



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE MEMBERSHIP ADVISORY COMMITTEE

Wednesday, February 8, 2012 – 9am

Tahoe City Public Utility District, Board Room

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

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

Chamber of Commerce Advisory Committee Members

NLTRA Board:

*Kaliopé Kopley
Valli Murnane*

Committee Members:

*Caroline Ross, Chair
Squaw Valley Business
Association*

*Steve Hoch
Tahoe City Downtown Association*

*Sherina Kreul
Bank of the West*

*Kay Williams
West Shore Association*

*Mike Young
Incline Community Business
Association*

*TBA
Village at Northstar
Association*

*Joy Doyle
North Tahoe Business Association*

*Michael Gelbman
Sierra Sun*

*Eli Covell
Lanza's & Hacienda Del Lago*

- A. Call to Order - Establish Quorum
- 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.
- C. Agenda Amendments and Approval
- D. Approval of the Meeting Minutes (**Motion**)
 - January 11, 2012 Meeting Minutes
- E. CEO Update – Sandy Evans Hall
- F. Introduction of New Committee Member – Eli Covell
- G. North Tahoe Business Association 2010/11 Grant ROI presentation - Joy Doyle(**Motion**) and North Tahoe Business Association 2011/12 Grant presentation - Joy Doyle (**Motion**)
- H. West Shore Business Association 2010/11 Grant ROI presentation – Rob Weston (**Motion**) and West Shore Business Association 2011/12 Grant presentation – Rob Weston (**Motion**)
- I. Discussion: Polling our Business Community
- J. Membership Program and Project Updates - Kym Fabel
 - Upcoming Membership Activities

County Representative

Dave Snyder

Quorum

*5 members including 1 NLTRA
Board Director*

- K. Committee Member Reports/Updates from Community Partners
- L. Standing Reports
 - Monthly Business Plan Implementation Report
- M. Adjournment

This meeting site is wheelchair accessible

Posted and Emailed-2/3/2012



PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686
MEMBERSHIP ADVISORY COMMITTEE MINUTES
January 11, 2012 – 9 am

Tahoe City Public Utility District-Board Room
PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Caroline Ross, Kay Williams, Mike Young, Joy Doyle, Steve Hoch, and Kali Kopley

RESORT ASSOCIATION STAFF: Kym Fabel, Sandy Evans Hall, Andy Chapman, Greg Howey, Celest Fournier, and Deanna Frumentti

OTHERS IN ATTENDANCE: Pettit Gilwee, Debbie Sajdak

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Membership Advisory Committee meeting was called to order at 9:08 am by Chair Caroline Ross and a quorum was not established due to the fact that a NLT Chamber/CVB/Resort Assn. Board Member was not present. A quorum was established at 9:33 am.

2.0 PUBLIC FORUM

- 2.1 Pettit Gilwee announced that North Lake Tahoe was the cover story in Via Magazine's January/February edition. Via is a publication that has 2.7 million in print circulation.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 The Membership Advisory Committee Meeting is in conflict with the Finance Committee Meeting schedule. Joy Doyle suggested they move the Membership Advisory meetings to the second Wednesday at the same time instead of the regularly scheduled meeting time on the third Wednesday. The issue was tabled due to no Board members in attendance.

4.0 APPROVAL OF THE MEETING MINUTES

- 4.1 The dates for SnowFest! in the November 16, 2011 Minutes were incorrect. They will be changed.

M/S/C (Kopley/Doyle) (6-0-0) to approve the Membership Advisory Committee minutes of November 16, 2011.

5.0 WELCOME NEW NLT CHAMBER/CVB/RESORT ASSN. STAFF

- 5.1 Kym Fabel introduced two new employees with the NLT Chamber/CVB/Resort Assn. Celest Fournier is the new Visitor Information Specialist, and Greg Howey is the new National Sales Manager.

6.0 COMMITTEE MEMBERS/VACANT SEATS

- 6.1 The Membership Advisory Committee is now asking for a 3 year commitment from Committee Members. We have a vacancy in the restaurant industry and the retail industry. The Committee made several suggestions of who may be interested for Kym Fabel to contact.

ACTION: Kym will contact those mentioned in restaurant and retail to see if they would be interested in serving on the Committee.

7.0 CEO UPDATE

- 7.1 Sandy Evans Hall brought to light the NLT Chamber/CVB/Resort Assn.'s marketing communications push in the snowless time. We are trying to get the message out to businesses that there is great man made snow and skiing. Sandy urged the Committee Members get the message out to their employees and other businesses. Many ski runs are open and the man made snow is high quality. Sandy pointed out that it's key to keep the attitudes up and the message out.
- 7.2 Sandy suggested that two to three times a year the Membership Advisory Committee dedicate the Committee meeting to Association Partners. The goal of the meeting is to not compete but to complement each other and look for opportunities to share and to promote all the efforts and events within each Association. Sandy suggested we dedicate March's Committee Meeting to Association partnership. The Committee agreed.

ACTION: Sandy, Joy Doyle, and Caroline Ross will prepare an agenda for the March Association Partners meeting.

8.0 BUSINESS ASSOCIATION GRANTS-DUE BY JUNE 1, 2012

- 8.1 Kym Fabel reminded everyone that they wanted to make sure that all of the money is granted by June 1, 2012.

9.0 MARKETING EFFORTS REGARDING CURRENT SNOW CONDITIONS

- 9.1 Andy Chapman discussed the challenge with the lack of snow and how we craft our message about what is going on. The media is messaging that there is no snow. Andy pointed out that we do not have any natural snow, but we do have high quality man-made snow. The ski resorts have made incredible efforts to create snow. The NLT Chamber/CVB/Resort Assn. is putting out a ski report daily until it snows and is receiving marketing collateral daily from ski resorts. The highlighted message is that we have 51 lifts open and have access to 90 trails. The NLT Chamber/CVB/Resort Assn. is also using the resorts' ski videos to get the word out and has created a three week radio station buy with 5 stations to talk about the snow making message. Within the message, Andy discusses that there are so many other activities available to us in this unique situation. He noted that it is important to talk about the snow and skiing conditions first, then to mention that there are a lot of other activities to do at the lake also.
- 9.2 Pettit Gilwee reported on the most recent media blitz called "The Tahoe Sampler," which invited 200 media outlets to come out and see the snow first hand. The event featured various media and Olympic skiers Jonny Moseley and Daron Rahlves. The event at Northstar communicated the science of snowmaking and allowed the media to talk to experts to discover what it takes to put good snow on the ground. Quotes from the community that there is no snow can be detrimental to our businesses. Pettit will be contacting reporters that have written negative articles and will ask them to write positive man-made snow articles.

ACTION: Put out talking point to local businesses about snow message.

ACTION: Include biking in Ski Report.

10.0 MEMEBERSHIP PROGRAM AND PROJECT UPDATES

- 10.1 Kym Fabel stated that the upcoming Chamber programs are:

January 2012

- January 17th – ChamberEducation Seminar: Labor Law Update 2012, Cedar House Sport Hotel, Truckee 9am - Noon
- January 19th – Mixer: “Party like its SnowFest!” Fundraiser at Blue Agave, Tahoe City 5pm - 8pm

10.2 ChamberEd classes added to the 2012 calendar include:

- Business Plan Guidelines
- Negotiating a lease
- Social media for small businesses
- Customer service training
- Sexual harassment workshop
- Public speaking
- Introduction to Quickbooks
- Business insurance
- Store Front Decoration/Signage

ACTION: Add lending information to the title of the Business Plan Guideline Class.

11.0 COMMUNITY AWARDS DINNER

11.1 This year’s Community Awards Dinner will be held February 16, 2012 at the Ritz-Carlton. Nomination forms will be going out next week. Sponsorship opportunities for presenting sponsors, award sponsors, and sponsors the photography area will be available. The deadline for nominations is February 1, 2012. The cost to attend is \$85. Tables of 8 are available.

ACTION: Kym Fabel will provide a list of sponsorship opportunities to the committee members.

12.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

12.1 Kay Williams reviewed the Olympic Heritage Celebration events and discussed the importance of the Nordic Trails fundraisers tonight at the West Shore Cafe and Friday at Granlibakken. These events are West Shore Association sponsored, with a grant from NLT Chamber/CVB/Resort Assn.

13.0 STANDING REPORTS

13.1 The following reports are in the committee packet and posted on NLTRA.org: Monthly Business Plan Implementation Report

14.0 ADJOURNMENT

14.1 The Membership Advisory Committee meeting adjourned at 10:58 am.

Submitted By:
Deanna Frument
Executive Assistant
NLT Chamber/CVB/Resort Association



**NLTRA Community Marketing Partner
Grant ROI Report 2011**
Submitted by Joy M. Doyle, February 1, 2012

Please Note: Joy Doyle became the NTBA Executive Director on September 12, 2011. She has done her best to compile 2011 documentation and expenditures.

NLTRA Community Marketing Partner Grant ROI	2011	2011
	Request	Expenditures
Banners	1,500	530
Tahoe TV	3,000	3,000
Promotional Map	2,000	-
Music on the Beach - advertising and marketing	1,000	1,000
July 3 Fireworks - posters, banners & advertising	1,500	1,500
Summer Event Rack Cards & Sierra Sun Print Ad	1,000	1,000
2011 Guide Bay to Bay Ad		1,200
Tahoe Winter 2010-11 Bay to Bay Ad		500
Tahoe Summer 2011 Bay to Bay Ad		500
Sunny Day Guide Bay to Bay Ads		650
Passport to Dining - advertising and marketing		800
Shop Local Contest - advertising and marketing		500
Total	\$ 10,000	\$ 11,180

**Requested Funds
\$1500**

Banners – Kings Beach

The banners for Kings Beach are very tired and worn out. The goal is to redesign and create new banners promoting the commercial core area of Kings Beach.

Music on the Beach

\$1000

This event has shown tremendous success and growth. This dollar amount represents a partial portion of the amount the NTBA is planning on spending on local and drive market to promote this event this year to continue this successful growth.

Tahoe TV Visitor Network Spot

\$3000

This spot is a continuation of a marketing program the NTBA began in 2007 with Tahoe TV (formerly New Tahoe Company). The package includes a 90- second video segment highlighting the Bay to Bay district for both summer and winter. This spot is viewed by visitors throughout the North Lake Tahoe area.

Bay to Bay Places to Go, Things to Do Map

\$2000

Small re-print and distribution of the Bay to Bay business map

July 3rd Fireworks Celebration

\$1500

This annual event is a community and visitor favorite. This amount represents a portion of the marketing dollars NTBA plans to spend on promoting the 2011 event

Summer Event Rack Cards

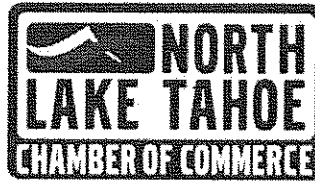
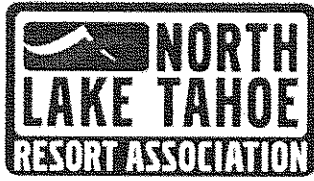
\$1000

Rack cards produced to highlight summer events in the Bay to Bay district. 1000 + cards produced and distributed.

Other Marketing:

NTBA Double Truck page in 2011 North Tahoe Guide, NTBA ½ page ad n Tahoe Winter Magazine, Joe King Poker Tournament, SnowFest Bay to Bay district event advertising, Passport to Dining, Shop Local Program, Holiday Promotion.

Total estimated spend \$10,000



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

Kym Fabel, Manager
 North Lake Tahoe Chamber of Commerce
 PO Box 884
 100 North Lake Blvd.
 Tahoe City, CA 96145
 530-581-8764
 Kym@PureTahoeNorth.com

SECTION A		
Date Submitted: February 1, 2012		
1. Name of Applicant Organization: North Tahoe Business Association		
Mailing Address: PO Box 1023		
City: Kings Beach,	State: CA	Zip: 96143
Telephone: 530.546.9000	Email: info@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: 530.546.9000	Email: joy@northtahoebusiness.org	
3. Project Director: Joy Doyle		
Telephone: 530.546.9000	Email:	
4. How long organized? 1979	Is organization non-profit? Yes, 501 (c) 6	
Purpose of organization: The mission of the North Tahoe Business Association is to improve the economic well-being of the business community from Carnelian Bay to Crystal Bay and enhance the quality of life through the creation and long term preservation of a vibrant economic climate.		
Tax ID Number: 94-2803387		

Total annual budget: \$175,000		
How is project consistent with organization's mission or purpose?		
The funds will be used for marketing the Bay to Bay district in a variety of ways. These marketing efforts will promote activities and businesses in the NTBA district.		
How is project consistent with the <i>North Lake Tahoe Tourism and Community Investment Plan</i> ?		
NTBA recognizes that Northstar & Squaw's Villages have had a negative impact on North Lake Tahoe's lakeside economy; i.e. visitors are staying at the resorts and not visiting the lake like they used to. Goals of NTBA's marketing efforts are to differentiate the Carnelian Bay through Crystal 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. NTBA's marketing message, "Don't just visit Lake Tahoe, feel it!" You can't get any closer and it doesn't get any better than this!" is to remind people to visit the Lake . . . and there is no better place to do this than the Tahoe Bay to Bay District.		
Total budget of project (2012 Marketing): \$15,100		
Promotional Plan: (Specify detailed media schedule. Indicate number of printed collateral and distribution plan. If item is sponsored, please describe sponsorship.) - Please see below Advertising & Marketing Plan for details.		
Tahoe Bay to Bay and NTBA event/program specific Print Advertising \$7500		
Tahoe TV Advertising \$2800		
New NTBA Website \$1500		
New NTBA Tahoe Bay to Bay Facebook Page & Sweepstakes App \$800		
NTBA Collateral (\$1500) + Banners (\$1000) = \$2500		
North Lake Tahoe Resort Association funds requested: \$ 10,000		
Percentage of total budget, requested from the NLTRA Community Marketing Program 5.7%		
Sources of other funding to support the project budget:		
NTBA General Fund, NTBA Membership, Grants and Event Sponsorship		
\$	Newspaper/Magazine	\$7500
\$	Website & Social Media	\$2300
\$	Radio	\$0 (PSAs)
\$	TV	\$2800
\$	Collateral & Banners	\$2500
<i>Joy M. Doyle</i>		February 1, 2012
Joy M. Doyle, Executive Director		



<u>2012 Advertising</u>	<u>Cost (actual or estimated)</u>
The Guide	\$1800
<ul style="list-style-type: none"> • 30K produced by Sierra Nevada Media Group • Year-round lake-wide distribution through business associations, concierge at hotels, etc. • Primary audience = visitors / Secondary audience = locals • Double Truck Ad in centerfold – full page 4-color NTBA ad next to full page 4-color NTPUD/NT Event Center ad. Ad includes Facebook sweepstakes information. • Tahoe Bay to Bay District editorial throughout publication • \$1800 = \$1115 for print ad + \$685 for labor to provide, review and proof editorial content and distribute within Bay to Bay district 	
Tahoe Magazine – Winter issue	\$500
<ul style="list-style-type: none"> • 35k produced by Sierra Nevada Media Group • Lake-wide distribution late November through mid-May through hotels, visitor centers, Tahoe hot spots and Reno-Tahoe International Airport • Primary audience = visitors • Half Page vertical 4-color ad 	
Tahoe Magazine – Summer issue	\$500
<ul style="list-style-type: none"> • 35k produced by Sierra Nevada Media Group • Lake-wide distribution mid-May through mid-November through hotels, visitor centers, Tahoe hot spots and Reno-Tahoe International Airport • Primary audience = visitors • Half Page 4-color ad, includes Facebook sweepstakes information 	
Tahoe Quarterly – Winter issue	\$700
<ul style="list-style-type: none"> • 65k produced • Distributed on newsstands, in-room in North Lake Tahoe and Truckee hotel properties, resorts and subscribers • Primary audience = visitors • Half Page 4-color ad in Kings Beach/ Tahoe Vista Community Page section. ; includes Facebook sweepstakes information 	
“Official” North Lake Tahoe Guide	\$1500 (estimate)
<ul style="list-style-type: none"> • NLTRA/Chamber/CVB plans to produce a new “official” guide bi-annually and fully integrated. • This piece will likely replace The Guide (see above) in 2013. • No details have been released however, assuming this piece is produced, NTBA will want to advertise in it and have \$1500 in our budget for the summer 2012 issue. The winter 2012-13 issue will have to be paid for out of the 2013 budget. 	
Print Advertising Graphics	\$500 (estimate)
Estimate for graphic design for print ads	
Lake Tahoe Visitor Network	\$2800
<ul style="list-style-type: none"> • 90-second featured winter and summer video segments • 30-second Music on the Beach segment • Graphic Banner and event crawls on Visitor Network and Tahoetopia.com • Primary audience = visitors 	
Event-Specific & Shop Local Contest Advertising & Marketing	\$2000 (estimate)
Print ads in The Weekly, Sierra Sun, NLT Bonanza and Moonshine Ink to promote Community Clean Up Day, 3 rd of July Fireworks & Deck Party, Music on the Beach, Passport to Dining, Shop Local Contest	

<u>2012 Marketing</u>	<u>Cost (actual or estimated)</u>
New NTBA website	\$1500 (estimate)
<ul style="list-style-type: none"> • Develop & Implement New Website (early 2012) • Improve Navigation <ul style="list-style-type: none"> ○ Easier access of information for businesses and visitors • User-Friendly Content Management Tool • Improved Calendar Tool • Track page visitation and utilize more effectively as a member benefit • Easily and affordably adaptable to future needs 	\$1000 + \$500 administration
New Tahoe Bay to Bay Facebook Page	\$800
	\$500 Sweepstakes App Licensing + \$300 Administration
<ul style="list-style-type: none"> • "Tahoe Bay to Bay" – name more appealing to visitors compared to North Tahoe Business Association • NTBA to offer quarterly sweepstakes on new Facebook page to increase "likes" Enter to win a Tahoe Bay to Bay Getaway including lodging, food & fun! • Tahoe Quarterly provides prizes for sweepstakes • Provides "call to action" for print ads 	
Tahoe Bay to Bay Collateral – TBD	\$1500 (estimate)
Banners - TBD	\$1000 (estimate)
Total \$15,100	

West Shore Association

P.O. Box 844
Homewood, CA 96141
Phone/Fax 530-525-0139

2010/11 Grant Request
ROI

January 13, 2011

The West Shore Association respectfully requests \$10,000 from the Community Marketing Program to assist us with projects that will support and promote the region. We feel all of these projects are well within the criteria set up by the Chamber of Commerce Advisory Committee.

Proposed Grant Request Items & Amounts:

	Grant Funds	WSA Matching
"Opening Day at the Lake"	\$4,600	\$2,000

The WSA is again coordinating all the existing West Shore Memorial Day events as a major "shoulder season" marketing promotion to attract visitors to the region over the traditional four day holiday. We will feature the annual Mike Brown Splash In, an EAA seaplane gathering of airplanes from all over the Western United States. We will host one of the major historic impacts on the West Shore, Obexer's Boat Company 100th Year Anniversary. Obexer's was the first full service marina and gas dock on Lake Tahoe. The WSA will be e-mailing over 100,000 "event e-post cards" to all West Shore homeowners. These will list events, times and locations. The WSA has prepared a dedicated web page on our website, will create the fourth poster (now a series), issue a press release, and create print advertising to identify participating businesses. 2010 was a moderate success due to mixed weather, yet we had over 450 visitors to the area. We are planning for another great series of events for both locals and visitors.

The funds requested will be used for a variety of much needed support items including, but not limited to: banners, tents, tables, chairs, port-a-potties, a PA system, directional signs, posters, awards.

	Grant Funds	WSA Matching
"West Shore Marketing Program"	\$2,650	\$1,500

The WSA will produce and distribute a West Shore Association Directory of Businesses which will provide a tremendous service for businesses, visitors, and locals alike. This will include pictures of all listed businesses and a brief synopsis of what they do. We also will include a refrigerator magnet with the West Shore Association contact information and website address. WSA will place advertisements in the North Lake Tahoe Guide and the Tahoe Winter Guide and the Sierra Sun's Tahoe Winter and Summer Guides.

The WSA will promote and host events in Sugar Pine State Park to celebrate the Olympic Heritage Celebration January 14,- 16, 2011. These will consist of a North Lake Tahoe and Kings Beach 3rd Grade Classes Learn to X/C Ski Day, a Citizens Against the Clock Biathlon Day and Tours of the 1960 Nordic Trails and Biathlon site.

The WSA will be working with Homewood Mountain Resort and the West Shore Café to assist in setting a Viewing Area for the Amgen tour.

	Grant Funds	WSA Matching
“Complete Internet and Website Revamp”	\$2,750	\$1,500

The WSA needs to completely revamp the WSA website and move it to a different host. The WSA website host is now Sierra Web Design and the site administrator is now Dick White, owner of Tahoma Meadows Cottages. We want to make it much more user friendly with links to events such as Opening Day at the Lake and services. It needs visual enhancements to our Business Directory as well as informational related services to make the website a more valuable tool for businesses. This will include adding a photo of each WSA member’s business as well as Yahoo Maps directions to each member’s location, current California and Nevada road conditions and weather forecasts to aid travelers to our region. The WSA added links to dedicated web pages for events such as the “Opening Day at the Lake”

Total Chamber Advisory Grant Request FY 7/1/10 through 6/30/11	\$10,000	\$5,000
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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.	
General marketing: The Weekly	\$898.00
Sierra Sun Guides	\$750.00
Atomic Printing	\$143.00
Opening Day: Sierra Nevada Media	\$1,422.00; The Store Posters \$185.00
Jazz at the Lake The Weekly	\$780.00; Sierra Nevada Media \$480.00
The Store Posters	\$186.00
2. Presentation/examples of collateral, advertisement sample(s), and printed materials produced.	
Attached copies of Posters, copies of Ads from The Weekly and Sierra Sun	
Email Blasts through WSA	
Email Blasts through the Chamber	
Go Tahoe North Calendar listings	
3. Summary of public relations efforts and results.	
Pettir Gilwee PR's	
Marynell Hartnet PR's	
Heidi Doyle PR's	
4. Website/ Internet Statistics (e.g. online surveys, Internet postings, YouTube hits, etc.)	
WSA website manager Dick White, Tahoma Meadows Cottages	
Continuous web updates, calendars and blasts	

4944

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.
Opening Day 2011 had over 450 people attend the Seaplane Splash-in and Obexer's
Community Picnic, 250 lunches served, 5 aircraft arrived with additional visitors.
Bridgetender, Sunnyside, Chamber's West Shore Café all had significant attendance.
Granlibakken hosted Contractor's Show and filled their conference room with vendors and attendance.
Jazz at the Lake had an overwhelming attendance of over 500 people. Wine Sales of over \$1400
B. Copies/examples of press releases and media coverage.
Please see attached copies of media.
The Weekly ran an article about Opening Day
The Sierra Sun covered Jazz at the Lake by Vicki Kahn
C. Summary information on:
• Post Event Summary:
Please see numbers of attendees above
• Your experience in raising funds for this event from other sources.
Opening Day netted the WSA \$150.00 through donations and \$100 through Poster Sales
Jazz at the Lake netted the WSA \$1400 in wine sales (donated by wineries) \$1500 in Donations
• Final actual expenditures and revenue statement.
Please see attached accounting sheets for each event
Funding provided by NLTRA, TCPUD, WSA Dues, and Donations to WSA

Website
2011

Company	Item	Amount
Metrixbpm	Website	675.00
Dick White	Website	90.00
Sierra Web Design	Website	<u>180.00</u>
		<u>945.00</u>

Marketing
2011

Company	Item	Amount
Atomic Printing	Nortic Trails Cards	\$ 143.00
Sierra Nevada Media	Sierra Guides	750.00
Weekly Magazine	Advertising	<u>898.00</u>
		<u>1,791.00</u>

Opening Day at the Lake
May 26-30, 2011

Company	Item	Amount
ABC	ABC License	25.00
Sierra Nevada Media	Advertising	1,422.00
Aviation Insurance	Insurance	699.00
Priority Printing	Posters	86.00
The Store	Posters	99.00
Obexer's	Meals for Pilots	<u>541.00</u>
		<u>2,872.00</u>

WSA Jazz Night Expenses
8/26/2011

Company	Item	Amount
ABC	ABC License	25.00
Susan Grove	Miscellaneous	96.53
Lawson-Hawks	Insurance for Parks	386.38
Atomic Printing	Posters	56.76
A Party House	Wine Glass Rentals	173.00
Susan Grove	Wine	182.33
Sierra Nevada Media	Advertising	480.00
Weekly Magazine	Advertising	780.00
Atomic Printing-Posters	Posters	128.70
Rob Weston	Supplies	28.68
State Parks-Parking	Parking Permit	250.00
State Parks-Ranger	Wages-Ranger	175.00
State Parks Foundation	Donation	325.00
		<u>3,087.38</u>

8695

Friday, May 27 2011

Saturday, May 28, 2011

Sunday, May 29, 2011

Monday, May 30, 2011

8 am - 12 Noon
West Shore Association Clean Up Day
Meet @ Obexer's General Store
or call 530-525-7333

8 - 10am
Tahoma Meadows B & B Cottages
Breakfast
Reservations only limited seating
Call 530 525-1553

10am - 5pm
Tahoe Maritime Museum
Open to the public - Entry Fee

11:30 am
Sunnyside Resort
Deck Opening Party

1 - 8pm
Sunnyside Resort
Live Band

4pm - closing
Chambers Landing Bar & Restaurant
Deck /Pier Opening Party

5pm
West Shore Café
Open for the season with dinner
Please call for reservations 530-525-5200
Meeks Bay Resort & Marina
Open for the Season
530-525-6946

Tahoe Gal
Operating for the Season
Lighthouse Mall 800-218-2464

Tahoe Sailing Charters
Open for the Season
Tahoe City Marina 800-979-3570

Emerald Bay Connection & Beyond
Connect to South Shore via TART
& Blue Go

TCPUD Bike Trails are Open
from Tahoe City to Sugar Pine Point State
Park and to Tahoe City and beyond

Bike, Paddleboard, Kayak,
Boat Rentals
Available on the West Shore

8 - 10am
Tahoma Meadows B & B Cottages
Breakfast
Reservations only, limited seating
Call 530-525-1553

9am - 5pm
McBride's Nursery
at Tahoe Tree Company
Annual Truck Sale Perennials & Shrubs

10 - 11:30am
Gatekeeper's Museum
Historic Walking Tour
Meet at Tahoe City Visitor Center

10am - 3pm
Homeowners Association Meetings
Various locations

10am - 3pm
Ehrman Mansion
Open for the Season
Sugar Pine Point State Park - Entry Fee

10am - 5pm
Gatekeeper's Museum
& **Watson Cabin**
Open for the Season - Entry Fee

10:30am - 4:30pm
Vikingsholm Open for Tours - Entry Fee
Emerald Bay State Park

12 Noon - 5pm
Contractors Home Improvement
& **Repair Fair**
Granlibakken Resort - Free Beer & Wine,
Soft Drinks - Hor d'Ouerves 3 - 5pm
Open to Homeowners

1- 4pm
West Shore Café
"Spirit of the West Shore"
Cocktail Competition
Open for Lunch and Dinner

1- 4pm
Lighthouse Spa at Granlibakken
Preview - Open House

3pm - closing
Bridgetender
Patio Opening Party

5 - 8pm
Tahoe Maritime Museum
"Launch Into Summer" Party

8 - 10am
Tahoma Meadows B & B Cottages
Breakfast
Reservations only, limited seating
Call 530-525-1553

9am - 5pm
McBride's Nursery
at Tahoe Tree Company
Annual Truck Load Sale
of Perennials & Shrubs

10am - 3pm
Homeowners Association Meetings
Various locations

10am - 3pm
Ehrman Mansion
Open for the Season
Sugar Pine Point State Park - Entry Fee

10am - 5pm
Gatekeeper's Museum
& **Watson Cabin**
Open for the Season - Entry Fee

10am - 5pm
Tahoe Maritime Museum
Open to the Public - Entry Fee

10:30am - 2pm
Guided Tours of the Museum

10:30am - 4:30pm
Vikingsholm
Open for Tours - Entry fee
Emerald Bay State Park

11:30am - closing
West Shore Café
Lunch and Dinner on the Deck

2 - 5pm
Homewood Mountain Resort
Preview Center Open House
JMA Ventures LLC
South Lodge, Homewood CA

7 - 10am
Obexer's General Store
Pre-Splash in Breakfast

8 - 10am
Obexer's Boat Company
Early Seaplane arrivals

8 - 10am
Tahoma Meadows B & B Cottages
Breakfast
Reservations Only, Limited Seating
Call 530-525-1553

9am - 5pm
McBride's Nursery
at Tahoe Tree Company
Annual Truck Load Sale
of Perennials & Shrubs

9am - 5pm
Rideout Community Center
Open House

11am - 12 Noon
Mike Brown Seaplane Splash-in
Obexer's Boat Company

10am - 3pm
Ehrman Mansion
Open for the Season
Sugar Pine Point State Park - Entry Fee

10am - 5pm
Tahoe Maritime Museum
Open to the Public - Entry Fee

10:30am - 2pm
Guided Tours of the Museum

10am - 5pm
Gatekeeper's Cabin & Watson Cabin
Open for the Season - Entry Fee

10:30am - 4:30pm
Vikingsholm
Open for Tours - entry fee
Emerald Bay State Park

11am - 3pm
Fly-in BBO
Obexer's General Store
at Obexer's Boat Company

11:30 am - closing
West Shore Café
Lunch and Dinner on the Deck

1 - 1:30pm
Seaplanes, Fly by Finale
Obexer's Boat Company



West Shore Association

L A K E T A H O E

tahoeestshoreassoc.com



Tahoe City
Public Utility District

Photo by Charlotte Patterson

OPEN AT THE LAKE

Memorial Day Weekend May 27-30, 2011



Ski Stay and Dine on The **MAGICAL** WEST SHORE

www.tahoeestshoreassoc.com
WEST SHORE ASSOCIATION

530/525-0400

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- Beginner Learn to Ski or Snowboard package \$49
- Machine-groomed sledding hill in Tahoe City, CA \$9 per person, including saucer rental

Afterward, enjoy a tasty snack or steaming cup of cocoa at our ski hut.

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8 Microbrews on Tap • Sports Bar • Pool Table

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Promoting Successful Business at Tahoe Since 1976



- ▲ PROMOTION & GRAPHIC DESIGN
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- ▲ MARKETING & PUBLIC RELATIONS
- ▲ COMMUNITY OUTREACH

530-525-5201 ▲ em@wildwest-tahoe.com
HOMWOOD CA 96141

National & International Awards for Graphic Design & Radio Production

ALPINE/XC SKIS • SNOWBOARDS • SHOWSHOES



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- Snowboards: K2 & More
- X/C Equipment by Rossignol
- Tubbs Snowshoes
- Ski & Snowboard Tuning & Repairs, Race Prep
- Gloves, Goggles, Helmets, Poles
- Junior Ski Lease Program
- Moonlight Snowshoe Tours
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**Bring this Ad in For:
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**Alpine & Homewood
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(530) 525-9920

5395 W. Lake Blvd. Homewood, CA

(Next to Homewood Post Office)
www.westshoresports.com
westshoresports@sbcglobal.net

EXPLORE THE TAHOE WINTER WITH ... SIERRA DISTRICT CALIFORNIA STATE PARKS



- GROOMED X-C SKI TRAILS
- MARKED SNOWSHOE TRAILS
- RANGER GUIDED PROGRAMS
- YEAR-ROUND CAMPING
- EMIGRANT MUSEUM



DL BLISS • ED ZBERG-SUGAR PINE POINT • DONNER MEMORIAL

FOR MORE INFORMATION CALL OUR
SNOW PHONE: 530-525-7982

SECTION A:

Business Association Marketing Grant

*West Shore Assoc.
2011/12 grant Request*

Application form

Date Submitted: February 2, 2012		
1. Event Date Various		Event Name: Various
2. Grant Amount Requested \$10,000		
3. Name of Applicant Organization: West Shore Association		
4. Contact Name Rob Weston		
Mailing Address P.O. Box 844		City/State Homewood Zip: 96141
Telephone: 530-525-9920		Email: westshoresports@sbcglobal.net
Website: TahoeWestShoreAssoc.com		
5. When was organization founded? 1984		Is organization non-profit? Yes
6. Purpose/Mission of organization Non-profit local business association that supports the general welfare and prosperity of all businesses and promotes awareness of Lake Tahoe's West Shore. The WSA also acts as a support group for all local West Shore businesses.		
7. Tax ID Number: 68-0381292		
8. What is your organization's annual net revenues (less expenses):		
Total deposits		\$19,900
Total Expenses		\$19,600 Secretarial included \$2,250
9. Narrative description and purpose of the grant funding?		
See Attached Grant request letter from WSA		
10. How is your grant request consistent with your organization's mission or purpose?		
The WSA's projects and events (Opening Day at the Lake, Jazz Nights, Olympic Heritage and Trails Events) greatly contribute to the WSA's ability to deliver benefit's to West Shore businesses and bring visitors to the West Shore.		
11. How does your events enhance visitation to the area and/or improve the visitor experience?		
Our events provide entertainment, socializing with local residents and other visitors, excitement all of		

11. Submit (attach) complete proposed budget of the grant funding See Attached and ROI analysis.	
12. If not provided in budget, please provide (attach) complete marketing and promotional plan.	
EXAMPLE:	
Type	\$Spent – or describe what you are doing with each category below
Newspaper/Magazine	\$ _____
Internet/Website	_____
Radio	_____
TV	_____
Rack Cards	_____
Brochure	_____
Direct Mail	_____
Printed Program	_____
Other	_____
13. Grant Amount Requested: \$ <u>10,000</u>	
14. Percentage of total annual budget requested <u>50</u> %	
15. Sources of other funding to support the business association budget.	
TCPUD \$1,000 Wine sales \$ 1,000 Dues \$ 3,000	
Donations /misc. item sales \$ 1,000	
16. Description of how the success of your grant will be measured: See ROI Documentation Report	
Number of attendees, number of meals served, number of heads in beds, wine sales, donations, misc. sales.	
Signature	Date
<u>Rob Weston, President</u>	_____
Print Name and Title	

West Shore Association
P.O. Box 844
Homewood, CA 96141
Phone/Fax 530-525-0139

2011 – 2012 Chamber Grant Request

The West Shore Association respectfully requests \$10,000 from the Community Marketing Program to assist us with projects that will support and promote the region. We feel all of these projects are well within the criteria set up by the Chamber of Commerce Advisory Committee.

Proposed Grant Request Items & Amounts:

	Grant Funds	WSA Matching
“Olympic Heritage Celebration”	\$2,000	\$1,000

During the winter of 1960, athletes from around the world came to Squaw Valley and Lake Tahoe to participate in the VIII Winter Olympic Games. The Biathlon and Nordic (XC) events of the 1960 Winter Olympics were held on Lake Tahoe’s West Shore from McKinney Creek to General Creek. The local Boy Scout Troop has marked many of these former Olympic trails and a section takes you on a loop where you travel through the heart of the men’s Biathlon and Nordic events with the spirit of the Winter Games. The magic of the Olympics and our California winter heritage comes alive as our visitors ski or snowshoe under the forest canopy or along Tahoe’s magical West Shore. The West Shore Association continues to celebrate our snow heritage with a series of events designed to highlight what makes our region so special. This historic venue will come alive with the Olympic spirit as the public is invited to join us for a week of special events celebrating our Olympic Heritage.

Some of the planned events include “Historic X/C Tours of the Olympic Trails”, “North Lake Tahoe 3rd Graders Scholastic Ski Day” and “Citizens against the Clock Biathlon”. The funds requested will be used for a variety of much needed support items including, but not limited to: banners, tents, tables, chairs, port-a-potties, a PA system, directional signs, posters, awards.

	Grant Funds	WSA Matching
“Opening Day at the Lake”	\$2,000	\$1,000

The WSA is again coordinating all the existing West Shore Memorial Day events as a major “shoulder season” marketing promotion to attract visitors to the region over the traditional four day holiday. We will feature the annual Mike Brown Splash In, an EAA seaplane gathering of airplanes from all over the Western United States. The WSA will be e-mailing over 100,000 “event post cards” to all West Shore homeowners which will list events, times and locations. The WSA has prepared a dedicated web page on our website where people can check all of the above including a detailed listing of participating businesses. The WSA will also create the sixth poster (now a series), issue a press release, and create print advertising/poster distribution to identify participating businesses. 2011 was a moderate success due to windy weather, yet we had over 450 visitors to the area, and we perceive 2012 to be an even bigger draw for the region.

Some of the West Shore events include Sunnyside’s Deck Party, Chamber’s Landing Summer Season Opening Party, Bridgetender’s Deck Opening, McBride’s Tahoe Tree Company kick-off, Obexer’s Community Picnic to name but a few.

	Grant Funds	WSA Matching
“West Shore Jazz in the Park”	\$1,500	\$800

The West Shore Association plans to offer “Jazz in the Park” in late August 2012 at 5 p.m., on the lawn of the Ehrman Mansion at Sugar Pine Point State Park, where Lake Tahoe’s shoreline is the stunning backdrop to this event. Gates will open at 5 p.m. for picnics with a variety of wines from El Dorado County available for purchase by the glass. This event is free and the plan is to include this event with other “Jazz at the Lake” music events planned by TCDA and NTBA during late August of 2012.

The funds requested will be used for a variety of much needed support items including, but not limited to: banners, tables, chairs, port-a-potties, a PA system, directional signs, posters.

	Grant Funds	WSA Matching
“Complete Internet and Website Revamp”	\$3,000	\$1,500

The WSA is in the process of completely revamping the WSA website and have moved our site to a different host. The WSA website is now hosted by Sierra Web Design and is administrated by Dick White, owner of Tahoma Meadows Cottages. We have made the site much more user friendly with links to events such as Olympic Heritage Celebration, Opening Day at the Lake, and Jazz at the Lake. The “new” website will have visual enhancements to our Business Directory as well as informational related services to make it a more valuable tool for West Shore businesses. This will include adding a photo of each WSA member’s business as well as Google Maps directions to each member’s location, current California and Nevada road conditions and weather forecasts to aid travelers to our region. The WSA has added links to dedicated web pages for all events, and we’re also including partners such as NLTRA.

	Grant Funds	WSA Matching
“West Shore Marketing Program”	\$1,500	\$800

The WSA is considering reproducing the Magical West Shore Map and Guide and distributing them through Certified Folder around the Lake. This will provide a tremendous informational service for businesses, visitors, and locals alike. We are also considering a refrigerator magnet with the West Shore Association contact information and website address. The WSA will place advertisements in the North Lake Tahoe Guide and the Sierra Sun’s Tahoe Winter and Summer Guides and we consistently advertise all events with The Weekly.

Total Chamber Advisory Grant Request FY 7/1/11 through 6/30/12	\$10,000
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Olympic Heritage Celebration Week

Keeping the Flame Alive

January 7-15, 2012



Saturday, January 7

11 am Olympic Snow Trails Open
6:30 pm Full Moon Snow Hike
Sponsored by
West Shore Sports
530-525-9920 for Reservations

Friday, January 13

6 pm Olympian Dinner at
Cedar House Pub
Sponsored by Granlibakken
725 Granlibakken Rd.,
Tahoe City, CA
530-581-7307 for Reservations

Sunday, January 8

Noon Historic XC Ski Tour with
Dave Antonucci
2:30 pm Opening Ceremonies

Saturday, January 14

10 am Citizens Against the Clock
XC Ski & Rifle Shooting
Competition, Sponsored by the
West Shore Association &
Turning Point Tahoe

Tuesday, January 10

5:30 pm Reception with Olympians
Gatekeeper's Museum
130 West Lake Blvd.,
Tahoe City • 530-583-1762

Sunday, January 15

Noon Historic XC Ski Tour
with Dave Antonucci
2:30 pm Closing Ceremonies

Wednesday, January 11

10 am Scholastic XC Ski Day
6 pm Nordic Olympic Trails
Restoration Fundraiser
Sponsored by West Shore Café
5160 West Lake Blvd.,
Homewood, CA, 530-525-5200
Tickets: \$35 in advance
\$40 at the door

All events held at Ed Z'berg Sugar Pine Point
State Park unless otherwise designated.
Note: \$8 Parking Fee at State Park

Event and Park Information 530-525-7232
www.TahoeWestShoreAssoc.com



BIG BAND JAZZ IN THE PARK



**Sugar Pine Point State Park
Ehrman Mansion**

Friday, August 26, 2011:

Gates open for picnics 5PM

JAZZ 6-8:30PM

Featuring:

El Dorado County Wineries

wine by the glass available for purchase

Free Admission -

Free Parking After 5PM

**Picnics,
Low-Back Chairs,
Blankets advised
for a fun evening.**

**Donations gladly
accepted-**

**A fundraiser
to benefit the
West Shore
Association**



West Shore Association
LAKE TAHOE



Tahoe City
Public Utility District

www.TahoeWestShoreAssoc.com

Polling Questions

How far behind were your holiday sales this year verses 2010?

Answer: 20-30% Less

Are you spending more or less promoting your business during these current weather conditions?

Answer: Spending was the same

Do you use Social media to promote your business?

Answer: Yes

Do you believe that public ownership of the Tahoe City Golf Course will be beneficial to Tahoe City's economic future?

Answer: Yes



north lake tahoe

Chamber | CVB | Resort Association

www.NorthLakeTahoeChamber.com

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

Event and Education Schedule

February

- 14 Chamber Education Seminar: 9am-Noon
"The Manager as Coach", Accountability for Managers
Cedar House Sport Hotel, Truckee
- 16 Community Awards Dinner 6-9pm
Ritz Carlton

March

- 15 Mixer: Cal-Neva 5-7pm
Celebrating St Patrick's Day
- 15 Chamber Education Seminar: SBDC –Business Plan
Guidelines (laying out a successful business plan) Separate Coaching



“The Manager as Coach”
How to Deliver Feedback,
Correct Behavior
&
Conduct an Effective Performance Review

SHRA Leadership Skills for Success Series

When: Tuesday, February 14, 2012
 9:00 a.m. to 12:00 p.m.
 Registration & Snack 8:30 a.m.

Where: Cedar House Sport Hotel
 10918 Brockway Road
 Truckee, CA
 530-582-5655

While it is nearly impossible to predict the next issue that will walk through your door, we do know that as the manager that issue will likely land in your lap. How you choose to juggle your priorities, give feedback, handle concerns and difficult situations can affect not only your team, but your entire company. Get the tools and take away the confidence to take appropriate action!

You've made it through the holiday season and you are on the threshold of President's Week. The days are becoming longer and team members may become restless, less focused and more mischievous than usual. As the leader you may find yourself in the Hot Seat. While it is nearly impossible to predict the next issue that will walk through your door, we do know that the issue will likely land in your lap. Your action (or inaction) directly influences the total effectiveness of your team. Now is a good time to challenge and assess your leadership effectiveness.

Do you agree with the following statement?
“I have been waiting for busy high volume days to mellow out so I can chase staff performance issues and other important issues that need my attention.”



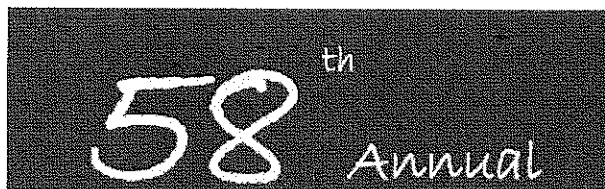
Early Bird and volume discounts apply until February 7, 2012
Registration Fees: Early Bird registration (before February 7th): \$49 Chamber & SHRA members
 \$59 for non members
 Last Minute registration (after February 7th): \$59 Chamber & SHRA members
 \$69 for non members

Easy Online Registration at www.sierrahra.com at the Online Store. Seating is limited for this popular event.
 No refunds; substitutions welcome.

For more information call Laura Moriarty, SHRA President-Elect 530 573 0224 or write to Laura@tahoetrainingpartners.com.



Co-sponsored by the North Lake Tahoe Chamber of Commerce and the Truckee Donner Chamber of Commerce in partnership with the Sierra Human Resources Association (SHRA) and Tahoe Training Partners.



Community Awards Dinner
 February 16, 2012
 The Ritz-Carlton, Lake Tahoe

Contact

Kym Fabel, Chamber Manager
 North Lake Tahoe Chamber/CVB/Resort Association
 530-581-8764
kym@puretahoenorth.com

When

Thursday February 16, 2012 from 6:00 PM to 9:30 PM PST

[Add to my calendar](#)

Where

The Ritz-Carlton, Lake Tahoe
 13031 Ritz-Carlton Highlands Court
 Truckee, CA 96161



[Driving Directions](#)

Register for the Community Awards Dinner

* Required information

Personal Information

* First Name:

* Last Name:

* Email Address:

* Fee

Event fee: **\$85.00**

Business Information

* Company:

Job Title:

Guest Information

You may add a maximum of 16

0

Event fee: **\$85.00 each**

Credit Card Payment

Cardholder Name

Card Billing

Address

Credit Card Number

Exp. Date

Security Code

Meal Choice

Meal Choice

Crisp Salmon Filet, Artichoke Tapenade

Grilled Flank Steak, Fig Marmalade

Vegetarian Option

Meal Choice for multiple people: Please tell us the number of each entree choices here: (for example 4 salmon & 4 steak)

500 characters remaining

Items for sale

Nomination Award Plaques

If you are nominating someone for the Volunteer of the Year Award or the Employee of the Year Award there will be a \$25 award fee per nominee. Nominations can be done on the Nominations Form F \$25.00 each

Select up to 50

0 Volunteers of the Year

0 Employees of the Year

Payment

Payment Method

Pay By Check

Please make check payable to:

North Lake Tahoe Chamber of Commerce

PO Box 884

Tahoe City, CA 96145

Payment Summary

Name	Type	Quantity	Fee
	Event fee	1	\$85.00
			TOTAL: \$

Yes, I would like to receive your email newsletters

Register

Close Window

2011-12 Business Plan Progress Report

Jan 2012

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

- Weekly Newsletter — Biz Bytes Distribution to members
- New Format/Name for “Member to Member” Event newsletter
- Weekly Radio Show promoting timely events and business members
- Jan 21 —Fundraiser/Mixer “Party Like It’s Snowfest”

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

- Jan 3 —Breakfast Club

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

Compiled SHRA/SBDC partnership education calendar including RKPR for Social Media

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

- Administration of the Tahoe Fund “Plate for Powder” program
- NLTRA Board of Directors Election

Percentage of Membership by Location							
	Jul '11	Aug '11	Sep '11	Oct '11	Nov '11	Dec '11	Jan '12
Incline/Crystal Bay	25%	25%	25%	25%	25%	24%	24%
Tahoe City	27%	27%	27%	27%	27%	28%	28%
Truckee	14%	14%	14%	14%	14%	16%	16%
KB/CB/ Tahoe Vista	13%	13%	13%	13%	13%	13%	13%
Reno/Sparks/Carson	5%	5%	5%	5%	5%	5%	5%
South Shore	5%	5%	5%	5%	5%	4%	4%
Squaw Valley	3%	3%	3%	3%	3%	4%	4%
Other	6%	6%	6%	6%	6%	4%	4%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	601	601	575	555	500	444	466