

north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE MEMBERSHIP ADVISORY COMMITTEE Wednesday, June 13, 2012 – 9am NEW LOCATION****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

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 Assoc.*

*Steve Hoch
Tahoe City Downtown Assoc.*

*Sherina Kreul
Bank of the West*

*Kay Williams
West Shore Assoc.*

*Mike Young
Incline Community Business
Assoc.*

*Cassandra Sharp
Village at Northstar Assoc.*

*Joy Doyle
North Tahoe Business Assoc.*

*Michael Gelbman
Sierra Sun*

*Maja Thaler
Sandbox Studio*

*John Crus
Green Envy*

*Eli Covell
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. (3 minutes)
- C. Agenda Amendments and Approval
- D. Approval of the Meeting Minutes (**Motion**)
 - May 9, 2012 Meeting Minutes
- E. CEO Update – Sandy Evans Hall (5 minutes)
- F. Squaw Valley Business Association 2011/12 Grant presentation – (**Motion**)
- G. Tahoe City Downtown Association 2011/12 Grant presentation – Steve Hoch (**Motion**)
- H. Membership Program and Project Updates – Deanna Frumentti (5 minutes)
 - Upcoming Membership Activities
 - Memorial Day promotion recap

County Representative

Dave Snyder

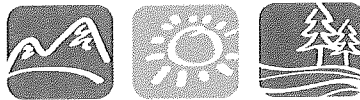
Quorum

*5 members including 1 NLTRA
Board Director*

- I. Presentation: Expanded Night Rider Service/ Water Shuttle Update
- J. Committee Member Reports/Updates from Community Partners (5 minutes)
- K. Standing Reports
 - Monthly Business Plan Implementation Report
- L. Adjournment

This meeting site is wheelchair accessible

Posted and Emailed-6/8/2012



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Chamber | CVB | Resort Association

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

MEMBERSHIP ADVISORY COMMITTEE MINUTES

Wednesday, May 9, 2012 – 9 am

Tahoe City Public Utility District-Board Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Maja Thaler, Mike Gelbman, Joy Doyle, Cassandra Sharpe, Caroline Ross, Sherina Kreul, Kali Kopley, Kay Williams

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Emily Detwiler, Judy Laverty-Capach, Deanna Frument, and Jessica Walker

OTHERS IN ATTENDANCE: Pettit Gilwee, Deb Dudley

1. Call to Order – Establish Quorum

1. The Membership Advisory Committee meeting was called to order at 9:09 am by Chair Caroline Ross and a quorum was established at 9:11 am.

2. Public Forum

1. Emily Detwiler, Visitor Information Services Manager, passed out cards to promote the mobile site. She will be passing out the cards to all lodging properties, if anyone wants additional ones please contact her. She also mentioned that she will be getting magnets and window decals to promote the mobile site through Chamber members.

3. Agenda Amendments and Approval

M/S/C (Kopley/Williams) (9-0-0) to approve the agenda as presented.

4. Approval of the Meeting Minutes

M/S/C (Kopley/Gelbman) (9-0-0) to approve the Membership Advisory Committee minutes of April 11, 2012.

5. CEO Update

1. Sandy Evans Hall, CEO, updated the committee on the TOT Renewal effort. She wants to be sure everyone is familiar with the effort and aware of Election Day, June 5.

2. Sandy also discussed the TRPA Regional Plan Update. There are several upcoming dates that she would like everyone to be aware of and help by getting the information out to businesses. There will be a 60 day comment period on the plan with the goal of approval by the end of this year. One major change in this plan is to be able to take planning and building permits to local jurisdictions instead of TRPA. This change will greatly empower local communities. Along with the

regional plan update is the opportunity to revise community area plans within the basin. There are 5 position statements; TRPA staff is supporting alternative 3, which incentivizes the private sector more than any of the other alternatives. She encourages everyone to get their Boards and members informed. Some key dates to be aware of are: May 21st a Public Workshop at the Chateau in Incline Village, and May 23rd and June 27th the TRPA governing board public hearings in Kings Beach. Deanna mentioned that there would be a representative from TRPA giving a presentation at next month's board meeting.

3. Sandy summarized the TOT collection report – it is not yet a full 3rd quarter report, but compared to last year only down 4.4% for the fiscal year. She thinks the 4th quarter will be strong. Events like MTS really helped and things are looking good going into summer. The 1st quarter was up 15%, 2nd quarter was flat, and the 3rd quarter is down 17%.

4. Sandy gave an update on the Tahoe City Visioning Plan. They will be moving forward with a visioning program using Design Workshop that fits in with the area plan and regional plan. The purchase of the Tahoe City Golf Course, the old fire station property, and potential realignment of 89 all contributed to good timing for this. Important dates to be aware of are: May 23rd, a forum with selected stakeholders and Design Workshop, June 27-29th, a 3 day workshop, and the final plan to be ready late July/early August. About 70 people have been identified on the stakeholder list as of now.

5. Sandy gave an update on the new North Lake Tahoe Visitor Center. It is in the final stages of construction. There will be a soft opening the middle of next week. The grand opening will be around memorial day weekend. And then, sometime in early June there will be a mixer/celebration; all are invited.

6. Remaining Grant Funds Vote – Sandy Evans Hall (Motion)

1. An email went out last week about remaining grant funds of \$3,750. It was offered to the business associations. Two requests were received, one from Squaw Valley and one from TCDA/NTBA.

- Squaw Valley is requesting \$3000 for a 5-race trail running series. Some are existing runs and there are some new ones and they would like to package them together. They provided a sample flyer and draft budget.
- The second request from the TCDA/NTBA is for 3rd and 4th of July fireworks funding. There was no specific dollar amount mentioned. The TCDA did not get a grant from The Rotary that they depend on for fireworks funding, around \$8,500. TCDA/NTBA will be kicking off new fundraising efforts. Fireworks are expensive and there is a lot of pressure to raise the money by the two organizations. Any support is greatly appreciated. They have gotten great deals on the 2 shows from the fireworks vendor. They are also looking to establish reserve. The hard cost for the two fireworks shows is around \$30,000.

A discussion was raised about whether or not all business associations got a fair chance to apply for the remaining funds. The WSBA and Northstar representatives both said that they felt ok with moving forward despite not having a request. The question was also raised about the original process and if these two requests fit into those guidelines. It was determined that they do qualify and it is important to give the money to someone as it will be lost if not used.

The consensus of the discussion was that while the fireworks request may not be exactly the type of request the funding was originally designed for, the fireworks are a very important tradition and event for North Lake Tahoe. Kali recommends that the funds be split 3 ways.

M/S/C (Kopley/Williams) (6-0-3 Abstention Caroline Ross, Joy Doyle, and Sherina Kreul) to award \$1,250 each to Squaw Valley, TCDA, and NTBA.

7. Project Update: Retail/restaurant coordinated promotion in conjunction with Opening Day at the Lake

- Deanna Frument, Membership Manager, met last week met with the business associations. Instead of creating a new event, the Sidewalk Sale, it was decided to extend the Opening Day on The Lake to the whole NLT region. There will be a two-page ad in the paper with all events and participants. Events will need to be submitted around the middle of the month and Deanna will keep the business associations updated on the exact date. A website and a QR code have been created; she will also send the website link out to everyone and would like input on verbiage for the website. She plans to heavily market this event on social media, so if any business associations or businesses have a Twitter handle, let Deanna know and she will include it in Chamber "Tweets." Pettit Gilwee has included Opening Day in her recent press release. Deanna read the press release..
- Emily Detwiler also mentioned that specials can be added to GoTahoeNorth.com under "Cool Deals" and also added to the event calendar.

8. Membership Program and Project Updates

- Deanna Frument updated the committee on upcoming chamber events:
 - Mixer next Thursday, May 17th, at The Store, Barifot, North Shore Hawaiian Grill and Wanda's Flower Shop, 5-7pm.
 - Next Class in the ChamberEd series is May 23rd, "Service is Sales," at the Cedar House Sport Hotel in Truckee.
 - There will be a mixer May 24th at the Tahoe City Golf Course hosted by Duncan Golf Management
 - June 21st is the Business Expo at the North Lake Tahoe Event Center. It will be a little different this year, on top of selling booths there will be media promotional packages available. It is a great rate for great promotion.
- Caroline Ross, SVBA, reminded everyone of the joint chamber mixer at Squaw Valley, on Tuesday June 26th, to promote this summer's Tuesday Bluesdays music series. It will be a special VIP Bluesdays event just for Chamber Members.
- Deanna introduced the Ambassador Program that she is launching. It will be a great way to recruit and retain members. The Ambassadors will act as advocates for all businesses. She would also like recommendations of people that would be good to approach as potential Ambassadors.
- Deb Dudley gave a presentation on SummerFest. It is a new event that is the vision of Madylon Meiling and Robin Lynch. The idea comes from Aspen Summer Music Festival. Last summer they had a classical music concert series at their lakefront home and it was very successful. As a result, they decided to put together a summer-long event of classical music, theatre, educational events and the arts. They have raised \$1.8 million by private funding and fundraisers. They have a three-year plan and three-year budget in place. They are starting with 3 week concert series with a world renowned conductor. The event is already halfway sold out of VIP tickets. The event will be kicking off Aug 3rd. This year's venue is Sierra Nevada College, but the ultimate goal is to have a signature building. The entire production is staffed by volunteers and one paid employee. Tickets will be \$25-85. There is a need for volunteers, about 40 per concert. They are also looking for lodging partners; Hyatt is one but is already sold out!
 - The Shakespeare festival will be doing their own marketing, but the two events are co-promoting each other. There will be a combo ticket to attend both events.

9. Committee Member Reports/Updates From Community Partners

1. Sherina Kreul, TCDA, discussed the Summer Solstice festival in Tahoe City starting June 21st. The event will kick off with a classic car show on the 21st, the wine walk on the 23rd and the first Concert on the Beach on the 24th. There will also be a fundraiser for the organization on June 14th on the Tahoe Gal, from 5:30-8pm. Tickets will be sold through Brown Paper Tickets. Also the 2nd annual Farm to Table Dinner is July 10th and it is almost sold out.

2. Kay Williams, WSBA, gave an update on the Opening Day at the Lake festivities. The seaplanes will be arriving as usual, and lakefront restaurants are participating. Also museums and state parks will be opening that weekend. Hacienda Del Lago, Lakeside Pizza and Jake's on the Lake are doing an event Saturday. Granlibakken will be doing a contractor fair 12-6 on Saturday.

3. Kali Kopley, Uncorked at Squaw, will be offering 2 glasses of wine and a cheese plate every night in May for \$16, Petra will be doing non-profit give back night every Friday night in May and the first two weeks in June.

4. Cassandra Sharpe, Northstar, announced that they have named their summer concert series Star Sessions. June is the kick off to summer at Northstar. She will be emailing out an event calendar to everyone.

5. Lake Tahoe Music Festival is not happening this year but there are people working to get it going again. SummerFest has offered to help in any way that they can.

6. Next month's meeting is June 13th. Caroline Ross will have her application for grant funds submitted in time for it.

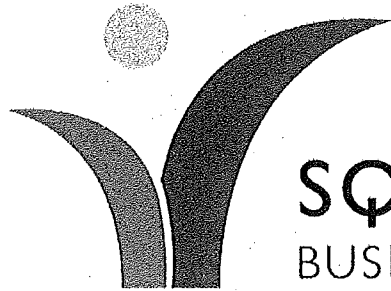
10. Standing Reports

1. Monthly Business Plan Implementation Report

11. Adjournment

1. The Membership Advisory Committee meeting adjourned at 10:23 am.

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



SQUAW VALLEY BUSINESS ASSOCIATION

Proposal for the Community Marketing Program FY 2011-12

Proposal for consideration by:
North Lake Tahoe Chamber/CVB/Resort Association
Community Marketing Program

SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

The Squaw Valley Business Association (SVBA) is made of six lodging properties (Red Wolf Lodge, Olympic Village Inn, PlumpJack Squaw Valley Inn, Squaw Valley Lodge, The Village at Squaw Valley and the Resort at Squaw Creek), Squaw Valley Resort 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 \$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 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.

Thanks to the support we received in 2006 from this program plus additional funding that we split internally, the SVBA produced and printed 100,000 copies of a Squaw Valley Map. The piece proved to be valuable to us, our business partners and our guests, therefore 5 years later we decided we needed a new/updated map and more copies for distribution. As you know, we applied (albeit late!) and were awarded funds from FY2010-11 to assist us with Step One of the project: a complete re-design of the Squaw Valley Area Map. We

contracted with SDBX Studio in January 2012 and are currently working to finalize the map. We expect to have printed copies in hand for distribution by June 22, 2012.

If you compare the SV Area Map produced in 2006 to our newly designed *Guide to Squaw Valley* (currently only available in final draft format) you will get a great sense of how far we have come and improved. The idea behind the re-vamp was to not only incorporate lodging, shopping, dining and signature events but to create a piece that is in keeping with the overall look and feel of the Community Map designed and distributed by the Chamber/CVB/Resort Association. The SVBA would encourage the other Business Associations to consider a revamp of their own maps when/if they are in need of an update so that North Lake Tahoe and its various communities have a cohesive presence in and out of the market with a fan of guides to lure visitors to our area!

Please consider the final draft of the Guide itself as a portion of our ROI for Step One...*to be viewed at the June meeting in person.* Because this is a two part project, we are unable to produce a true ROI other than the pending printed collateral and the attached budget of our expenses. With the knowledge and understanding that 8 entities have worked for the past 6 months to produce a collaborative and professional piece that we are all proud of, we respectfully request that this suffice for now. **A complete ROI on the project in its entirety will be given by an SVBA Representative in FY 2012-13.**

The Squaw Valley Business Association requests \$10,000 from the Community Marketing program for funds slated for our use in FY 2011-12 to assist us with Step 2 of this project.

A. STEP ONE: RE-DESIGN OF MAP & ½ OF PRODUCTION –
Previously submitted and approved – left in as a reminder for Committee.

Selection of Design Firm

Production of a Map/Guide: with a cohesive look with not only the new Squaw Valley Resort design initiatives but also the Community Map produced by the Chamber/CVB/Resort Association.

Request was tardy due to organization's desire to be confident in our collaborative choice of project.

We made our intent clear to submit an application for \$10,000 in FY 2011-12 to assist us with the continuation of this project (printing & distribution).

B. STEP TWO: ½ OF PRODUCTION COST & DISTRIBUTION

In addition to having copies on hand at each of the properties for distribution in market, we plan to distribute throughout the region via Certified Public Folder Display in Summer 2012 & Winter 2012-13. We also plan to distribute out of market to various data bases and via sales team efforts and are excited that we will have a piece we can mail out upon request; for example to a bride who is looking for detailed information about our area/lodging options for her guests. The collateral/map will also be downloadable off each of our proprietary websites.

Expense Budget:

Cost of Production: \$11,000.00

70,000 copies via Dyna Graphic Printing
58K needed for Certified Folder Distribution
12K split between 8 members = 1500 copies each
(Some properties are considering printing more at their own expense)

Cost to Distribute via Certified Folder Display: \$4806.95

Jul 1-Sept 30 or Jul 15-Oct 15 (3 months: Summer 2012)
28K for North Lake/South Lake & Reno/Carson = \$2610.45
Dec-April (5 months: Winter 2013)
30K for Northern CA Sports Program: \$2196.50

Total Projected Expense for Printing 70K and Distribution = \$15,806.95

Total Budget (Expenses: back up attached):

Design = \$6740.00 (Sdbx Studio)
Full Amount paid for out of FY10-11 grant funds
Printing = \$11,000.00 (Dyna Graphic Printing)
\$3260 will be paid for out of FY10-11 grant funds
\$7740 will be paid for out of FY11-12 grant funds
Distribution = \$4807.00 (Certified Folder Display)
\$2260 will be paid for out of FY11-12 grant funds
\$2547 to be paid for by SVBA

Total = \$22,547

SVBA will contribute \$2547 (11.5%) towards completion of project and is also committed to updating and re-printing the Guide on an annual basis (or as needed) either independently or via a portion of future annual grant funding requests. This project highlights everything wonderful that Squaw Valley has to offer and is a great starting piece for us to start working on designating funds to an annual collaborate marketing campaign.

The **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. Our success will also be measured by increased room nights which will be tracked via the unique reservation phone numbers that were provided by each property and by Squaw Valley Lake Tahoe Reservations. Distribution numbers via Certified Folders & re-printing of map will also be a good gauge of our success.

On behalf of the Squaw Valley Business Association Members, we sincerely thank you for your consideration and continual support in our marketing efforts.

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

Budget Back Up Materials – SVBA FY11-12 Grant Proposal/ROI

1. SDBX Design Cost Estimate (awarded bid)
 - a. *See attached* cost estimate dated 12.22.11
 - b. Balance of hours as of 5/31/12: 10 hours
 Projected hours 6/1/12 to project completion = 5 hours @ \$450
 - i. Estimate of \$6290+\$450 = \$6740 total expense

2. Dynagraphics Production Cost Estimate (awarded bid)
 - a. *See attached* cost estimate
 - b. Did also receive quote from Colorado Printing Co (as part of Sdbx Estimate) but estimate did not include shipping & tax

3. Certified Folder Distribution
 - a. *See attached* Contract for Summer 2012
 - b. See below for Winter 12-13 commitment/expense
 - i. Contract to be signed in the next couple of months

Certified Folder Distribution for SV Area Map/Shopping & Dining Guide

	per month	3 months	# of locations
Summer (Jul-Sep)			
NLT	\$216.20	\$648.60	92
Reno/Carson	\$364.90	\$1,094.70	178
SLT	\$289.05	\$867.15	123
Total Cost		\$2,610.45	

	per month	5 months	# of locations
Winter Sports Program			
Northern California	\$439.30	\$2,196.50	200
Grand Total		\$4,806.95	



SQUAW VALLEY BUSINESS ASSOCIATION

RFP – Area Map

12/22/11

PROJECT DESCRIPTION: 4-color, double-sided 24"x17.5" map folded to 4"x9"
Map of Squaw Valley on one side; what to see & do on reverse

PROJECT ESTIMATE:

Description	Total Hrs	Total \$
DISCOVERY	20	\$1,700.00
Client meetings (Maja & Amber)	4	
Research & sketching	8	
Project Management	8	
DESIGN	46	\$3,910.00
Design (includes 2 rounds of revisions)	40	
Project Management	6	
PRODUCTION	8	\$680.00
Pre-press production & proofing	6	
Project Management	2	
TOTAL*	74	\$6,290.00
PRINTING** (not including tax + shipping)		
for 50,000		\$7,500.00
for 75,000		\$10,000.00
for 100,000		\$13,000.00
TOTAL w/ PRINTING		
for 50,000		\$13,790.00
for 75,000		\$16,290.00
for 100,000		\$19,290.00

**Note: total does not include stock imagery usage fees or copywriting.*

***Note: Approximate printing costs. SDBX will solicit print quotes from several printers upon completion of design.*

DynaGraphic Printing

2001 Timber Way | Reno, NV 89512
Phone (775) 786-2041 | Fax (775) 786-2512
www.printatdgp.com

May 29, 2012

Amber Barrett / Maja Thaler
SDBX Studio
Email: abarrett@sdbxstudio.com
mthaler@sdbxstudio.com

Dear Amber / Maja:

We are pleased to submit the following prices per your specifications:

Quote Number: 98445 (Revise)
Description: SVBA Map
Quantity: 50,000 / 60,000 / 70,000 / 100,000
Variation in quantity of 10% (over and under) shall constitute an acceptable delivery
Size: 24 x 18 Folds to 4 x 9
Disc Output: Computer to Plate
Proofs: Low Resolution Iris
Bleeds: No
Ink-Text: 5/5
Paper-Text: 70# Jefferson Velvet Book
Printer reserves the right to pursue a comparable paper grade and/or weight should market conditions deem it necessary. Such substitution shall be mutually agreed upon.
Bindery: Fold in half then to 4 x 9
Packaging: Bulk box
Shipping: FOB Reno
Terms: Net 30 days on approved credit, otherwise C.O.D.
Terms subject to approval of credit by DynaGraphic Printing, Inc.
Price: 50,000 = \$7,860.60
60,000 = \$9,133.30
70,000 = \$10,352.10
100,000 = \$14,023.90
All prices quoted are valid for 60 days from proposal date, does not include sales tax (if applicable) and are subject to change upon review of final artwork or supplied film.

F-6



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

DISTRIBUTION SERVICE AGREEMENT

NEW ORDER

SALESPERSON: 111000 - Linda Anderson
 FEDERAL TAX ID: 68-0471187 REF: _____
 ADVERTISER ID: _____
 SHIP TO: _____
 ADVERTISER: Squaw Valley Business Assoc
 CONTACT: Caroline Ross, Representative
 EMAIL: cross@squawvnc.com
 ADDRESS1: PO Box 2915 NEW ADDRESS: _____
 ADDRESS2: _____
 CITY: Olympic Valley, CA STATE: CA ZIP: 96146
 PHONE: (530) 584-6267 FAX: (530) 584-6270

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	GROSS FEE	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

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: _____

MONTHLY BILLING SCHEDULE (Plus any applicable sub-fee)
 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	Amount	Month	Amount
Jun	870.15	Jul	870.15
Aug	870.15	Oct	0.00
Sep	0.00	Nov	0.00
Mar	0.00	May	0.00
Apr	0.00		

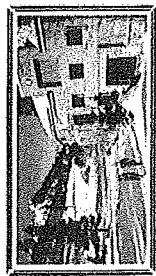
PREPAYMENT OPTION (Please check one)
 Yes No

Gross Total Fee: 2,610.45
 Prepayment Discount: 0.00
 TOTAL DUES FEE (Plus any applicable fee): 2,610.45
 All fees billed 30 days in advance of service.

TERMS: The agreed payment is NET CASH. Payment shall be made no later than 30 days from invoice date. For each 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.

F-7


The Squaw Valley Lodge



World-class activities and a top ski/snowplay operator, Squaw Valley Lodge's commitment to our guests offers Ski-In-Ski-Out and year-round convenience. Sublimate your days on, off, and above the slopes. Private Health Club and SPA with saunas, steam rooms, 3 indoor pools, 2 outdoor pools.

For more information Call: 800-822-0970 | www.squawvalley-lodge.com
For General Information Call: 530-938-3026

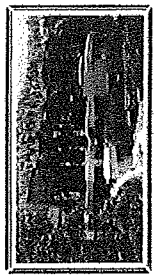
Olympic Village Inn



Enjoying the views, 5 pools, and large year-round heated swimming pool, this ski-in/ski-out Squaw Valley USA ski area, a conveniently located breakfast & restaurant, evening bar/lounge and winter gardens & a variety of winter activities for the whole family.

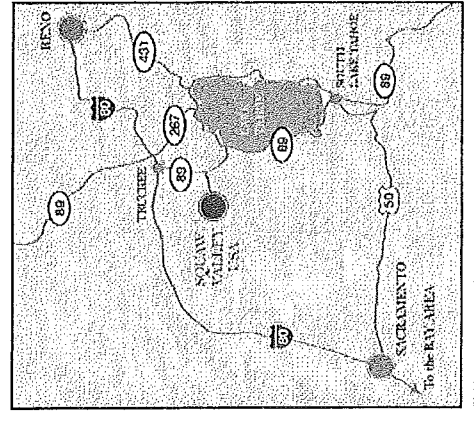
For Reservations Call: 1-800-WILLAGS | olympicvillage.com

Resort at Squaw Creek



At 4000 Feet Diamond Point, offer 400 luxury rooms, exclusive on-property spa for relaxing Squaw Valley USA's world class winter in comfort, hot tubs, saunas, or champagne get together, four distinct restaurants, boutique shopping, five swimming pools and outdoor hot tubs, a 3,000 sq. ft. event/wedding facility, 300 luxury residences, a full-service spa, fitness, and more.

For Reservations Call: 800-SQWEEK | www.squawvalley.com



HOW TO GET HERE

FROM NEARBY CITIES
400 miles to Truckee, 100 miles to Sacramento Valley area, 100 miles to Reno.

FROM THE AIR
100 miles to Reno-Tahoe Intl. Airport, 100 miles to Sacramento Valley area, 100 miles to Reno.

FROM THE SEA
100 miles to Sacramento Valley area, 100 miles to Reno.

FROM THE SOUTH
100 miles to Sacramento Valley area, 100 miles to Reno.

IMPORTANT NUMBERS

SQUAW VALLEY BUS AREA NORTH
800-822-0970

CENTRAL RESERVATIONS
1-800-432-0300

RENO CONVENTIONS
1-800-432-0300

TRUCKEE TRAVEL
800-822-0970

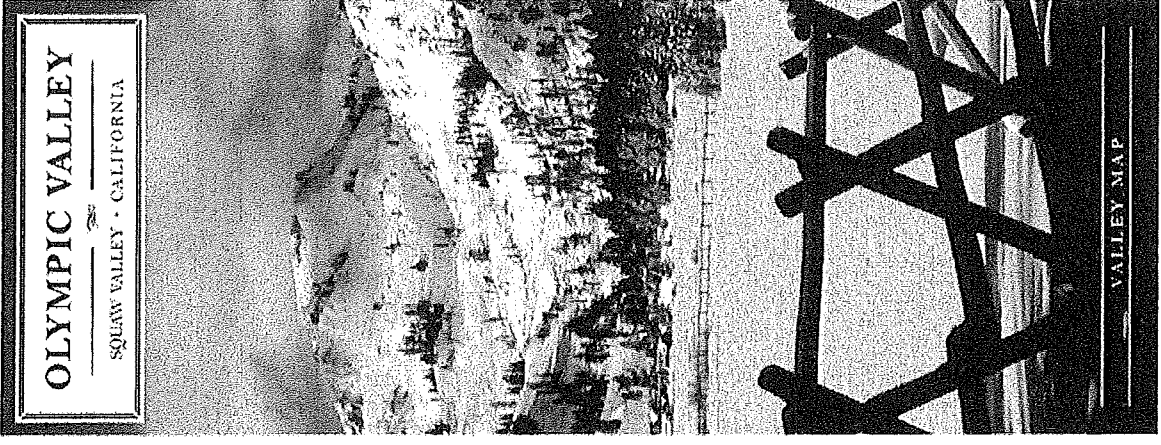
WILLAGS WEST TRUCKEE
530-938-3026

SQUAW VALLEY & RENO
900-891-7780

TRUCKEE TRAVEL
900-891-7780

SQUAW VALLEY
BUS ASSOCIATION


PO Box 3710
40 Olympic Valley, CA 96146

OLYMPIC VALLEY
SQUAW VALLEY • CALIFORNIA

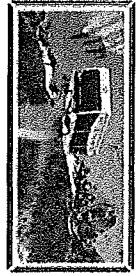
OUTSIDE

PlumpJack Squaw Valley Inn



Now Dining with California Cuisine, Bar & Lounge, Pumpjack Sport & Thru the Shop. For Reservations Call: 800-822-0970 | plumpjackresort.com

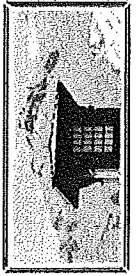
Squaw Valley USA



Your Round-the-Clock Fun with 6 Peaks, 21 Lifts, spectacular dining with incredible views, shopping and fun mountain events and activities, including ski racing & snow tubing at 8000'.

General Information Call: 530-938-1000 | www.squawvalley.com


The Village at Squaw Valley USA



Luxurious One, Two & Three bedroom residences and condos with a private gourmet area that includes 6 great restaurants, over 70 unique retail shops, an art gallery & world class spa, 100+ cultural & family centers throughout the year.

For Reservations Call: 1-800-878-0865 | thevillageat.com
For General Information Call: 920-954-1000

Red Wolf Lodge at Squaw Valley



Stylish and comfortable, one and bedroom units with historic, turn-of-the-century furnishings, full kitchen, fireplace and private bath.

For Reservations Call: 1-800-822-0970 | www.squawvalley.com

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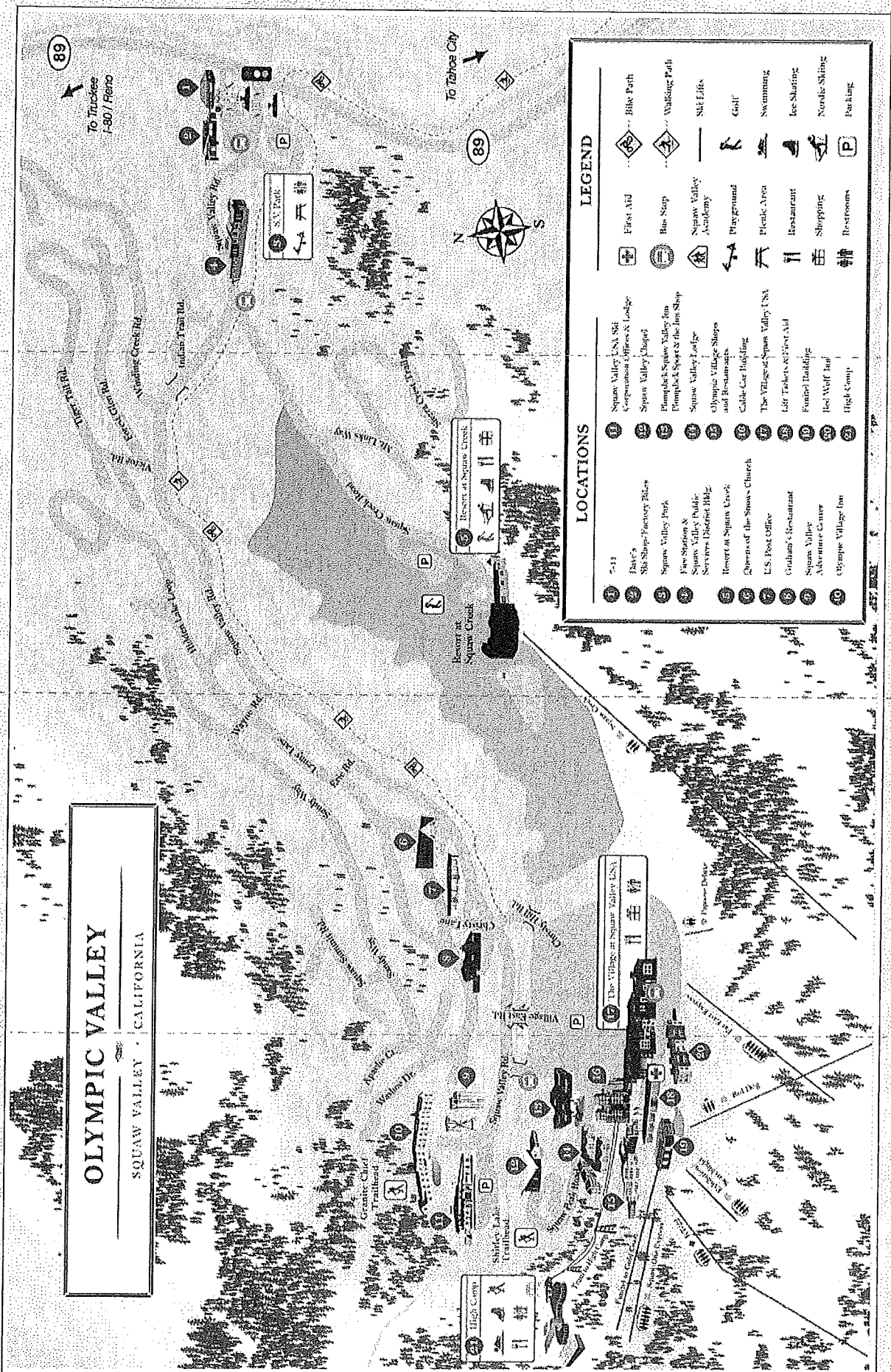
Squaw Valley Business Association

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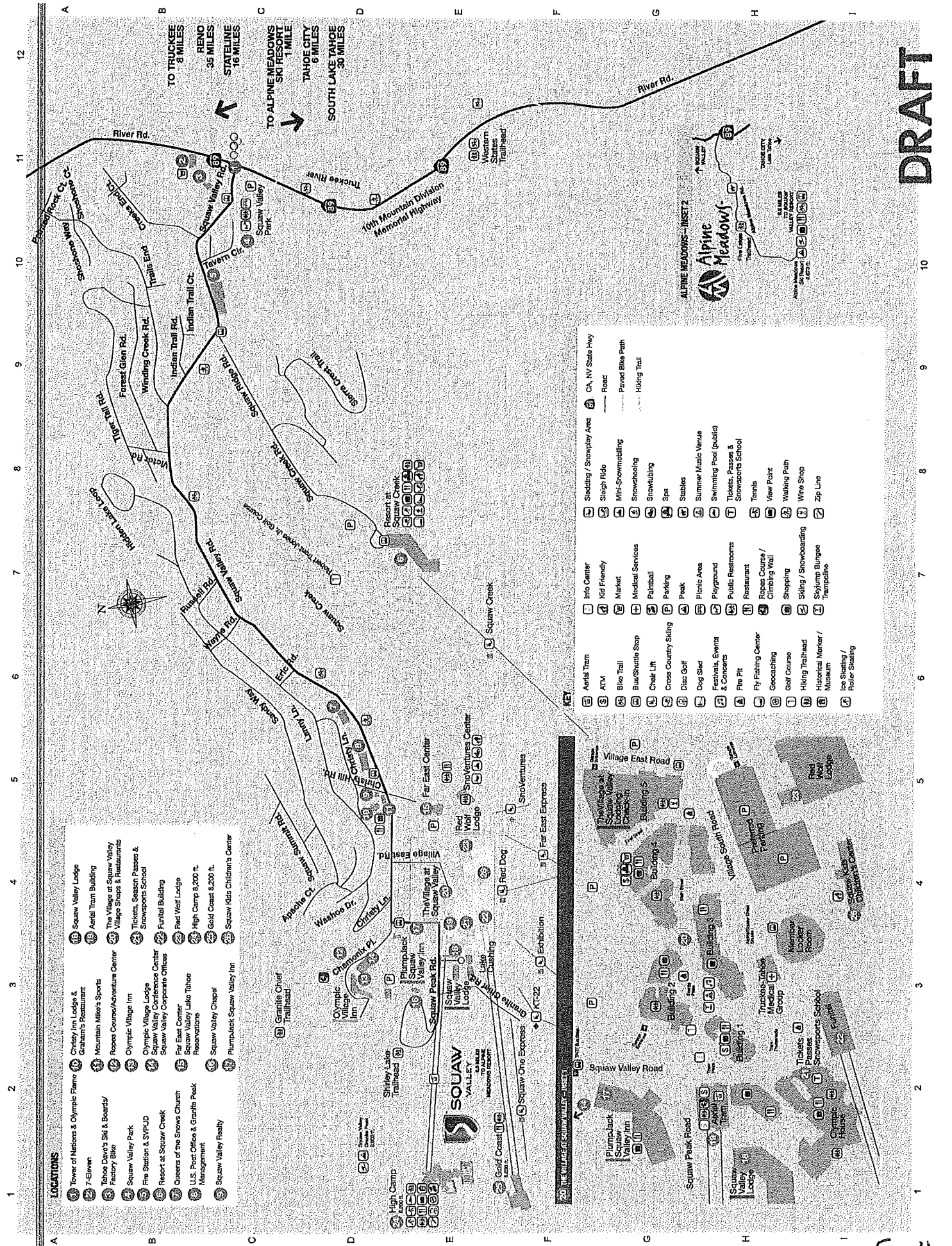
Squaw Valley Business Association

Squaw Valley Map, Ver 5

Scale

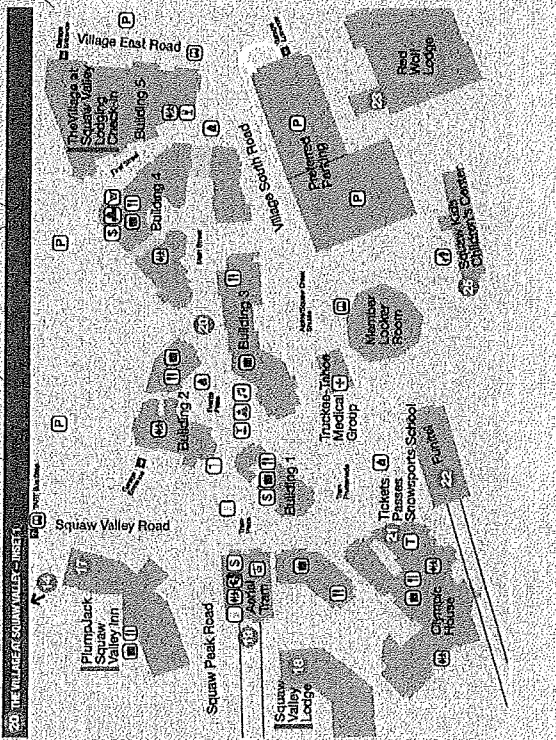


INSIDE



- LOCATIONS**
- 1 Tower of Nations & Olympic Flame
 - 2 Chisley Inn Lodge & Graham's Restaurant
 - 3 Mountain Makers Sports
 - 4 Robo Course/Adventure Center
 - 5 Olympic Village Inn
 - 6 Olympic Village Lodge
 - 7 Squaw Valley Conference Center
 - 8 Squaw Valley Corporate Offices
 - 9 Far East Center
 - 10 Squaw Valley Lolo Tuboe Reservations
 - 11 Squaw Valley Chapel
 - 12 Plummet Squaw Valley Inn
 - 13 Squaw Valley Realty
 - 14 Tohope David's Ski & Boards/ Factory Bldg
 - 15 Squaw Valley Park
 - 16 Fire Station & SVPUD
 - 17 Resort at Squaw Creek
 - 18 Queens of the Snows Church Management
 - 19 U.S. Post Office & Grants Peak
 - 20 Squaw Valley Lodge
 - 21 Aerial Tram Building
 - 22 The Village at Squaw Valley Village Shops & Restaurants
 - 23 Tickets, Season Passes & Snowsports School
 - 24 Funeral Building
 - 25 Red Wolf Lodge
 - 26 High Camp 8,200 ft.
 - 27 Gold Coast 8,200 ft.
 - 28 Squaw Kids Children's Center

- 1 Info Center
- 2 Aerial Tram
- 3 Shedding / Snowplay Area
- 4 Stair Ride
- 5 Mini-Snowmobiling
- 6 Snowshoeing
- 7 Spa
- 8 Stables
- 9 Summer Music Venue
- 10 Swimming Pool (public)
- 11 Tickets, Passes & Snowsports School
- 12 Tennis
- 13 View Point
- 14 Walking Path
- 15 Wine Shop
- 16 Zip Line
- 17 Medical Services
- 18 Bar/Shuttle Shop
- 19 Chair Lift
- 20 Cross Country Skiing
- 21 Disc Golf
- 22 Dog Stod
- 23 Festivals, Events & Concerts
- 24 Fire Pit
- 25 Fly Fishing Center
- 26 Geocaching
- 27 Golf Course
- 28 Hiking Trailhead
- 29 Historical Marker / Museum
- 30 Ice Skating / Roller Skating
- 31 Public Restrooms
- 32 Restaurant
- 33 Ropes Course / Climbing Wall
- 34 Shopping
- 35 Skiing / Snowboarding
- 36 Snowy Bungee Trampoline
- 37 Public Restrooms
- 38 Snowsports School
- 39 Tents
- 40 View Point
- 41 Walking Path
- 42 Wine Shop
- 43 Zip Line
- 44 Picnic Area
- 45 Playground
- 46 Public Restrooms
- 47 Restaurant
- 48 Ropes Course / Climbing Wall
- 49 Shopping
- 50 Skiing / Snowboarding
- 51 Snowy Bungee Trampoline
- 52 Parking
- 53 Peak
- 54 Picnic Area
- 55 Playground
- 56 Festivals, Events & Concerts
- 57 Fire Pit
- 58 Fly Fishing Center
- 59 Geocaching
- 60 Golf Course
- 61 Hiking Trailhead
- 62 Historical Marker / Museum
- 63 Ice Skating / Roller Skating

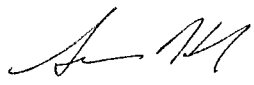


SECTION A:

Business Association Marketing Grant

Application form

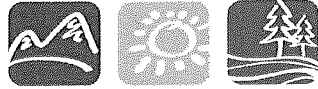
Date Submitted: May 18, 2012		
1. Event Dates: Various From June, 2012 – May, 2013		Event Name: Various
2. Grant Amount Requested: \$10,000		
3. Name of Applicant Organization: Tahoe City Downtown Association (TCDA)		
4. Contact Name: Steve Hoch		
Mailing Address: P.O. Box 6744	City/State: Tahoe City	Zip: 96145
Telephone: 530-583-3348	Email: Steve@VisitTahoeCity.com	
Website: www.visittahoe.com		
5. When was organization founded? 1994		Is organization non-profit? Yes
6. Purpose/Mission of organization: To enhance and promote a vibrant and prosperous commercial and social center for residents of and visitors to Tahoe City		
7. Tax ID Number: 51-0526631		
8. What is your organization's annual net revenues (less expenses): ~\$170K - \$200K		
9. Narrative description and purpose of the grant funding?		
To support marketing and promotion of TCDA events and initiatives.		
10. How is your grant request consistent with your organization's mission or purpose?		
All of the TCDA marketing and promotions efforts are driven by our mission. Specific projects attached involve the delivery of the uniqueness of Tahoe City through print, radio, events and electronic means throughout the region and Northern California and Nevada.		

11. Submit (attach) complete proposed budget of the grant funding SEE BUDGET ATTACHED ON PG. 7	
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	\$ ___ or \$0: Complimentary Ad in TQ
Internet/Website	\$ ___ or \$0: free listing in calendar of events
Radio	\$ ___
TV	
Rack Cards	
Brochure	
Direct Mail	
Printed Program	
Other	
13. Grant Amount Requested: \$ 10,000	
14. Percentage of total budget requested Approximately 6 %	
15. Sources of other funding to support the business association budget.	
Sponsorships, grants, membership and donations. County contract funding.	
16. Description of how the success of your grant will be measured: Event attendance, advertising reach and impressions, website and facebook visits.	
Event attendance, advertising reach and impressions, website and facebook visits.	
	
_____ Signature	Date: 5/18/12
Steve Hoch Executive Director Tahoe City Downtown Association ----- Print Name and Title	

**TCDA / NLTRA Community Marketing Grant Request
Budget Addendum**

The funding requested below will be used for signage, collateral, pr, web, facebook, print advertising, radio advertising, and some TV advertising.

• Tahoe City Solstice Festival	\$1000
• Wine Walk	1500
• July 4 Celebration	1000
• Shop Local	500
• Holly Days	500
• Harvest Festival	1000
• Events Calendar / Poster	500
• Membership Collateral & Stickers	500
• Website Redesign & Facebook Marketing	1000
• TCDA Sign at Wye	250
• Radio, Print, TV Advertising For Events	<u>2250</u>
TOTAL	\$10,000



north lake tahoe

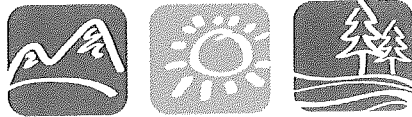
Chamber | CVB | Resort Association

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

Event and Education Schedule

June

- | | | |
|----|---|--------|
| 12 | Grand Opening- Tahoe City Visitors Center
100 N. Lake Blvd, Tahoe City | 4-8 |
| 14 | Mixer – Porter Simon
210 Grove Street, Tahoe City | 5-7 |
| 15 | Mixer- Greek Glendi
Mourleatos Lakeshore Resort, Tahoe Vista | 6-8 |
| 21 | Business Expo
North Lake Tahoe Event Center | 5-7:30 |
| 26 | Chamber Education Seminar: "Learning to Network"
Alpenglow conference room, Squaw Valley | 9-12 |
| 26 | Mixer-Tuesdays Bluesdays Kickoff
Village at Squaw with Truckee Chamber | 5- 7 |



north lake tahoe

Chamber | CVB | Resort Association

Opening Day at the Lake Promotion Recap

The Memorial Day Opening Day at the Lake Promotion consisted of 8 participants who offered retail and restaurant promotions during the week around Opening Day at the Lake Memorial Day weekend. The promotion lasted from May 24th thru May 31st. The participants were primarily North Lake Tahoe Chamber/CVB/Resort Association members and North Tahoe Business Association members. The promotions were added to an event website, sent out via social media on Facebook and Twitter, and were listed in an insert in the Sierra Sun and the North Lake Tahoe Bonanza.

Upon review, the promotion will have more success next year if there is more time to plan, purchase of a domain name that is easy to remember, have flyers distributed around North Lake Tahoe, and more encouragement of our members to participate and be creative.