0	PULLED EVENT - issued \$1500
7 Tahoe Truckee Earth Day	Tahoe Earth Day Foundation	\$1,500	\$0	In Kind with NLTRA
8 Annual Pro/Am Disc Golf Tournament	Tahoe Mountain Sports	\$1,500	\$1,500	GTN lodging page placement on online web reg forms
9 Tahoe Maritime Museum Postcards	Tahoe Maritime Museum	\$1,560	\$1,560	Help with brochure design to attract overnights
10 Holiday Shopping Program	Kings Beach Downtown Assoc	\$2,000	\$0	Duplicate event
11 Tahoe City Wine Walk	Tahoe City Wine Walk	\$2,500	\$0	In Kind with NLTRA
12 Messiah & Red Violin	TOCCATA	\$2,500	\$0	
13 The Great Ski Race	Tahoe Nordic Search & Rescue Team	\$2,500	\$1,000	In Kind with NLTRA, marketing placement coaching
14 Peaks & Paws Festival	Squaw Village Neighbourhood Co	\$2,500	\$2,500	GTN lodging page placement on online web reg forms
15 Trails in Tahoe	Granite Chief Communications	\$2,500	\$0	logo placement, marketing for next level
16 Opening Day at the Lake	West Shore Association	\$3,000	\$0	Did not meet past grant requirements
17 SMCSC 3rd Annual "Fire in the Sky"	Sierra Mountain Soccer Club	\$3,400	\$2,400	In Kind with NLTRA
18 Tahoe Sierra Century	Tahoe Sierra Century	\$4,500	\$2,500	GTN lodging page placement on online web reg forms
19 Sick & Twisted Freestyle Tour	SnowBomb.com	\$4,500	\$3,050	funds in combo with NLTRA in-kind sponsorship on hill banner/school letter poster & distr
20 Lake Tahoe Music Festival	LTMF	\$5,000	\$0	requested funds not enough to make a difference
21 LodgingNorthTahoe.com	LodgingNorthTahoe.com	\$5,000	\$0	duplicate program
22 Adventure Sports Week	Big Blue Adventure	\$5,000	\$2,500	logo placement
23 Annual Ta-Hoe Nalu Stand Up Paddle Festival	Ta-Hoe Nalu, LLC	\$5,000	\$2,500	tied to ROI
24 Tour de Nez	Tour de Nez	\$5,000	\$0	in kind
25 Take the Lake	Alpine Meadows Ski Resort	\$6,000	\$3,000	signs & rack cards
26 Telluride Film Festival	Squaw Valley Institute	\$6,166	\$5,000	in kind
27 Village Oktoberfest	Squaw Village Neighbourhood Co	\$7,500	\$2,500	Bay area advertising guidance, lodging packages
28 Wanderlust Festival	Wanderlust Festival LLC	\$10,000	\$5,000	funds in combo with NLTRA in-kind sponsorship
ROUND 2	TOTAL	\$95,135	\$37,633	
1 Lake Tahoe Trail 100K	Northstar	\$5,000	\$4,600	drives TOT, new event, promotes NLT Biking
2 2011 Tahoe Expo	Sustainable Tahoe	\$5,000	\$4,600	supports the LTBP, new event - growth potential
3 TV Spots for Attendance	TTUSD	\$4,000	\$0	does not meet TOT, not a special event, in-kind
4 Tahoe Trail Running Series	Big Blue Adventure	\$3,000	\$2,000	Promotes NLT Health & Wellness
5 North Tahoe Theater Performances	Arts for the Schools	\$2,500	\$0	Application unclear of where the funding goes/ in-kind
6 Tahoe Earth Day	Tahoe Earth Day	\$0	\$0	withdrew app
7 Living History Day	California State parks	\$1,100	\$1,100	great PR exposure - cultural history branding/in kind
8 Truckee Duckee Derby	Granite Chief Communications	\$1,000	\$0	local event/existing event - not seed money, in-kind
9 Dog Day in the Park	Wylie Animal Rescue Foundation	\$1,000	\$0	no TOT, didn't fit criteria, local event, in-kind
10 Conversations with History	California State parks	\$500	\$0	small impact, in-kind
	TOTAL	\$23,100	\$12,300	

SECTION A:

Special Event and/or Project and Program Application:

If the Community Marketing Program application is for a special event, the following information must be provided to complete the application process. To ensure your application is qualified for the review process, please carefully profile your proposal against the eligibility criteria as listed in the **Community Marketing Program Grant Funding Criteria**, as well as the Special Event Criteria listed below.

1. The event must be held in the North Lake Tahoe area, as further defined by the service area of the requesting organization.
2. The timing of the event shall be consistent with the following principle as set forth in the **North Lake Tahoe Tourism and Community Investment Master Plan**.
 - In an effort to reduce pressure on tourism, community resources and infrastructure during periods of peak visitation, the NLTRA should help develop and promote special events during “strike zone” areas of opportunity.
3. Events that generate local and regional exposure and public relations value will be given priority consideration.

Date Submitted: April 11, 2011		
1. Event Date: July 10, 2011	Event Name: Lake Tahoe Trail 100k	
2. Grant Amount Requested \$5,000	Received \$4600	
3.. Name of Applicant Organization: Northstar-at-Tahoe Resort		
Mailing Address: PO Box 129		
City: Truckee	State: CA	Zip: 96160
Telephone: 1-800-GO-NORTH	Email:	
Website: www.NorthstarAtTahoe.com		
4. Chief Executive Officer: Bill Rock		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone: 530-562-2244	Email: brock@vailresorts.com	
5. Project Director: Nadia Guerriero		
Telephone: 530-562-3684	Email: Nguerriero@vailresorts.com	

6. How long organized? 39 years	Is organization non-profit? No

Purpose of organization:
Northstar® Resort is a place where family, friends and experiences come together for a perfect balance of play, relaxation, rejuvenation, exploration and celebration. Northstar is one of the finest year-round mountain resorts in North America and has the most extensive lift accessed Mountain Bike Park trail network in the Western U.S. that attracts a wide spectrum of leisure-seekers and endurance athletes.
Tax ID Number: 94-1640750
Total annual budget: We are legally unable to discuss this at this time
How is special event consistent with organization's mission or purpose?
The Lake Tahoe Trail 100k will showcase the Sierra Nevada Mountains and the Lake Tahoe region as one of the best places to mountain bike ride in America and therefore attract a wide spectrum of leisure-seekers, endurance athletes and their families/friends.
How is special event consistent with the North Lake Tahoe Tourism and Community Investment Plan?
The Lake Tahoe Trail 100k will help the North Lake Tahoe area achieve economic sustainability by showcasing the North Lake Tahoe area as one of the best places to mountain bike ride in America and by bringing approximately 1,200 participants and an average of 2.5 spectators per participant to the area specifically for this event. The total estimate attendance is 4,200 visitors!
Narrative description of the event:

The Lake Tahoe Trail 100k is the second race of the Leadville Qualifying Series and provides 100 qualifying spots to the Leadville 100, the best known and most prestigious mountain bike race in North America. A rider's performance at these races could guarantee a spot at the Leadville 100 start line where legendary cyclists, such as Lance Armstrong, Levi Leipheimer, Rebecca Rusch, Tinker Juarez and Dave Wiens, have once started. All races will be approximately 100 kilometers and have been vetted by LQS Technical Director Dave Wiens, a six-time LT 100 champion and member of the Mountain Biking Hall of Fame. The events are fully supported with aid stations and mechanical support, and are chip-timed.

While this event is scheduled during peak season, traditionally business drops after the 4th of July. The LT 100 targets a niche audience that aims to keep business volume high throughout July.

Purpose of event:

Each Leadville Qualifying Series race will provide 100 qualifying spots to the Leadville 100. The spots will be allocated partially on the basis of age-group performance and partly by lottery among finishers.

Total budget of event: **Please submit copy of complete final budget**

We are legally unable to disclose at this time

Promotional Plan: (Specify detailed media schedule. Indicate number of printed collateral and distribution plan. If item is sponsored, please describe sponsorship.)

Print Advertising (tentative):

Bike Magazine, National, 46,000 circ, July Issue
Sea Otter Classic Show Guide, Regional, 5,000 circ, April
Adventure Sports Journal, published bi-monthly, regional, 40,000 circ, June/July
The Weekly (N Lake Tahoe/Truckee), 11, 088 circ multiple insertions
Sierra Sun (N Lake Tahoe/Truckee), 6,300 circ multiple insertions
N Lake Tahoe Bonanza (N Lake Tahoe/Truckee) 3,900 circ multiple insertions
Tahoe Magazine – Summer (NLT/Truckee/Reno), 40,000 circ

Digital Advertising (tentative):

Truckee Chambers - eblasts, 945 circ
N Lake Tahoe - eblasts, 908 circ
Tahoe TV - Visitor Network - Summer

Radio Advertising (tentative):

Reno Radio Stations, tbd, :10 tags

Promotional Collateral (tentative):

Promotional offer flyer for Sea Otter
Signature Event Brochure, entire season, distributed at resort

Event Sponsorship: More information to come

Onsite Signage
Press Release
Web
Email broadcast to Northstar list

North Lake Tahoe Resort Association funds requested: \$5,000

Percentage, of total budget, requested from the NLTRA Community Marketing Program:
We are legally unable to disclose.

Sources of other funding to support the special event budget:

Event Sponsorships and registration fees

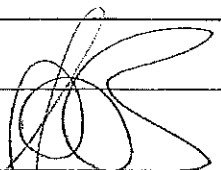
Description of how success of special event will be measured (if applicable):

Lodging shell and number of participants

\$ Newspaper/Magazine

\$ Internet/Website

\$	Internet/Website
\$	Radio
\$	TV
\$	Rack Cards
\$	Brochure
\$	Direct Mail
\$	Printed Program

	
Signature	<u>6/11/11</u> Date
<u>Buckleby A. Director - Program Service Service</u> Print Name and Title	

SECTION A:

Special Event and/or Project and Program Application:

If the Community Marketing Program application is for a special event, the following information must be provided to complete the application process. To ensure your application is qualified for the review process, please carefully profile your proposal against the eligibility criteria as listed in the **Community Marketing Program Grant Funding Criteria**, as well as the Special Event Criteria listed below.

1. The event must be held in the North Lake Tahoe area, as further defined by the service area of the requesting organization.
2. The timing of the event shall be consistent with the following principle as set forth in the **North Lake Tahoe Tourism and Community Investment Master Plan**.
 - In an effort to reduce pressure on tourism, community resources and infrastructure during periods of peak visitation, the NLTRA should help develop and promote special events during "strike zone" areas of opportunity.
3. Events that generate local and regional exposure and public relations value will be given priority consideration.

Date Submitted: April 11, 2011		
1. Event Date: September 10, 11 th , 2011 Event Name: 2011 TAHOE EXPO		
2. Grant Amount Requested: \$5,000.00 <i>Received \$ 4,600</i>		
3. Name of Applicant Organization: Sustainable Tahoe		
Mailing Address: PO Box 3206		
City: Incline Village	State: NV	Zip: 89450
Telephone: 775 833-0831	Email: jchandler@sustainable-tahoe.org	
Website: www.sustainabletahoe.org www.tahoeexpo.com		
4. Chief Executive Officer: Jacquie Chandler		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone: 775 287-3982	Email: jchandler@sustainable-tahoe.org	
5. Project Director: David Colley		
Telephone: 775 833-0831	Email: dcolley@sustainable-tahoe.org	
6. How long organized? 16 months	Is organization non-profit? Yes	

Purpose of organization:
Sustainable Tahoe is a non-profit organization dedicated to helping the Lake Tahoe region realize its potential as a <i>World Stage of Stewardship</i> by accelerating the rate of adoption of sustainable practices.
2011 TAHOE EXPO – connecting existing stewardship events with shuttles, boats and bikes.
Tax ID Number: 38-3815121
Total annual budget: \$50,000.00
How is special event consistent with organization’s mission or purpose?
The 2011 TAHOE EXPO makes visitors and residents understand through experience that sustainable transportation is a key factor in attaining sustainability within the region.
How is special event consistent with the North Lake Tahoe Tourism and Community Investment Plan ?
The 2011 TAHOE EXPO is a showcase of geotourism activities which motivate acts of conservation and stewardship toward the Tahoe watershed, while being a key economic driver in North Lake Tahoe. The EXPO takes place after Labor Day which is a “strike zone” time for NLTRA.
Narrative description of the event:
<p>Building from the organic success of last year’s Lake Tahoe Stewardship Congress, the 2011 EXPO will be the first ever showcase of Tahoe’s sustainable events and activities.</p> <p>TAHOE EXPO takes place Sep 10-11. We will get people to ride EXPO public transit to activities, attractions, entertainment and mobility that motivate acts of conservation and connection with land, water, wildlife, culture, art and the local businesses sustainability efforts. Events include: Sugarpine nature hikes, Water Trails kayaking, Tour de Tahoe bike riding, SWEP stream monitoring, Bear League wildlife tracking, Historic Society native basket weaving, Erosion Control teams BMP demonstrations, TRPA invasive species games, Washoe Round dancing, SGBA green building and design tours... to name a few</p>

Purpose of event: The 2011 TAHOE EXPO purpose is to promote stewardship by getting visitors to park their cars and take EXPO provided transit to events and attractions. Also promote the sustainable efforts made by local businesses and their commitment to the regions wellbeing.

Total budget of event:	Please submit copy of complete final budget
Promotional Plan: <i>(Specify detailed media schedule. Indicate number of printed collateral and distribution plan. If item is sponsored, please describe sponsorship.)</i>	
Printed collateral: 1)10,000 2011 Tahoe Expo Blue Buck cards, 2)5,000 maps, 3)smartphone apps, 4)web site design 5) Advertising	
1) 10,000 2011 Tahoe Expo Blue Buck cards, (made of compostable plastic) are being donated by EarthVision Industries of Tiburon, Ca.	
EarthVision Industries, www.earthvisionindustries.com is a supplier of compostable materials and composting equipment.	
The Blue Buck is the bus pass for the weekend and will allow the holder access to the events as well as scheduled discounts at participating local retailers distribution.	
Combining the weekends activities with the well-received, Bike the West's Tour de Tahoe bike around the lake event, we will present at least 5000 cyclist (3000 for the June 5 th Americas most Beautiful Ride, 2000 for the Sept. 11 th Tour de Tahoe) with the Blue Buck card as part of their registration package.	
The promotional material will be available during the days leading up the 2011 AMGEN cycling race in May.	
2) 5,000 EXPO maps will contain the activities, their locations, and schedule on one side, with the list of sponsors, their location, and a short message of their sustainability effort on the other. This will be published for distribution and posted at www.tahoeexpo.com which also connects to websites of participating organizations.	
3) A smartphone app is being developed to provide information on updates and opportunities.	
4) Website graphics and design	
5) Display Ads: The media, local newspapers, radio, television, have agreed to provide weekly coverage of the events development, starting in May. Ad space, which will be scaled as space demand increases, will be used to promote participating sponsors.	
Bonus: A Media Tour of National publications, working with the Nevada Dept. of Tourism, will be at the event to capture the progress of geotourism adoption in the Tahoe area.	
North Lake Tahoe Resort Association funds requested: \$5,000.00	
Percentage, of total budget, requested from the NLTRA Community Marketing Program <u>10</u> %	
Sources of other funding to support the special event budget: Corporate and Local sponsorships through media and the Blue Buck program. Possibly the Reno/Tahoe 2024 Winter Games Coalition.	
Description of how success of special event will be measured (if applicable):	
<ol style="list-style-type: none"> 1) Utilization of Expo transit (creating fewer cars on the road during the Bike ride) 2) Positive feedback from local businesses where Blue Bucks were honored 3) Positive feedback from hosting organizations 4) Request for similar events 5) Enhanced awareness by locals and visitors 	

Promotional Expenses (Projected)

2,000.00	Smartphone App
1,500.00	Graphics
3,000.00	Newspaper/Magazine display ads
1,500.00	Internet/Website
PSA	Radio
PSA	TV
2,000.00	Video Production for Web Content
N/A	Rack Cards
1,500.00*	Brochure (work w/ print company to offset costs and print to demand)
250.00	Direct Mail – to assist with the Bike the West events packages
2,500.00*	Printed Program – Map (work w/ print co. to offset costs and print to demand)

J Chandler
Signature

4-11,2011
Date

Jacquie Chandler, Executive Director, Sustainable Tahoe
Print Name and Title

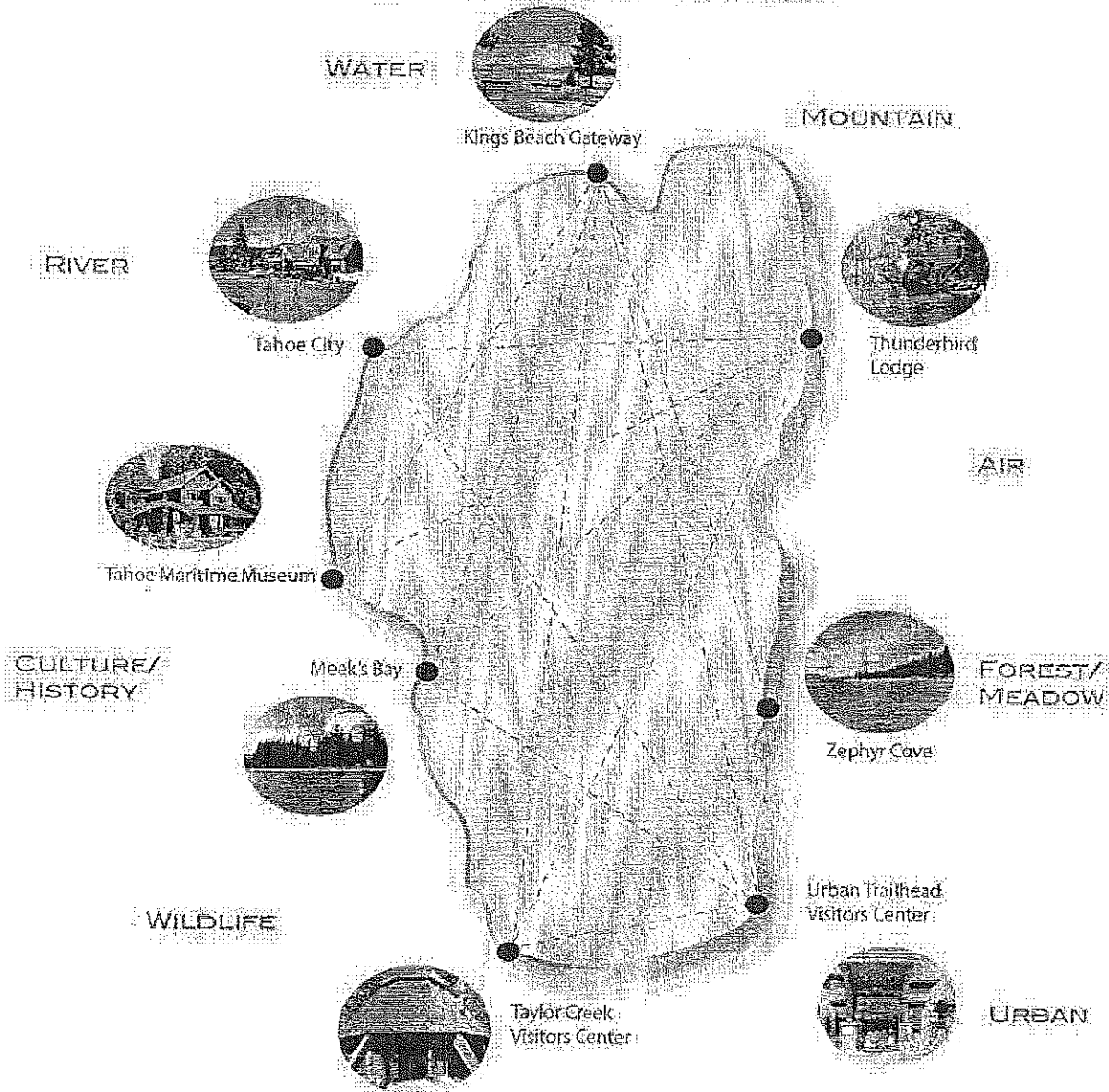
SECTION B:

Required Accountability and ROI Documentation Report:

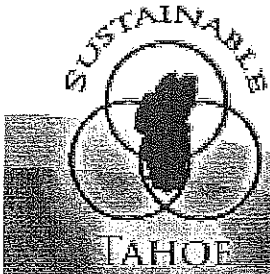
The following information must be submitted within 90 days of the completion of the project, program or special event (or no later than September 15), funded all or in part by a grant from the Community Marketing Grant Program. Required reports must be submitted to the office of the North Lake Tahoe Chamber of Commerce. Please attach additional documentation and materials, as necessary.

- | |
|--|
| 1. Complete breakdown of all advertising and media campaigns executed, including ad cost, size frequency, circulation, distribution and gross impressions, if available. |
|--|

8 WORLDS OF TAHOE



Item	Est. cost	description
catering	\$ 7,500.00	Catering (local food and drinks) Sand Harbor
direct mail	\$ 250.00	to assist with the Bike the West events packages
Display Ads	\$ 3,000.00	Newspaper/Magazine display ads
graphics	\$ 1,500.00	Graphics
insurance	\$ 1,000.00	
Office	\$ 1,500.00	Management Expenses – Office Supplies, Gas, Phone
permits	\$ 350.00	Sand Harbor special use
Printed material	\$ 2,500.00	(work w/ print co. to offset costs and print to demand)
Smartphone App	\$ 2,000.00	connect event activities
sound lights	\$ 3,500.00	Sound & Lighting – Sand Harbor
Transit	\$ 20,000.00	Transit - Shuttles & Boats (off-set w/ CRS donations)
video	\$ 2,000.00	Video Production for Web Content
wages	\$12,000.00	Wages – 3 Fulltime for 20 weeks
web/social media	\$ 1,500.00	Internet/Website
	\$ 2,000.00	Brochure (work w/ print company to offset costs and print to demand)
Total	\$ 60,600.00	



BOARD OF DIRECTORS

John Hara
Cary Crites
Lew Madden
Lara Pearson
David Hanson

The 2011 Tahoe Expo is a showcase of stewardship activities and local businesses whose products, services, operations, business practices and/or contribution to the watershed have significantly reduced environmental impacts, promote long term sustainability and align with (applicable) geotourism principles of sustainability.

Blue Bucks...The currency of Expo that allows visitors to:

- Utilize Expo transportation provided that connects activities and attractions around the Lake.
- Redeem for discounts at local participating businesses the weekend of the event.
- Connect visitors with the businesses working to create sustainability at Lake Tahoe.
- Reduce the number of vehicles on the road for 2 days (during the Tour de Tahoe)

'Blue Bucks' make stewardship easy for 2 days by getting you on a bus or boat for special access to Expo activities, while providing discounts on food, drinks, items and lodging from participating 'green' businesses who align with the geotourism principals listed below.

2011 Tahoe Expo sponsors who acknowledge their commitment to a better environment and association with our widely publicized, family friendly, community oriented event, receive the following benefits according to their level of participation:

BLUE BUCK BUSINESS SPONSORSHIPS

\$100.00 sponsorship

Sustainable Tahoe membership
Listed on Blue Buck and event website
Logo and link on website

\$200.00 sponsorship

Sustainable Tahoe membership
Listed on Blue Buck and event website
Logo and link on website
Listed in the new Sustainable Tahoe directory (ongoing/online) as contributor to Tahoe sustainability (\$100 value)

\$300.00 sponsorship

Sustainable Tahoe membership
Listed on Blue Buck and event website
Logo on website
Web link that connects w/Expo participating websites
Listed in the new Sustainable Tahoe directory (ongoing/online) as contributor to Tahoe sustainability (\$100 value)



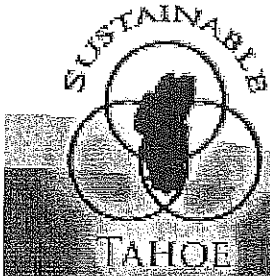


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In order for a business to qualify for the sponsorship level of the Sustainable Tahoe Directory, it must demonstrate pursuit of implementation of the applicable 12 quantifiable principles of Geotourism* (*not eco-tourism*). **Geotourism** is: *tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents.*

1. **Integrity of place:** How well does your business...develop and improve its distinctive locale, natural, cultural heritage and local pride?
2. **International codes:** How well does your business...adhere to World Tourism Organization's Global Code of Ethics principles?
3. **Market selectivity:** How well does your business...encourage market segments likely to appreciate, respect, and disseminate info.?
4. **Market diversity:** How well does your business... How well does your business...encourage a full range of appropriate food and lodging, appealing to entire geotourism demographic spectrum to maximize economic resiliency over both the short and long term?
5. **Tourist satisfaction:** How well does your business...ensure satisfied geotourists vacation stories, provide continuing demand ?
6. **Community involvement:** How well does your business...base tourism on area's nature, history, art, community and culture?
7. **Community benefit:** How well does your business...encourage business strategies that emphasize economic social benefits to communities?
8. **Protection and enhancement of destination appeal:** How well does your business...encourage businesses to sustain natural habitats, heritage sites, aesthetic appeal, and local culture?
9. **Land use:** How well does your business...anticipate development pressures, and applies techniques to prevent undesired overdevelopment degradation?
10. **Conservation of resources:** How well does your business...encourage businesses to minimize water pollution, solid waste, energy consumption and water usage?
11. **Planning:** How well does your business...recognize and respect immediate economic needs w/o sacrificing long-term character and the geotourism potential?
12. **Interactive interpretation:** How well does your business...engage both visitors and hosts in learning about the place and encourage residents to show off the natural and cultural heritage of their communities, so that tourists gain a richer experience and residents develop pride in their locales?



BOARD OF DIRECTORS

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Helping Lake Tahoe become a world stage for outstanding stewardship.

2011 Tahoe Expo is a FREE, fun, action-packed showcase of geotourism activities located around the Lake, accessible by bus, boat or bike or hike. The Expo provides a 2-day demonstration of how to travel around Tahoe without a car to activities that enhance visitor satisfaction, local pride and business revenues, while reducing environmental impacts. The goal is to inspire visitors and locals to experience the value and rewards of choosing activities that lead to healthy life and sustainable economy, community without degrading the environment.

2011 Sponsorship Opportunity invites organizations that support watershed stewardship to host this unique basin-wide community oriented event. The Expo provides "green" businesses, organizations, products and services enhanced visibility among the thousands of visitors who attend the Expo. In return, sponsors provide the support necessary for us to reach an increasingly broad audience and offer a quality event that benefits our community, economy and the watershed.

Who can be a sponsor? Business/Corp/Org/Govt whose products, services, operations, business practices and/or contribution to the watershed have significantly reduced environmental impacts, promote long term sustainability and align with (applicable) geotourism principles of sustainability.

Sponsor Categories Benefits: 2011 Tahoe Expo sponsors who acknowledge their commitment to a better environment and association with our widely publicized, family friendly, community oriented event, receive the following benefits according to their level of participation:



GREEN sponsor \$1,000 (Cash or in-kind contribution)

1. **Membership** - Sustainable Tahoe
2. **Print Media** to include name in regular font
3. **Web Links** name in Event Sponsor web page of Tahoe Expo
4. **Sustainable Tahoe 'green' directory** listing identifies 'geotourism qualified' watershed stewards w/ best green practices in Tahoe
5. **Treasure map** name appears on the 5,000 Tahoe Treasure map/program guide in regular font distributed in promotional packets and at Expo.
6. **Blue Bucks** (if applicable), designating window sticker, certifying geotourism qualifications to redeem Blue Buck credits
7. **Web banner** logo on rotating web banner in the Tahoe Expo website



BLUE sponsor - \$2,500 (Cash or in-kind contribution)

1. **Membership** - Sustainable Tahoe
2. **Print Media** to include name in **Bold** font
3. **Web Links** logo in Event Sponsor web page of Tahoe Expo
4. **Sustainable Tahoe 'green' directory** listing identifies 'geotourism qualified' watershed stewards w/ best green practices in Tahoe
5. **Treasure map** name appears on the 5,000 Tahoe Treasure map/program guide distributed in promotional packets and at Expo.
6. **Blue Bucks** (if applicable), designating window sticker, certifying geotourism qualifications to redeem Blue Buck credits
7. **Web banner** logo on rotating web banner in the Tahoe Expo website
8. **Signage** logo on specific transit sign during weekend



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◆ **BLACK Diamond sponsor \$5,000** *(Cash or in-kind contribution)*

1. **Membership** - Sustainable Tahoe
2. **Print Media** includes logo
3. **Web Links** logo in Event Sponsor web page of Tahoe Expo
4. **Sustainable Tahoe 'green'** directory listing identifies 'geotourism qualified' watershed stewards w/ best green practices in Tahoe
5. **Treasure map** large logo appears on the 5,000 Tahoe Treasure map/program guide distributed in promotional packets and Expo.
6. **Blue Bucks** (if applicable), designating window sticker, certifying geotourism qualifications to redeem Blue Buck credits
7. **Web banner** logo on rotating web banner in the Tahoe Expo website
8. **Signage** logo on all transit signs

◆◆ **Double BLACK Diamond sponsor \$10,000** *(Cash or in-kind contribution)*

1. **Membership** - Sustainable Tahoe
2. **Print Media** large logo and name
3. **Web Links** logo in Event Sponsor web page of Tahoe Expo
4. **Sustainable Tahoe 'green'** directory listing identifies 'geotourism qualified' watershed stewards w/ best green practices in Tahoe
5. **Treasure map** large logo appears on the 5,000 Tahoe Treasure map/program guide
6. **Blue Buck** (10,000 distribution) logo on back of Blue Buck, event marketing materials, banner, posters, print advertising and website with link.
7. **Web banner** logo on rotating web banner in the Tahoe Expo website
8. **Signage** logo on all transit signs
9. **Media** featured sponsor in event press kit, with suggested feature stories
10. **Promotion** through social media outlets (Facebook, Twitter, etc).

Media Partner - \$7,500

Media partners provide in-kind assistance to help 2011 Lake Tahoe Expo reach its target audience : geotourism travelers. Media partners donating media services valued at \$7,500 or more will receive logo posted in media event signage, brochure, posters, website, and large-format advertising. Media outlets contributing less than \$7,500 will be listed as a sponsor and receive benefits consistent with value of the donated media services.

All 2011 Tahoe Expo regional sponsors will also receive a Premium Listing on the Sustainable Tahoe Directory on the Sustainable Tahoe website www.Sustainable-Tahoe.org

Sustainable Tahoe

Tahoe EXPO Event Description - Years 1- 5

Sustainable Tahoe (ST) is a non-profit organization dedicated to helping Tahoe realize its potential as a *World Stage of Stewardship* by accelerating the rate of adoption of sustainable practices. ST is engaged in three initiatives:

1. 2011 Tahoe EXPO*
2. 8 Worlds of Tahoe and GeoCenters*
3. Green water and land transportation*

The 2011 EXPO is an event that highlights the progress being made in the Lake Tahoe watershed towards improving the clarity and purity of the lake through adoption of sustainable practices. The opportunity for the community is to use the EXPO to educate the public about how to become inspired and willing stewards of the Lake through demonstrating the change that is making a difference.

Overview

The 2011 EXPO is the first annual showcase of sustainable events and activities centered in and around the Tahoe Basin on September 12th and 13th. The EXPO will host a collection of different attractions around the lake that demonstrate geotourist values such as culture, history, art, wildlife, fitness, and local food and beverage that contribute to the well-being of the community. The EXPO promotes stewardship by educating the public in a fun and interactive way.

For two days, the basin will become a family friendly open house where visitors and locals are welcomed by selected businesses, organizations and artists to experience a new economy built around sustainable practices. The EXPO will encourage visitors to park their cars and take EXPO provided green shuttles between attractions.

This year, the EXPO will feature a showcase of stewardship activities and attractions around the entire lake set up walking distance from the 11 shuttle stops. Activities are designed to motivate acts of conservation toward the watershed and reveal a new dimension to visiting Lake Tahoe. As the EXPO evolves through collaboration and partnerships, each year it will debut different initiatives that Sustainable Tahoe and others are developing.

* Definitions on pages 3 and 4

EXPO YEAR 1 – Stewardship showcase and Blue Bucks”, debut.

Sustainable Tahoe Responsibilities

Is the event organizer

Serves as the brand manager for "8 Worlds of Tahoe" and grants licenses to approved entities to use the brand

Provides guidelines to participants (i.e. fun, educational, promotes stewardship, benefits community) and selects "best of class sustainable examples" for the Expo.

Recruits and manages volunteers for supporting participants and helping visitors (support staff, docents, safety and security, guides)

Secures event sponsor and pays staff from those funds (best case: National Geographic)

Provides participants with Expo marketing, advertising and PR (e.g. includes placement on map, signage, program placement, banners)

Provides an Expo web-based application and uses the web for reaching larger audiences outside of Tahoe

Secures strategic alliances to provide in kind contributions/funding (RSCVA, SGBA, Bike Tahoe, Bentley, etc)

ST staff gets paid for providing consulting and training to would be participants (partially funded by title sponsor and funds from sponsorships)

Secures alternative transportation and manages through third parties event transportation for participants

ST's goal is to have a carbon neutral and 0 waste event and ST takes appropriate steps for this to occur (e.g. tree planting as mitigation, conscious materials sourcing)

Takes all steps to protect itself and members from personal liability

Will conduct a safe, family friendly event

Will include visitor “welcome” centers and existing attractions like the Maritime Museum as part of the 8 Worlds rollout.

ST will raise enough funds and charge for services and sell merchandise and other items to cover all current year costs plus 20% extra to cover start-up costs of the following year’s Expo.

Participants Responsibilities

Carry their own insurance, bonds when necessary, and sign legal contract with Expo

Provide ST with data after the event about demographics and evaluation forms

Coordinate transportation requirements with ST

***YEAR 2 (high level suggestions at best)** -- Debut green water transit vessel, debut ST Solar Sailor, debut GeoCenters (already existing), debut Speaker Series and merchant show, debut Advocacy Application*

***YEAR 3** -- Debut "Day Without a Car", debut green water transit system and and green bus and/or shuttle service*

***YEAR 4** -- Debut North Tahoe GeoCenter*

***YEAR 5** -- Debut Meeks Bay GeoCenter, debut Kings Beach Plaza and Park*

Definitions

8 Worlds of Tahoe is the conceptual brand name for a sustainable economy that promotes stewardship and community well being. Name reflects new economy based on geotourism and surrounding environs unique to Tahoe. It honors 8 Washoe families who were guardians of Lake Tahoe for 10,000 years. 8 Worlds of Tahoe will eventually become anchored by GeoCenters that are interlinked visitor/interpretive centers and geotourist attractions that each feature a theme relevant to the area; Lake, Forest/Meadow, River, Sky, Culture/History, Wildlife, Urban, and Mountains.

GeoCenters are visitor/interpretive centers and attractions that may already exist (e.g. South Lake Tahoe Urban Trailhead, Taylor’s Creek Interpretive Center, Maritime Museum) or may eventually be built or re-adaptively reused (e.g.

North Tahoe Event Center, Meeks Bay). They will become welcome/interpretive centers that are able to stand alone on their own as visitor attractions. Many GeoCenters will eventually redefine the Lake Tahoe visitor experience around a context of stewardship and sustainable practice. At least eight will anchor the concept of 8 Worlds of Tahoe by featuring different 8 World themes at each center. They will serve as an incentive for visitors to use alternative scheduled transportation instead of personal vehicles.

Participants submit proposals to participate in the Expo and are judged against criteria by ST to fulfill ST objectives for collaboration, credibility, branding, and stewardship modeling. Participants will pay to participate in the EXPO and will co-brand with ST. Participants will receive consulting and access to webinars to ensure a high level of quality for their events and attractions.

Sponsors will contribute funding or goods and services in kind in exchange for marketing exposure and co-branding opportunities. This includes the title sponsor who will help fund and co-brand the entire Expo.

EXPO - Showcase of 8 Worlds of Tahoe attractions. The Expo markets and manages a two-day event for visitors and locals that ties together and co-brands activities and special events hosted by various interest groups around the Tahoe Basin. ST plans on leveraging existing geotourist compatible events (e.g. bike race, Tahoe Rim event, Trails and Performance show) and evaluating and accepting proposals from other groups of interest (e.g. photographers, Bear League, EV Rally).


Multi-modal green transportation - green water and land transportation including green water ferry demo vessel and eventually, ferry system. Tied to water transit is using existing parking facilities outside of the basin (e.g. North Star parking, Mt. Rose Parking lot) as shuttle service parking. Green shuttles and buses using hybrid technology and bio diesel will run on regular schedules moving Expo visitors from attraction to attraction.


Advocacy Software Application which includes green directory, best practices database application, and rating system will enable sustainable organizations, businesses and agencies participating in the Expo to promote adoption of stewardship more easily. Webinars and other collaborative online tools will help promote economic advantages of adopting sustainable practice.


Blue Bucks incent visitors, locals, participants and local businesses to patronize green businesses through a coupon/discount program that helps visitors identify sustainable businesses.


TAHOE EXPO 2011


Examples- for demonstration purposes (not actual locations)


 Bus Transit


 Tour de Tahoe Rest Stops


 Water Trails - Kayak


 Rim Trail Hikes

 Critter Trails


 Sugarpine

 Cultural

 Science

 ANIMALS


 WATER

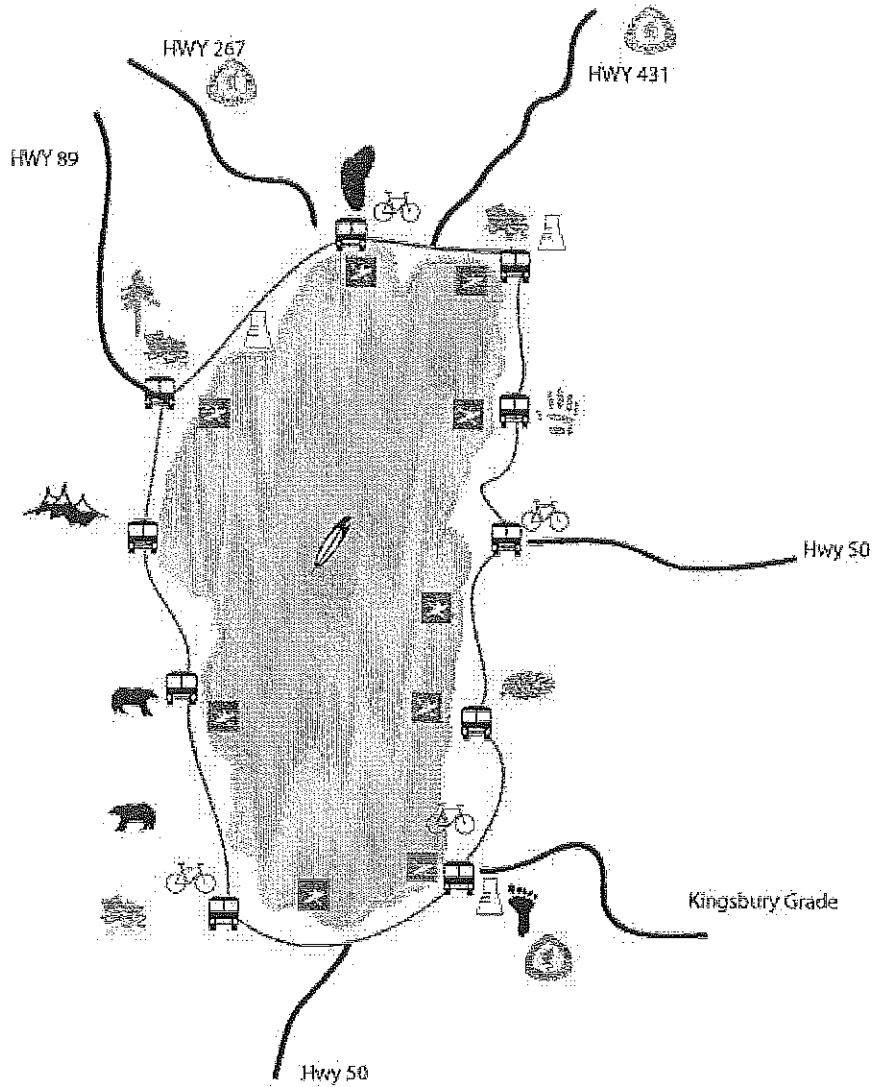
 PEOPLE

 SPIRIT

 EARTH

 PLANT

 WANDERERS



Kym Fabel

From: Jacquie Chandler [jchandler@sustainable-tahoe.org]
Sent: Monday, April 11, 2011 10:59 AM
To: Kym Fabel
Subject: 2 more....
Attachments: EXPO map.jpg

Kym, Forgot to include the EXPO MAP (attached) and a PR below

:))

2011 Tahoe Expo features 40 family-friendly activities that connect fun to sustainability around Lake Tahoe (*without cars!*)

September 10,11, 2011 Lake Tahoe: Sustainable Tahoe, a 501c3 is hosting the 2011 Tahoe Expo, a basin-wide open house of high touch/low impact activities that inspire participants to 'test-drive' sustainability for 2 days by hiking, biking, paddling, tracking, exploring, weaving, walking, listening, touching, and dancing to capture the magic of Lake Tahoe. A wide range of geotourism activities will be set up at 11 stops around the lake with a stage for special attractions at Sand Harbor. Rather than a localized event with booths and brochure's, shuttles circling the Lake every 30 minutes in both directions, will move people to the action. Docents at shuttle stops will welcome, inspire and help visitors experience geotourism (destination stewardship) along with receiving discounts at local businesses participating in the Blue Buck program.

The event will be headlined by Bike of the West's Tour de Tahoe. 2,000 cyclists peddling around the Lake on Sunday, emphasizing the mobility without cars Expo theme. Water Trails (day-long kayaking on the lake), and Rim Trail (annual supported rim hike surrounding the lake) will also be out in full force, with guides available help people experience 30 to 60 min of paddle, hike or bike activities around the Lake.

Sustainable Tahoe is the collective vision of cultivating the Lake Tahoe watershed as a global model of geotourism and sustainability practices that lead by example of what it takes to keep water clean, currency flowing and communities connected. www.sustainableTahoe.org

Details at www.tahoeexpo.com or contact Jacquie Chandler, Executive Director of Sustainable Tahoe: jchandler@sustainable-tahoe.org or 775-833-0831.

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In service to the water and air we share,

Jacquie Chandler
Executive Director
www.sustainable-tahoe.org
creating sustainable stewardship on a world stage
www.TahoeExpo.com

775 833-0831
775 287-3982

4/11/2011

19-24



P.O. Box 2720
 Kings Beach, CA 96143
 530-546-1019
 Fax 530-466-2430
 info@bigblueadventure.com

North Lake Tahoe Resort Association
 North Lake Tahoe Chamber of Commerce

RE: 2010-2011 Community Marketing Grant Program request for grant.

We are submitting the following request for a grant from the Community Marketing Grant Program in the amount of \$3,000 for the event(s) called **Tahoe Trail Running Series**. These funds will be earmarked for marketing and promotional support.

Date Submitted:

4/11/2011

Event Dates:

Month/Day	Date	Event Name	Distance	Location
Sunday	June 19, 2011	Burton Creek Trail Run	5K, 10K, 1/2 Marathon, Marathon	Tahoe City, CA
Sunday	June 26, 2011	Run To Squaw 10K	8 Miles	Squaw Valley USA
Saturday	July 2, 2011	Truckee Trail Running Festival	5K, 10K, 1/2 Marathon, Marathon	Truckee, CA
Monday	July 4, 2011	Run To The Beach	5K, 10K	Kings Beach, CA
Saturday	August 20, 2011	Northstar Mountain Run	10K	Northstar at Tahoe, Truckee, CA
Saturday	August 27, 2011	Big Blue Trail Run	5K, 10K	Incline Village, NV
Sunday	September 18, 2011	Emerald Bay Trail Run	7.5 Mile	West Shore, Lake Tahoe
Saturday	October 1, 2011	Oktoberfest Run	8 Miles	Squaw Valley USA

Event Name:

Tahoe Trail Running Series

Grant Amount Requested:

\$3,000

Received \$ 2000

Name of Applicant Organization:

Big Blue Adventure, LLC
 P.O. Box 2720
 Kings Beach, CA 96143
 530-546-1019
 info@bigblueadventure.com



P.O. Box 2720
Kings Beach, CA 96143
530-546-1019
Fax 530-466-2430
info@bigblueadventure.com

Project Director:

Todd Jackson
530-546-1019
todd@bigblueadventure.com

How Long Organized:

10+ years

Is organization non-profit?

No

Purpose of organization:

Big Blue Adventure, LLC is a for-profit company specializing in owning, operating and producing sporting events.

Tax ID Number:

20-2634008

Total annual budget:

I'm not sure what this question is asking.

How is special consistent with organization's mission or purpose?

The event is a sporting event.

How is special event consistent with the North Lake Tahoe Tourism and Community Investment Plan?

The events:

- Help to provide economic sustainability
- Provide more choice of activity and therefore an improved visitor experience
- Generate visitation and revenue to businesses
- Continue to feature North Lake Tahoe and Placer County as a premier adventure travel destination
- Market directly to "target guests"



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- Occur in the “strike zone”

Narrative description of the event:

The Tahoe Trail Running Series is currently made up of eight (8) trail running events. Three of these events are new for 2011. These include, Run to Squaw, Truckee Running Festival, Oktoberfest Run. We have grouped our trail running events into what we are calling the Tahoe Trail Running Series. Participants can now run in one or many of these events. 2011 marks the inaugural Trail Running Championship where participants can earn points and become the Trail Running Champion.

Trail running participation is growing and we are working hard to feature North Lake Tahoe and Placer County as a great running destination.

Purpose of event:

The purpose of the event is to provide a unique, fun and memorable experience to those that choose to attend during their leisure time, and to expose the participants to beautiful North Lake Tahoe and Placer County venues.

Promotional Plan:

Our promotional plan includes:

- Website
- Email blasts monthly to a proprietary list of 8,000
- Grassroots Internet marketing (Yahoo & Google Groups, online calendars)
- Social Networking (Facebook, Twitter)
- Print advertising (April, May, June, July, August, September)
 - Adventure Sports Journal, Competitor
 - Moonshine Ink, and other local pubs
- Rack card and brochure distribution (20,000)
- TV advertising (start in April)

North Lake Tahoe Resort Association funds requested: \$3,000.00

Percentage, of total budget, requested from the NLTRA Community Marketing Program is approximately 10%.

Sources of other funding to support the special event budget:

Sponsorship from current and targeted events sponsors such as: Salomon, R.W. Knudsen



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Description of how the success of special event will be measured:

We will measure the number of participants against our participation goals. We will measure the participation increase from year to year. We will measure the number of new subscribers to our social media and email lists. We will monitor the online conversation on social media forums. We will survey all participants using an online survey to gain an understanding on the success of the event and plans of our participants to return for the next year. We will keep track of the media generated from the event including post event articles and editorial.

\$ Newspaper/Magazine	\$3,000
Internet/Website	\$1,500
Radio	\$200
TV	\$500
Brochure/Rack Cards	\$1,900
Direct Mail	\$0
Printed Program	TBD

Thank you for your consideration.

Todd Jackson
Director

A handwritten signature in black ink, appearing to read "Todd Jackson", enclosed within a circular scribble.



DEPARTMENT OF PARKS AND RECREATION
P.O. Box 266
Tahoma, CA 96142-0266
530.525.1263

Ruth Coleman, Director

April 11, 2011

Kym Fabel, Manager
North Lake Tahoe Chamber of Commerce
PO Box 884
Tahoe City, CA 96145

Re: 2010-11 Community Marketing Grant Program

Dear Kym,

Attached to this letter you will find our application for marketing funding to support Living History Day at Ed Z'Berg-Sugar Pine Point State Park on July 30, 2011. This year we will be celebrating our amazing natural and cultural heritage with a variety of events to include: "open house" tours of the buildings with costumed docents, a Children's Activity Zone, nature hikes, vintage car displays (to include the 1954 North Tahoe Fire Engine!), Washoe elders sharing stories from their traditions, talks and presentation from noted historians, local artists-in-residence and the original American music of the Wrangler's* and guests playing throughout the day. As you can see we have a big day planned!

A core team of 14 volunteers plan and organize the event, with over 100 more volunteers helping on the day of. Our budget includes ADA access and shuttle transportation. Our challenge this year is to do a better job, "getting the word out". This grant, if approved, will allow for the creation and distribution of marketing materials to increase visitation and, thus business, along the west and north shore Lake Tahoe corridors.

Thank you for your kind consideration and I look forward to working with NLTRA in the promotion of this great event.

Heidi K Doyle
Volunteer and Interpretation Program Manager
Lake Tahoe/Sierra North Sectors
California State Parks

cc: Susan Grove

* "The Wranglers" is the bluegrass band of Warren Hellman (great grandson of Issias Hellman who built the Ehrman Mansion. Mr. Hellman is underwriting their appearance.

SECTION A:

Special Event and/or Project and Program Application:

If the Community Marketing Program application is for a special event, the following information must be provided to complete the application process. To ensure your application is qualified for the review process, please carefully profile your proposal against the eligibility criteria as listed in the **Community Marketing Program Grant Funding Criteria**, as well as the Special Event Criteria listed below.

1. The event must be held in the North Lake Tahoe area, as further defined by the service area of the requesting organization.
2. The timing of the event shall be consistent with the following principle as set forth in the **North Lake Tahoe Tourism and Community Investment Master Plan**.
 - In an effort to reduce pressure on tourism, community resources and infrastructure during periods of peak visitation, the NLTRA should help develop and promote special events during “strike zone” areas of opportunity.
3. Events that generate local and regional exposure and public relations value will be given priority consideration.

Date Submitted: April 11, 2011		
1. Event Date July 30, 2011 Event Name: Living History Day		
2. Grant Amount Requested : \$ 1100 <i>Received \$ 1,100</i>		
3.. Name of Applicant Organization: California State Parks		
Mailing Address: PO Box 266		
City: Tahoma	State: CA	Zip:96142
Telephone: 530-525-1263	Email: hdoyle@parks.ca.gov	
Website: www.parks.ca.gov and www.laketahoelivinghistory.com		
4. Chief Executive Officer: Susan Grove (Sector Superintendent)		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone: 530-525-9524	Email:sgrove@parks.ca.gov	
5. Project Director: Heidi Doyle		

Telephone: 530-523- 3243 cell	Email: hdoyle@parks.ca.gov
6. How long organized? Since 1864!	Is organization non-profit? yes

Purpose of organization: The mission of California State Parks is to provide for the
Health, inspiration and education of the people of California by helping to preserve the
State's extraordinary biological diversity, protecting its most valued natural and cultural
Resources and creating opportunities for high quality outdoor recreation.
Tax ID Number:68-030306
Total annual budget: \$3500 (to put on Living History Day (LHD))
How is special event consistent with organization's mission or purpose?
LHD provides a glimpse of a bygone era of California's history while engaging the entire
family in fun activities that promote understanding and stewardship.
How is special event consistent with the North Lake Tahoe Tourism and Community Investment Plan ?
Our goals are the same: To ensure...enhancement of our...cultural heritage with the
outcome of improving visitor experiences and quality of life for our local residents. This
Event will bring visitors and locals to the west shore for an event that is high quality
and free. Special arrangements to accommodate special needs populations.
Narrative description of the event: LHD is a community open house that showcases the
historic zone within Sugar Pine Point State Park to include open houses of the buildings with
costumed Docents, live music and multiple specialized demonstrations and talks.
Purpose of event: To bring visitors to the park and showcase our incredible heritage. This
free family event, brought 1800 visitors to the West Shore in 2010 and I am seeking funding .
to increase visibility both outside and within our immediate community .

Total budget of event: \$4500		Please submit copy of complete final budget	
Promotional Plan: (Specify detailed media schedule. Indicate number of printed collateral and distribution plan . If item is sponsored, please describe sponsorship.)			
The publicity chairperson will be updating the website and writing press releases.			
This grant will enable printed rack cards, paid ads in local and regional newspapers (to include the Reno and SF Bay area), and radio stations.			
North Lake Tahoe Resort Association funds requested: \$ 1,100			
Percentage, of total budget, requested from the NLTRA Community Marketing Program_22_%			
Sources of other funding to support the special event budget: This event is supported through a raffle. In addition, we will not be incurring music costs as those are to be sponsored by the Hellman Family Foundation (value \$3000). The Wranglers, plus another special guest, will be playing.			
Description of how success of special event will be measured (if applicable):			
Attendance and feedback from guests and volunteers.			
\$ 300	Event Posters		
\$ 200	Newspaper/Magazine		
\$ 200	Internet/Website		
\$ 200	Radio		
\$	TV		
\$ 200	Rack Cards		
\$	Brochure		
\$	Direct Mail		
\$ 0	Printed Program (paid for with other funds)		
_____ Signature		_____ Date	
Heidi K Doyle, Volunteer and Interpretive Programs Manager Print Name and Title			

LIVING HISTORY DAY 2011 BUDGET			
EXPENSES			
Shuttle Bus Rental	800		
Banners and signs	500		
Volunteer Food	600		
Raffle/fundraising	350		
Washoe Speaker	200		
Awnings/chair rental	300		
Venue Supplies	600		
Childrens Activity Zone	150		
Publicity	1100		
Music/equipt rental	2500		
Total Expenses	7100		
INCOME			
NLTRA Grant	1100		
Raffle/Silent Auction	3500		
Hellman Family	2500		
Total Income	7100		



May 4, 2011

To: Board of Directors

From: Ron Treabess, Interim Executive Director

Re: Performance Evaluation

As you know, I have just concluded one year as Interim Executive Director, working under the Employment Agreement between the Board and me. I would like to request the Board to provide me with an evaluation of my performance in the duties of Executive Director, while continuing with those as Director of Community Partnerships and Planning. The agreement refers to the Board objectively reviewing how well I performed in accomplishing criteria established during the term. I believe this is the appropriate time, prior to the arrival of Sandy and the conclusion of my tenure.

While this does not need to be a formal review, I would appreciate your comments and evaluation of my efforts to achieve positive and beneficial results with Board and County relationships, leadership effectiveness, planning, functional and operational management, NLTRA representation and advocacy, communications and personal development. I have attached a performance form that has suggested professional development competencies and skills consolidated into these six general categories. Whether or not you fill out the form, I think they may provide some level of thought stimulus to help with the evaluation. Any written comments should be anonymous and will remain confidential.

I have tentatively scheduled this review to occur during the closed session agenda item at Wednesday's Board meeting. I do value your feedback so that I can continue improving my performance in support of the Resort Association and my other walks of life. Thank you for your guidance and suggestions.

**North Lake Tahoe Resort Association
Evaluation Form – interim Executive Director
April 2010–April 2011 Performance Review Period**

A. POLICY FACILITATION AND BOARD RELATIONSHIP

5 – Excellent 4 – Above Average 3 – Average 2 – Needs Improvement 1 - Unsatisfactory

	5	4	3	2	1
Facilitative Leadership – Builds cooperation and consensus among and within the Board, County, and diverse groups, helping them identify common goals and act effectively to achieve them, recognizing interdependent relationships and multiple causes of community issues, and anticipating the consequences of policy decisions.					
Facilitation of Board Effectiveness – Assists Board members in developing policies that can be implemented effectively and that serve the best interests of the NLTRA, the County, and the community.					
Preparation - Provides sufficient staff reports and related agenda materials to allow for effective Board discussion/decision-making. Provides information to Board members in a timely manner. Obtains and evaluates relevant information and implements or recommends appropriate solutions to problems.					
Professionalism – Displays a professional attitude/image that assures public confidence.					
Accessibility – Is accessible and responsive to Board member requests and communications, as well as to those from Placer County.					
Planning – Plans effectively to address upcoming issues. Identifies needs, studies issues and provides alternative solutions.					
Responsiveness – Responds in a timely manner to issues and opportunities that arise.					

Comments:

B. LEADERSHIP EFFECTIVENESS

5 – Excellent 4 – Above Average 3 – Average 2 – Needs Improvement 1 - Unsatisfactory

	5	4	3	2	1
Coaching/Mentoring – Provides direction, support, feedback and recognition to enable staff and others to meet their potential.					
Team Leadership – Facilitates teamwork between staff, the Board of Directors, the County, the committees, and the community partners.					
Empowerment – Creates a work environment that encourages responsibility and decision-making at all levels.					
Delegation – Assigns responsibility to others effectively. Supports innovative problem-solving by involving others in implementing better methods and procedures.					
Role Model – Sets a professional example and strong work ethic in and out of the workplace. Inspires others to achieve results.					
Fairness - Consistently strives to be fair and consistent in working relationships, and shows respect for others. Shows appreciation for the contributions of staff.					
Communications - Is straight-forward in communications, and is capable of being firm when circumstances warrant. Uses criticism constructively and objectively, while demonstrating sensitivity to the feelings of others.					

Comments:

**North Lake Tahoe Resort Association
Evaluation Form – Interim Executive Director
April 2010 – April 2011 Performance Review Period**

C. PLANNING, INITIATIVE, RISK-TAKING

5 – Excellent 4 – Above Average 3 – Average 2 – Needs Improvement 1 - Unsatisfactory

	5	4	3	2	1
Strategic planning – Facilitates planning processes for the NLTRA to anticipate future needs and trends. Articulates a vision to the NLTRA, County and the community.					
Plan implementation - Creates implementation plans which follow the adopted direction of the Board and the County.					
Initiative – Demonstrates a personal orientation toward action and accepting responsibility for results. Resists the status quo and removes barriers which delay progress toward goals.					
Risk-taking – Develops new ideas or practices. Urges the NLTRA toward initiative, change, and prompt action.					

Comments:

D. FUNCTIONAL AND OPERATIONAL MANAGEMENT

5 – Excellent 4 – Above Average 3 – Average 2 – Needs Improvement 1 - Unsatisfactory

	5	4	3	2	1
Financial Management – Plans, implements and directs a comprehensive financial program for the NLTRA long-range goals. Effectively communicates financial information to the Board, the County, and the public. Anticipates financial needs or potential impacts and addresses them in advance.					
Management of Resources – Maintains a high level of quality and quantity in staff work and facilitates operational procedures and service delivery that maximize effectiveness. Sets standards and measures results.					
Service Delivery – Understands the basic principles of service delivery in the NLTRA's service areas: County accountability, marketing and promotion, tourism activities, visitor services, transportation, capital project investment, business retention and education. Promotes efficiency and effectiveness in delivery of services.					
Operational Knowledge – Understands the basic principles of operational needs including: revenue sources, budgeting, financial tracking, human resources, staffing capabilities, work operations, and technological opportunities. Promotes efficiency and effectiveness in all operations.					
Responsiveness - Follows-ups recommendations, concerns or complaints as promptly as possible with staff, the board, the County, and community partners.					

Comments:

**North Lake Tahoe Resort Association
 Evaluation Form – Interim Executive Director
 April 2010 – April 2011 Performance Review Period**

E. REPRESENTATION, ADVOCACY, AND CITIZEN PARTICIPATION

5 – Excellent 4 – Above Average 3 – Average 2 – Needs Improvement 1 - Unsatisfactory

	5	4	3	2	1
NLTRA Representation - Represents the NLTRA well in presentations to NLTRA committees, civic groups, media and the public, and provides a positive, professional image. Develops cooperative working relationships with outside governmental agencies, organizations, and other outside groups.					
Democratic Advocacy – Fosters the values and integrity of the NLTRA and Placer County. Enhances community understanding through transparency of NLTRA's goals, objectives and processes.					
Citizen Participation – Recognizes the rights of citizens and promotes individual involvement in the processes. Responds to issues and concerns promptly. Handles individual citizen's complaints well.					

Comments:

F. INTEGRITY, COMMUNICATIONS, AND PERSONAL DEVELOPMENT

5 – Excellent 4 – Above Average 3 – Average 2 – Needs Improvement 1 - Unsatisfactory

	5	4	3	2	1
Integrity – Demonstrates fairness, honesty, ethical and legal awareness in relationships and activities, and personal accountability for actions.					
Verbal Communication - Promotes and engages in two-way communication. Facilitates the flow of ideas, information and understanding between the board, staff, committees, County, and among individuals.					
Accessibility - Is accessible to Board, staff, County and community. Is open and accepting of new ideas, suggestions and concerns.					
Written Communication - Writes clear and concise memos, letters and reports which convey all relevant information using words and phrases appropriate to the audience.					
Personal development – Demonstrates a commitment to continuous learning, improvement, education, and self-development.					

Comments:

**North Lake Tahoe Resort Association
Evaluation Form – Interim Executive Director
April 2010 – April 2011 Performance Review Period**

G. SUMMARY EVALUATION

5 – Excellent 4 – Above Average 3 – Average 2 – Needs Improvement 1 – Un satisfactory

	5	4	3	2	1
A. Policy Facilitation and Board Relationship					
B. Leadership Effectiveness					
C. Planning, Initiative, Risk-Taking					
D. Functional and Operational Management					
E. Representation, Advocacy and Citizen Participation					
F. Integrity, Communications and Personal Development					
G. SUMMARY					

Comments:
