



north lake tahoe

Chamber | CVB | Resort Association

**AGENDA AND MEETING NOTICE
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**

Wednesday, November 14, 2012 – 9:30am

Tahoe City Visitor Information Center!

Mission of the North Lake Tahoe Chamber of Commerce

"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."

Meeting Ground Rules inclusive of the 9 Rules of Civility

*Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree
Acknowledge Comments, but Do Not Repeat Comments*

<p>Business Association and Chamber Collaborative Members</p> <p><u>NLTRA Board:</u></p> <p><i>Kaliopé Kopley Valli Murmane</i></p> <p><u>Committee Members:</u></p> <p><i>Caroline Ross, Chair Squaw Valley Business Assoc.</i></p> <p><i>Steve Hoch Tahoe City Downtown Assoc.</i></p> <p><i>Kay Williams West Shore Assoc.</i></p> <p><i>Mike Young Incline Community Business Assoc.</i></p> <p><i>Cassandra Sharp Village at Northstar Assoc.</i></p> <p><i>Joy Doyle North Tahoe Business Assoc.</i></p> <p><u>County Representative</u> <i>Dave Snyder</i></p> <p><u>Quorum</u> <i>3 members including 1 NLTRA Board Director</i></p>	<p>ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED</p> <p>A. Call to Order - Establish Quorum</p> <p>B. Public Forum: Any person wishing to address the Membership Advisory Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Committee on items addressed under Public Forum. <i>(3 minutes)</i></p> <p>C. Agenda Amendments and Approval</p> <p>D. Approval of the Meeting Minutes (Motion)</p> <ul style="list-style-type: none">• October 10, 2012 Meeting Minutes <p>E. CEO Update – Sandy Evans Hall (5 minutes)</p> <p>F. Shop Local Program Updates – Joy Doyle (15 minutes)</p> <p>G. SVBA 2012-13 Community Marketing Grant Presentation – Caroline Ross (Motion), NTBA 2012-13 Community Marketing Grant Presentation – Joy Doyle (Motion)</p> <p>H. Discussion: Communication Between Meetings</p> <p>I. January Meeting Agenda</p> <p>J. Committee Member Reports/Updates from Community Partners (5 minutes)</p> <p>K. Adjournment</p>
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north lake tahoe

Chamber | CVB | Resort Association

PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

MEMBERSHIP ADVISORY COMMITTEE MINUTES

Wednesday, October 10, 2012 – 9:30 am

Tahoe City Visitor Information Center

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Kali Kopley, Mike Gelbman, Steve Hoch, Joy Doyle, Kay Williams, Mike Young, and Cassandra Sharpe

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Deanna Frument, and Jessica Walker

OTHERS IN ATTENDANCE: Pettit Gilwee

A. Call to Order - Establish Quorum

The Membership Advisory Committee meeting was called to order at 9:36 am by Kay Williams and a quorum was established.

B. Public Forum:

There was no public forum.

C. Agenda Amendments and Approval

M/S/C (Kopley/Gelbman) (7-0-0) approve the agenda as presented

D. Approval of the Meeting Minutes from June 13, 2012 and August 8, 2012 Meeting Minutes

M/S/C (Doyle/Young) (7-0-0) approve the Membership Advisory Committee minutes of June 13, 2012 and August 8, 2012

E. CEO Update

Sandy Evans Hall, Chief Executive Officer/CEO, passed out a flyer about the transit summit and asked committee to distribute the flyer to their members. The purpose of the summit is to begin the discussion of how to create a transit system in North Lake Tahoe that will encourage the auto-less visitor.

She informed the committee that there are three Board positions open; large lodging, restaurant and retail. If anyone was interested in the position the deadline for filing candidacy is November 5, 2012.

Sandy mentioned she will be sending TOT reports out monthly as well as sales tax reports if she gets that data. The committee requested a tutorial on how to read the data.

F. Business Directory Update

Deanna Frument, Membership Manager, discussed the changes in the business directory and the effort to promote our members. Clean-up is starting with non-members outside of Placer County and Incline Village. A notice was sent to non-members outside of the Placer County and Incline Village giving them the opportunity to join or they would be removed from Gotahoenorth.com by November 1, 2012. Businesses within Placer County and Incline Village

will have until the end of the year to join before being removed from Gotahoenorth.com. One exception is lodging in Placer County who will be included regardless of membership status due to our TOT funding.

G. Business Association Collaborative Proposed Change

Deanna discussed that due to concerns expressed by the Membership Advisory Committee Members, the Chamber has reevaluated the focus of this committee. To be more valuable to the businesses of North Lake Tahoe she proposed that the committee change to a Business Association and Chamber Collaborative. The primary functions of this collaborative would be; allocating marketing grants, collaborate on events, calendars, opportunities, and programs. The meeting schedule would change to every other month with a particular focus for each month the group meets. November and May would be to discuss the Marketing Grants, March and September would be for calendar collaboration, and January and July would be for program collaboration. The CEO update would continue and there would be a time limit for agenda items and a maximum meeting duration of two hours.

M/S/C (Doyle/Gelbman) (7-0-0) approve to recommend to the Board to become a Business Association and Chamber Collaborative.

H. Membership Program and Project Updates

1. Deanna gave an update on upcoming Membership Activities
 - a. Membership luncheon next Thursday.
 - b. October 25th – Halloween Mixer at Sierra Sun in Truckee.
 - c. November 15th – Winter Expo at Squaw.
 - d. November 29th – Harvest theme mixer at Northstar
2. Business Association Member Incentives
 - a. Deana discussed that she is working with other Business Associations to incentivize people to be part of both a Business Association and the Chamber. One incentive is the Chamber Bucks program. This program entitles members of a Business Associations who join the Chamber to get Chamber bucks which can be spent on marketing, promoting themselves, or sponsorship opportunities.

I. Shop Local Program

1. Joy Doyle, NTBA, led a discussion about the Shop Local program. The NTBA invited all of the Business Associations to participate this year in an effort to expand the reach. The chamber will help get the registration and webpage running. Also it was decided that you would have to spend \$25 for a sticker rather than the \$20 requirement last year.

J. Committee Member Reports/Updates from community partners

There were no community member reports.

K. Standing Reports

There were no standing reports.

L. Adjournment

The Membership Advisory Committee meeting adjourned at 11:33 am.

Submitted By:
Jessica Walker
Executive Assistant
NLT Chamber/CVB/Resort Association



ROI Prepared for: The Business and Chamber Advisory Collaboration
Community Marketing Grant Program
For: FY 2010-11 & 2011-12

SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

The Squaw Valley Business Association (SVBA) is made of 6 lodging properties (Red Wolf Lodge, Olympic Village Inn, PlumpJack Squaw Valley Inn, Squaw Valley Lodge, The Village at Squaw Valley USA and the Resort at Squaw Creek), Squaw Valley Ski Corporation and the Squaw Village Neighbourhood Company.

The purpose of the corporation is to:

- (a) Promote Squaw Valley as a year round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

Currently the SVBA maintains an annual operating budget of \$24,000. The funding is made up solely by contributions from the above properties to cover expenses associated with the signage and propane at the base of Route 89/Squaw Valley Rd and normal business expenses to operate a non-profit corporation.

In addition to this funding, the SVBA properties contribute individual monies to promote and host numerous events throughout the year. The businesses in Squaw Valley have successfully created a well rounded calendar of events that draws visitors nationally, regionally and locally.

The Squaw Valley Business Association was awarded \$20,000 for FY-10/11 and FY 11/12 from the Community Marketing Program for the following two programs:

- Part 1: Design & ½ Production of Squaw Valley Area Guide
- Part 2: ½ Production & Distribution of Squaw Valley Area Guide

We greatly thank you for your support!

ROI Summary:

Goal: Update dated SV Area Guide produced in 2006 w/ fresh look & more info
Create a product in keeping with NLTRA Community Map
Incorporate all lodging properties and add commercial listing & activities
To improve guest experience and support our Concierge/Visitor Centers

Distribute majority in & out of market via Certified Folders
 - Get our Guide into Bay Area/Sac/Reno/Carson Markets
 Distribute via Group/Sales Initiatives
 Downloadable from website

Expense: See attached financial re-cap & supporting invoices

Promotional Plan:

Print: 70,000 Guides
 Distributed via Certified Folders: 29,000 Reno/Carson & NLT & SLT Market
 Distributed via Certified Folders: 20,000 N. California Winter Sports Program
 Distributed via SVBA: 21,000 Properties, Sales & Concierge

ROI/Feedback:

We have received great feedback on our project. It is a useful Guide that has been used and handed out by all our concierge and front line employees to Visitors. It is easy to read and locate what you are looking for. We are also able to write notes on the Guide which we have found to be very handy. Here is a breakdown of our July 2012 distribution amongst SVBA members & Chamber:

SVBA Members	Share	boxes	Qty each	total Qty
Squaw Valley/Alpine	2/3	3	500	1500
Village at Squaw Valley	2/3	3	500	1500
SVNC	full	5	500	2500
RSC	full	5	500	2500
SVL	full	5	500	2500
OVI	full	5	500	2500
PJ	full	5	500	2500
RWL	1/3	2	500	1000
		33	500	16500
			overage	5500

NLT Chamber Visitor Centers	2	500	1000
Truckee Visitor Center	2	500	1000

We have a minimum of 3500 copies on hand for 12-13 Winter Distribution.

Most Lodging properties provided a unique Reservations Call In number for the Guide. We do not feel there has been adequate time given to provide valuable results therefore will include more details on this portion of our ROI prior to our 13/14 request.

The Guide moved very well via, our Certified Public Folder Display distribution that started July 1. As of September 31, 2012 only approximately 1000 out of the 29,000 were left over according to Linda Anderson! 20,000 additional will be placed at over 200 Winter sporting goods outlets in Northern California effective December 1, 2012 through April 30, 2013 and we expect these to fly off the shelves.

Caroline Ross

SVBA Representative

Sincerely,

Squaw Valley Business Association

PO Box 2915 Olympic Valley, CA 96146

Financial Re-Cap on SVBA Area Map Project (FY-2011/12)

SDBX - Design

Date	Inv#	Amount
3/10/2012	5327	\$1,190.00 PAID
4/15/2012	5379	\$680.00 PAID
5/5/2012	5414	\$2,061.25 PAID
6/5/2012	5471	\$1,508.75 PAID
8/24/2012	5572	\$1,277.39 PAID

TOTAL **\$6,717.39**

Original estimate for the project: \$6,290.00

Final project \$427.39 over estimate

Dyna Graphics Printing

Date	Inv#	Amount
6/30/2012	87143	\$10,391.34 PAID

Printed 70,000 copies

Certified Folder Display Service

Date	Inv#	Amount
SUMMER 6/6/2012	29948	\$2,610.45 PAID
To Be Billed		\$2,196.50 WINTER 12/13

TOTAL **\$4,806.95**

Total Project Cost	\$21,915.68
NLTRA GRANT	\$20,000.00
SVBA PORTION	(\$1,915.68)

maja thaler <mthaler@sdbxstudio.com>
To: Caroline Ross <cross@squawwnc.com>
Cc: SDBX Studio <info@sdbxstudio.com>

Thu, Aug 30, 2012 at 1:44 PM

Hi.there,

Nice to see your name in my inbox. Yes - this is the final invoice. Here's a recap:

Date	Inv#	Amount
3/10/12	5327	\$1,190.00
4/15/12	5379	\$680.00
5/5/12	5414	\$2,061.25
6/5/12	5471	\$1,508.75
8/24/12	5572	\$1,277.39

TOTAL **\$6,717.39**

Original estimate for the project: \$6,290.00
Final project \$427.39 over estimate

Let me know if you have any questions or if you need additional info.

Thanks again for hiring us for the project. We enjoyed working with you!

m

MAJA THALER
principal
SDBX Studio

<https://mail.google.com/mail/ca/u/0/?ui=2&ik=a236ade680&view=pt&q=sdbx&q=sd&search=query&...>



SALESPERSON: 111000 - Linda Anderson

CORPORATE OFFICE: 1120 Joshua Way, Vista, CA 92081 • (760) 727-5100 fax (760) 727-1583 (800) 799-7373 www.certifiedfolder.com

DISTRIBUTION SERVICE AGREEMENT

RENEWAL

REF: 12-0076445

FEDERAL TAX ID:

DATE: 07/30/2012
CONTRACT: 12-0076980 REV: 00001
START DATE: 12/01/2012
END DATE: 04/30/2013

NAME OF BROCHURE / PUBLICATION:

Squaw Valley Shopping & Dining

INVENTORY ID NUMBER: 007826

We will distribute the above named item in the area or areas set forth below. Display shall be on a single pocket basis. Minimum distribution period is 3 consecutive months.

ADVERTISER ID: 123407
SHIP TO:
ADVERTISER: Squaw Valley Business Assoc.
CONTACT: Caroline Ross, Representative
EMAIL: cross@squawvnc.com
ADDRESS1: Po Box 2915
ADDRESS2: ☐
CITY: Olympic Valley
STATE: CA ZIP: 96146
PHONE: (530) 584-6267 FAX: (530) 584-6270
NEW ADDRESS:
ADDRESS1: Po Box 2915
ADDRESS2: ☐
CITY: Olympic Valley
STATE: CA ZIP: 96146
PHONE: (530) 584-6267 FAX: (530) 584-6270

CODE	DISTRIBUTION PROGRAM AREA	# SITES	START DATE	END DATE	MONTHLY FEE	# MONTHS	GROSS FEE	TOTAL NET FEE
1-SG-WA-NC/C	N. California - Winter Sports Program	161	12/01/12	04/30/13	439.30	5	2,196.50	0.00 2,196.50

COMMENTS/SPECIAL INSTRUCTIONS:

AGREEMENT TO TERMS: Advertiser hereby acknowledges that Advertiser has read all Terms and provisions set forth on the front and backside of this Agreement, and agrees that all such terms and provisions are a part of this Agreement.

APPROVED BY ADVERTISER

Signature: _____
Name (print): _____
Title: _____ Date: _____

APPROVED BY (Certified Folder Display corporate office)

Signature: _____
Name (print): _____
Title: _____ Date: _____

MONTHLY BILLING SCHEDULE (Plus any applicable sales tax)

Fees are normally billed 30 days in advance of service. Monthly Billing Schedule details actual billing for the month indicated, not for the month service is provided.

Month	Nov	Dec	Jan	Feb	Mar	Apr
Amount	439.30	439.30	439.30	439.30	439.30	0.00
Month	May	Jun	Jul	Aug	Sept	Oct
Amount	0.00	0.00	0.00	0.00	0.00	0.00

PREPAYMENT OPTION (Please check one) ☐ Yes ☐ No

Gross Total Fee

Prepayment Discount

percentage(0.00)

TOTAL NET FEE (Plus any applicable tax)

All fees billed 30 days in advance of service

= 2,196.50

0.00

\$ 2,196.50

TERMS: The agreed payment is NET CASH. Payment shall be made not later than 30 days from invoice date. If unpaid, a late charge of 1-12% per month or 18% annually will be added on the unpaid balance and monthly thereafter until paid. Advertiser agrees to pay all collection costs including reasonable attorney's fees.

Print Date: July 30, 2012 at 2:17 PM

White Copy - Corporate Yellow Copy - Advertiser Pink Copy - Salesperson

Page: 1 of 1

CF072 rev 09/13/07



CERTIFIED FOLDER DISPLAY SERVICE, INC.
SINCE 1999

SALESPERSON: 111000 - Linda Anderson

ADVERTISER ID:

SHIP TO:

ADVERTISER: Squaw Valley Business Assoc

CONTACT: Caroline Ross, Representative

EMAIL: cross@squawvnc.com

ADDRESS1: PO Box 2915

ADDRESS2: [X]

CITY: Olympic Valley,

STATE: CA ZIP: 96146

PHONE: (530) 584-6267 FAX: (530) 584-6270

NEW ADDRESS:

ADDRESS1: PO Box 2915

ADDRESS2: [X]

CITY: Olympic Valley,

STATE: CA ZIP: 96146

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ADDRESS2: [X]

CITY: Olympic Valley,

STATE: CA ZIP: 96146

PHONE: (530) 584-6267 FAX: (530) 584-6270

NEW ADDRESS:

DISTRIBUTION SERVICE AGREEMENT

NEW ORDER

DATE: 06/06/2012

ORDER: 0000029948

BEGIN DATE: 07/01/12

END DATE: 09/30/12

NAME OF BROCHURE / PUBLICATION:

Squaw Valley Shopping & Dining

INVENTORY ID NUMBER:

We will distribute the above named item in the area or areas set forth below. Display shall be on a single pocket basis. Minimum distribution period is 3 consecutive months.

FEDERAL TAX ID: 68-0471187 REF:

PO NUMBER:

BILL TO:

ADVERTISER: Squaw Valley Business Assoc

CONTACT: Caroline Ross

WEB SITE:

ADDRESS1: PO Box 2915

ADDRESS2: [X]

CITY: Olympic Valley,

STATE: CA ZIP: 96146

PHONE: (530) 584-6267 FAX: (530) 584-6270

NEW ADDRESS:

ADDRESS1: PO Box 2915

ADDRESS2: [X]

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STATE: CA ZIP: 96146

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ADDRESS1: PO Box 2915

ADDRESS2: [X]

CITY: Olympic Valley,

STATE: CA ZIP: 96146

PHONE: (530) 584-6267 FAX: (530) 584-6270

COMMENT/SPECIAL INSTRUCTIONS

AGREEMENT TO TERMS: Advertiser hereby acknowledges that Advertiser has read all the terms and provisions set forth on the front and backside of this Agreement, and agrees that all such terms and provisions are a part of this Agreement.

APPROVED BY ADVERTISER

Signature:

Name (print): CAROLINE ROSS

Title: Representative Date: 6/6/12

APPROVED BY: (Certified Folder Display - corporate office)

Signature:

Name (print):

Title: Date:

Print Date: June 06, 2012 at 11:33 AM

MONTHLY BILLING SCHEDULE (Plus any applicable sales tax)

Fees are normally billed 30 days in advance of service. Monthly Billing Schedule details actual billing for the month indicated, not for the month service is provided.

	Jun	Jul	Aug	Sept	Oct	Nov
870.15	870.15	870.15	870.15	0.00	0.00	0.00
Dec	0.00	Jan	Feb	Mar	Apr	May
0.00	0.00	0.00	0.00	0.00	0.00	0.00

PREPAYMENT OPTION (Please check one)

☐ Yes ☐ No

Gross Total Fee

= 2,610.45

Prepayment Discount

percentage(0.00)

0.00

TOTAL NET FEE (Plus any applicable tax)

Amount billed 30 days in advance of service

\$ 2,610.45

TERMS: The agreed payment is NET CASH. Payment shall be made no later than 30 days from invoice date. If unpaid, a late charge of 1.12% per month or 12% annually will be added on the unpaid balance and monthly thereafter until paid. Advertiser agrees to pay all collection costs including reasonable attorney's fees.



Invoice

Remit to: DynaGraphic Printing
2001 Timber Way
Reno NV 89512-1604
USA

Bill to:
Squaw Valley U.S.A.
P. O. Box 2007
Olympic Valley CA 96146
USA

490

Invoice Number: 87143

Invoice Date: 6/30/2012

Page: 1 of 1

Terms: 30 days

Quantity	Description		Amount
	Job: 78081	Ship to:	
	Salesperson: Nancy L. Hutchinson		
	Purchase Order: Christinel Torva	USA	
	Date Shipped: 6/29/2012		
70.000	SVBA Map/Guide		9,411.00
	Freight		298.04
		Subtotal:	9,709.04
		Accrued Sales Tax	682.30
		Job Total:	10,391.34
		Invoice Total:	10,391.34



Proposal for consideration by:
The Business and Chamber Advisory Collaboration
Community Marketing Grant Program
For: FY 2012-13

SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

The Squaw Valley Business Association (SVBA) is made of the following six lodging properties; Olympic Village Inn, PlumpJack Squaw Valley Inn, Red Wolf Lodge, Resort at Squaw Creek Squaw Valley Lodge and The Village at Squaw Valley and two corporate entities: Squaw Valley Resort and the Squaw Village Neighbourhood Company.

The purpose of the Association is to:

- (a) Promote Squaw Valley as a year round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

SVBA Tax ID # - 68-0471187

Currently the SVBA maintains an annual operating budget of \$21,000. The funding is made up solely by contributions from the above properties to cover expenses associated with the signage and propane at the base of Route 89/Squaw Valley Rd and normal business expenses to operate a non-profit corporation.

In addition to this funding, the SVBA properties contribute individual funds towards enhanced operations that will benefit visitors and our community as well as to promote and host numerous events throughout the year. The businesses in Squaw Valley have successfully created a well rounded calendar of events that draws visitors nationally, regionally and locally.

Thanks to the support we received in 2011-12 from this program the SVBA successfully produced and printed 70,000 copies of a new and improved Squaw Valley Area Guide. As discussed in our ROI, this piece has proven great value over the course of this past summer not only to the SVBA members but also to our business partners and visitors alike.

The Squaw Valley Business Association respectfully requests \$10,000 from the Community Marketing program for FY2012-13 to assist us with the continuation of this project for:

1. Guide Edits
2. Re-print
3. Distribution

The project is consistent with our organization's mission/purpose because it promotes Squaw Valley as a destination and year round visitation.

The project is consistent with the NLT Tourism and Community Investment Plan because it promotes Tourism and the fact that Squaw Valley offers Lodging, Commercial and Recreational activity year round and off the Lake.

Estimated Expense Budget for 12/13 Grant Request:

Cost for Edits/Updates: \$0 (to be absorbed in house by SV/SVNC)

Cost of Production: \$7500

Approx 50K copies via Dyna Graphic Printing
49K needed for Certified Folder Distribution
Cost is based off of 6/2012 Expense of .15c per piece

Cost to Distribute via Certified Folder Display: \$4806

Jul 1-Sept 30 (3 months: Summer 2013)
29K for North Lake/South Lake & Reno/Carson
Dec-April (5 months: Winter 2013-14)
20K for Northern CA Sports Program

Cost is based of 2012 Expense, may fluctuate up or down slightly

**See attached invoices used to determine 12/13 projected expense.*

Total Projected Expense for Printing 50K and Distribution = \$12,306

12-13 NLTRA Grant Request: \$10,000

SVBA Responsibility: \$2,306 or 23% of cost

Sources of other funding: *properties may chose to print more at their own expense*

The continued success of the project will be measured by our guest and visitors pleasure when they are handed the piece, by increased visitation and consumer satisfaction because they will be able to easily find the places they want to go and by increased room nights which will be tracked via a unique #. Distribution numbers for the map will also speak for themselves.

On behalf of all SVBA members and the Squaw Valley community, we thank you for your consideration and continual support in our marketing efforts.

Sincerely,
Caroline Ross
Squaw Valley Business Association Representative
PO Box 2915 Olympic Valley, CA 96146



Invoice

Remit to: DynaGraphic Printing
2001 Timber Way
Reno NV 89512-1604
USA

Bill to:

Squaw Valley U.S.A.
P. O. Box 2007
Olympic Valley CA 96146
USA

490

Invoice Number: 87143

Invoice Date: 6/30/2012

Page: 1 of 1

Terms: 30 days

Quantity	Description	Amount
	Job: 78081 Salesperson: Nancy L. Hutchinson Purchase Order: Christine Horva Date Shipped: 6/29/2012 Ship to: USA	
70,000	SVBA Map/Guide	9,311.00
	Freight	298.04
	Subtotal:	9,709.04
	Accrued Sales Tax	682.30
	Job Total:	10,391.34
	Invoice Total:	10,391.34



CERTIFIED
FOLDER DISPLAY
SERVICE, INC.
111000 - Linda Anderson
SALESPERSON:

CORPORATE OFFICE: 1120 Joshua Way, Vista, CA 92081 • (760) 727-5100 fax (760) 727-1553 (800) 799-7373 www.certifiedfolder.com

DISTRIBUTION SERVICE AGREEMENT

RENEWAL

REF: 12-0076445

FEDERAL TAX ID:

PO NUMBER:

SHIP TO:

ADVERTISER: Squaw Valley Business Assoc.
CONTACT: Caroline Ross, Representative
EMAIL: cross@squawvalley.com

ADDRESS1: Po Box 2915
ADDRESS2:
CITY: Olympic Valley
STATE: CA ZIP: 96146
PHONE: (530) 584-6267 FAX: (530) 584-6270

ADVERTISER: Squaw Valley Business Assoc.
CONTACT: Caroline Ross
WEB SITE:

ADDRESS1: Po Box 2915
ADDRESS2:
CITY: Olympic Valley
STATE: CA ZIP: 96146
PHONE: (530) 584-6267 FAX: (530) 584-6270

DATE: 07/30/2012
CONTRACT: 12-0076980 REV: 00001
START DATE: 12/01/2012
END DATE: 04/30/2013

NAME OF BROCHURE / PUBLICATION:

Squaw Valley Shopping & Dining

INVENTORY ID NUMBER: 007826

We will distribute the above named item in the area or areas set forth below. Display shall be on a single pocket basis. Minimum distribution period is 3 consecutive months.

CODE	DISTRIBUTION PROGRAM AREA	# SITES	START DATE	END DATE	MONTHLY FEE	# MONTHS	GROSS FEE	TOTAL NET FEE
1-SG-WA-NC/C	N. California - Winter Sports Program	161	12/01/12	04/30/13	439.30	5	2,196.50	0.00 2,196.50

COMMENTS/SPECIAL INSTRUCTIONS:

AGREEMENT TO TERMS: Advertiser hereby acknowledges that Advertiser has read all brochures and provisions set forth on the front and backside of this Agreement, and agrees to accept such terms and provisions as a part of this Agreement.

APPROVED BY ADVERTISER

Signature:

Name (print):

Title:

Date:

APPROVED BY: (Certified Folder Display corporate office)

Signature:

Name (print):

Title:

Date:

Print Date: July 30, 2012 at 2:17 PM

MONTHLY BILLING SCHEDULE (Plus any applicable sales tax)

Fees are normally billed 30 days in advance of service. Monthly Billing Schedule details actual billing for the month indicated, not for the month service is provided.

Nov	Dec	Jan	Feb	Mar	Apr
439.30	439.30	439.30	439.30	439.30	0.00
May	Jun	Jul	Aug	Sept	Oct
0.00	0.00	0.00	0.00	0.00	0.00

PREPAYMENT OPTION (Please check one)

☐ Yes ☐ No

Gross Total Fee

Prepayment Discount

percentage(0.00)

TOTAL NET FEE (Plus any applicable tax)

All fees billed 30 days in advance of service

2,196.50

0.00

2,196.50

TERMS: The agreed payment is NET CASH. Payment shall be made not later than 30 days from invoice date. If unpaid, a late charge of 1 1/2% per month or 18% annually will be added on the unpaid balance and monthly thereafter until paid. Advertiser agrees to pay all collection costs including reasonable attorney's fees.



CERTIFIED
FOLDER DISPLAY
SERVICE, INC.
SINCE 1977

CORPORATE OFFICE: 1120 Joshua Way, Vista, CA 92081 • (760) 727-5100 fax (760) 727-1583 (800) 799-7373 www.certifiedfolder.com

SALESPERSON: 111000 - Linda Anderson

ADVERTISER ID:

SHIP TO:

ADVERTISER: Squaw Valley Business Assoc

CONTACT: Caroline Ross, Representative

EMAIL: cross@squawinc.com

ADDRESS1: PO Box 2915

ADDRESS2:

CITY: Olympic Valley, ☒

STATE: CA ZIP: 96146

PHONE: (530) 584-6267 FAX: (530) 584-6270

FEDERAL TAX ID: 68-0471187 REF:

PO NUMBER:

BILL TO:

ADVERTISER:

CONTACT:

WEB SITE:

ADDRESS1:

ADDRESS2:

CITY:

STATE:

PHONE:

FAX:

DISTRIBUTION SERVICE AGREEMENT

NEW ORDER

DATE: 06/06/2012
ORDER: 0000029948
BEGIN DATE: 07/01/12
END DATE: 09/30/12

NAME OF BROCHURE / PUBLICATION:

Squaw Valley Shopping & Dining

INVENTORY ID NUMBER:

We will distribute the above named item in the area or areas set forth below. Display shall be on a single pocket basis. Minimum distribution period is 3 consecutive months.

CODE	DISTRIBUTION PROGRAM / AREA	#SITES	START DATE	END DATE	MONTHLY FEE	#MONTHS	GRAND TOTAL	TOTAL FEE
1-VM-1-N/R	Reno/Carson City	178	07/01/12	09/30/12	364.90	3	1,094.70	1,094.70
1-VM-2-N/NLT	North Lake Tahoe (Super Cities)	92	07/01/12	09/30/12	216.20	3	648.60	648.60
1-VM-2-N/SLT	South Lake Tahoe (Super Cities)	123	07/01/12	09/30/12	289.05	3	867.15	867.15

COMMENTS/SPECIAL INSTRUCTIONS

AGREEMENT TO TERMS: Advertiser hereby acknowledges that Advertiser has read all the terms and provisions set forth on the front and backside of this Agreement, and agrees that all such terms and provisions are a part of this Agreement.

APPROVED BY ADVERTISER

Signature:

Name (print):

Title:

Date:

APPROVED BY (Certified Folder Display corporate office)

Signature:

Name (print):

Title:

Date:

Print Date: June 06, 2012 at 11:33 AM

White Copy - Corporate Yellow Copy - Advertiser Pink Copy - Salesperson

Page: 1 of 1

CE012 rev. 08/27/07

MONTHLY BILLING SCHEDULE (Plus any applicable sales tax)

Fees are normally billed 30 days in advance of service. Monthly Billing Schedule details actual billing for the month indicated, not for the month service is provided.

Month	Jun	Jul	Aug	Sept	Oct	Nov
870.15	870.15	870.15	870.15	0.00	0.00	0.00
Dec	0.00	0.00	0.00	0.00	0.00	0.00

PREPAYMENT OPTION (Please check one)

☐ Yes ☐ No

Gross Total Fee

Prepayment Discount

percentage(0.00)

TOTAL NET FEE (Plus any applicable tax)

After 30 days in advance of service

= 2,610.45

0.00

\$ 2,610.45

CF



2012-13 Community Marketing Grant Program for Business Association Partners Grant Funding Criteria and Application Form

Introduction:

The North Lake Tahoe Resort Association, in collaboration with the North Lake Tahoe Chamber of Commerce, has established the Community Marketing Grant Program. The purpose of this program is to provide community based business organizations specifically identified in the NLTRA/Placer County contract marketing and promotional support for projects and programs targeted at visitors to the region that generate local and regional business revenue; provide local and regional media exposure, and opportunities for public relations.

All Community Marketing Grant Program applications are reviewed by Chamber staff, and then reviewed by the Chamber of Commerce Advisory Committee during a regular public meeting. If approved by the Advisory Committee, the grant applications are then considered by the Board of Directors of the North Lake Tahoe Resort Association, typically as a Consent Calendar item on a regular Board agenda.

Grant Eligible Organizations

Certain community based business organizations, specifically defined in the NLTRA/Placer County contract, are eligible to submit applications for Community Marketing Program grants. A specific amount of total funding is set aside for these organizations each year. Currently, these organizations are the North Tahoe Business Association, West Shore Association, Squaw Valley Business Association, Tahoe City Downtown Association, and Village at Northstar Association.

Grant Program Deadlines:

Community Marketing Program (CMP) grants deadlines apply within the fiscal year (July 1 - June 30).

Deadline: Open

Note: Applications will be reviewed within 30 days of acceptance with final decision announced shortly thereafter.

Grant Program Eligibility Criteria:

To clearly establish eligibility for your CMP grant application, please comply with the following selection criteria.

CMP grants are designed to provide marketing and promotional support: including, but not limited to, the design, development and distribution of marketing collateral, promotional efforts, and/or advertising efforts which help generate local and regional business revenue (including Sales Tax and Transient Occupancy Tax) and promote the commercial/geographic area(s) of the requesting organization/entity.

Grant Eligible

- Geographic area advertising (TV, radio, print, Internet)
- Production and printing of promotional materials (brochures, flyers, posters, etc.)
- Production and printing of signage used to direct and/or inform visitors.
- Marketing and promotion in support of special events which benefit more than one geographic area of the region, or the region as a whole.

Grant Ineligible

- Capital Investments
- Salaries
- Operational Overhead
- Vehicle expenses (Fuel, etc.)
- Food, Beverage, Entertainment & Transportation
- Supplies, Equipment, Telephone, Security, Clean-up, Facility Rental

Dollar amounts to be awarded:

A specific amount of total funding is set aside for these organizations each year.

Grant Program Recipient Obligations:

To clearly establish eligibility for your CMP grant application, please comply with the following:

Use of the North Lake Tahoe Resort Association/ North Lake Tahoe Chamber of Commerce logo, indicating sponsorship and/or support on printed promotional materials, including brochures, flyers, advertising, and on signage as appropriate.

The North Lake Tahoe Chamber of Commerce and North Lake Tahoe Resort Association shall be named as an Additional Insured if grant funds are to be used to help support a special event. General Liability and Liquor Liability Insurance Limits must be at least \$1,000,000 for Each Occurrence, Damage to Rented Premises and Personal Injury.

An event sponsors must be prepared to provide the Chamber/NLTRA with copies of all approved event permits and licenses, as may be required by local or state agencies, upon the request of the Chamber/NLTRA.

Accountability and Documentation of Return on Investment (ROI) - Within 90 days of the project or event completion, all grant recipients must file a full ROI report to the office of the North Lake Tahoe Chamber of Commerce. (See Section B for ROI requirements).

Applications for the Community Marketing Program and any invoices for payment, based on an approved application, shall be sent to the Chamber as follows:

Deanna Frument, Manager
 North Lake Tahoe Chamber of Commerce
 PO Box 884
 100 North Lake Blvd.
 Tahoe City, CA 96145
 Ph: 530-581-8764 Fax: 530-581-7686
 Deanna@PureTahoeNorth.com

SECTION A

Community Marketing Grant Program for Business Association Partners		
Application Form		
Date Submitted: November 5, 2012		
1. Name of Applicant Organization: North Tahoe Business Association (NTBA)		
Mailing Address: PO Box 1023		
City: Kings Beach	State: CA	Zip: 96143
Telephone: 530-546-9000	Email: joy@northtahoebusiness.org	
Website: www.NorthTahoeBusiness.org		
2. Chief Executive Officer: Joy M. Doyle (Executive Director)		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone:	Email:	
3. Project Director:		
Telephone:	Email:	
4. How long organized?	Is organization non-profit?	
1979	Yes, 501 (c) 6	
Purpose of organization: Strives to improve and enhance the economic vitality and quality of		

life in North Tahoe's Bay to Bay District from Carnelian Bay to Crystal Bay.
NTBA achieves its mission through leadership, communications, collaboration, advocacy,
Special events and marketing
Tax ID Number: 94-2803387
Total annual budget: \$179,000
How is project consistent with organization's mission or purpose?
The "project" of marketing and advertising the Tahoe Bay to Bay district and special events once people are in-market is completely consistent with NTBA's mission to improve economic vitality and quality of life.
How is project consistent with the <i>North Lake Tahoe Tourism and Community Investment Plan</i> ?
With the development and popularity of Squaw & Northstar's villages, visitors are staying at the ski resorts and not visiting North Lake Tahoe like they used to; especially during non-summer months. Goals of NTBA's marketing efforts are to differentiate the Tahoe Bay to Bay district from other regional districts to increase awareness, visitation and revenue, especially during non-summer months. NTBA utilizes events to entice visitors to our district and print advertising, web and social media to give people reasons to visit and spend money in North Lake Tahoe.

Total budget of project:	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.)	
Tahoe Bay to Bay Advertising \$5,740	
Event / Program (Shop Local Contest) Advertising / Marketing \$2,200	
Graphics Services \$640	
Opening During Construction Marketing \$1460	
North Lake Tahoe Resort Association funds requested: \$10,000	
Percentage, of total budget, requested from the NLTRA Community Marketing Program 5.5%	
Sources of other funding to support the project budget:	
NTBA General Fund, NTBA Membership, Grants and Event Sponsorships (cash & in-kind)	
In 2011-2012, NTBA received almost \$16,000 in media sponsorship for its events in addition to the \$1,000 it received through the Community Marketing Partner Grant last year.	
Description of how success of project will be measured (if applicable):	
NTBA will measure its success through website visits, membership, enewsletter subscriptions, Facebook likes, event attendance, ticket sales for ticketed events, event sponsorship, event profits, event participation, event media coverage, number of volunteers and hours donated, member surveys, and anecdotal feedback.	

\$ 3,940	Newspaper/Magazine
\$ soft cost	Internet/Website – no web advertising, just updating of our site
\$ in-kind	Radio
\$ 2,800	TV
\$ 1,800	event marketing i.e . banners, posters, handbills, signage, graphics
\$ 1,460	Open During Construction Marketing – marketing channel(s) TBD
\$ 0	Direct Mail
\$ 0	Printed Program
<div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="width: 45%;"> <p>_____</p> <p>Signature</p> <p>_____ Joy M. Doyle _____</p> <p>Print Name and Title</p> </div> <div style="width: 45%; text-align: right;"> <p>_____ November 5, 2012 _____</p> <p>Date</p> </div> </div>	

SECTION B:

Required Accountability and ROI Documentation Report:

The following information must be submitted and presented to the Chamber Advisory Committee before the next granting cycle begins. 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.
Please see breakdown attached
2. Presentation/examples of collateral, advertisement sample(s), and printed materials produced.
3. Summary of public relations efforts and results.
NLTRA included as an event sponsor in all press releases distributed. Many press releases and
Photos were picked and run extensively in print and on radio for all NTBA-produced events.
Samples available upon request.
4. Website/ Internet Statistics (e.g. online surveys, Internet postings, YouTube hits, etc.)

If the grant was for a special event, please also provide the following report:

A. Event attendance statistics and results of participant surveys, if taken.
B. Copies/examples of press releases and media coverage.
C. Summary information on:
• Post Event Summary:
• Your experience in raising funds for this event from other sources.
• Final actual expenditures and revenue statement.

NTBA Community Marketing Partner Grant Request
 July 2012-June 2013

	<u>Amount</u>	
<u>Bay to Bay Advertising:</u>		
Official Visitors Guide - Winter 2012-13 & Summer 2013	1,590	
Tahoe Magazine - Winter 2012-13 & Summer 2013	1,150	
Official Visitors Guide - Winter 2012-13 Co-Op ad	200	
Lake Tahoe Visitor Network / tahoetopia.com	2,800	**
Subtotal	\$ 5,740	
<u>Event* / Program Advertising / Marketing:</u>		
Event/ Program Advertising	1,000	**
Event Marketing inc. banners, posters, handbills, signage	1,200	
Subtotal	\$ 2,200	
Graphics Services for advertising & marketing	600	
Open During Construction Marketing	1,460	***
Total	<u>\$ 10,000</u>	

*NTBA produces the following annual events:

Kings Beach Snowfest Parade, first Saturday in March
 Community Clean Up Day, first Saturday in June
 July 3 Fireworks Celebration & Deck Party
 Music on the Beach, every Friday in July & August (9-weeks)
 Passport to Dining, first Thursday in October

**In 2011-2012, NTBA received almost \$16,000 in media sponsorship for its events in addition to the \$1,000 it received through the Community Marketing Partner Grant last year.

***In anticipation of KBCCIP breaking ground in 2013, NTBA has earmarked these funds to use for an "Open During Construction" marketing campaign

NTBA Community Marketing Partner Grant ROI

	July 2011- Jun-12 Request	July 2011- Jun-12 Expenditures	variance	Circ	Size
SNMG The Guide (Dec 2011-Nov 2012)	1,800	1,115	\$ (685)	30K	full
Tahoe Magazine - Winter 2011-12 issue	500	518	\$ 18	35K	half
Tahoe Quarterly - Winter 2011-12 issue	700	700	\$ -	65K	half
Tahoe Magazine - Summer 2012 issue		500	\$ 500	35K	half
Moonshine Ink		65	\$ 65		half
Graphics Services	200	395	\$ 195		
Lake Tahoe Visitor Network	2,800	2,800	\$ -	9K rooms	90-sec
New NTBA Website	1,000	1,000	\$ -	4K visits, Feb-August	
New Tahoe Bay to Bay Facebook & Sweepstakes App	500	500	\$ -	266 likes	
Official Visitors Guide - Summer 2012 issue		795	\$ 795	50K	half
Event Advertising		800	\$ 800	to supplement trade thru media sponsorships	
Tahoe Bay to Bay Collateral & Distribution	1,500		\$ (1,500)		
MOTB/July 3 handbills and signs		369	\$ 369		
Clean Up Day + July 3 poster printing		106	\$ 106		
Banners for events	1,000	338	(662)		
Total	\$ 10,000	\$ 10,000	\$ 0		

