



**AGENDA AND MEETING NOTICE  
CHAMBER OF COMMERCE ADVISORY COMMITTEE**

**Wednesday, August 17, 2011 – 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*

<p><b>Chamber of Commerce Advisory Committee Members</b></p> <p><b><u>NLTRA Board:</u></b> Ron McIntyre Kaliope Kopley Phil GilanFarr Alex Mourelatos</p> <p><b><u>Committee Members:</u></b></p> <p>Caroline Ross, Chair Squaw Valley Business Association</p> <p>TBA Tahoe City Downtown Association</p> <p>Sherina Kreul Bank of the West</p> <p>Kay Williams West Shore Association</p> <p>Mike Young Incline Community Business Association</p> <p>TBA Village at Northstar Association</p> <p>Cheri Sprenger North Tahoe Business Association</p> <p>Michael Gelbman Sierra Sun</p> <p><b><u>County Representative</u></b> Dave Snyder</p> <p><b><u>Quorum</u></b> 2 Board Members 3 Lay Members</p>	<p><b>ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED</b></p> <p>A. Call to Order - Establish Quorum</p> <p>B. Public Forum: Any person wishing to address the Chamber of Commerce 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)</p> <p>C. Agenda Amendments and Approval</p> <p>D. Approval of the Chamber of Commerce Meeting Minutes</p> <ul style="list-style-type: none"> <li>• May 25, 2011 meeting minutes</li> <li>• June 23, 2011 meeting minutes</li> <li>• July 20, 2011 meeting minutes</li> </ul> <p>E. Chamber Program and Project Updates - Kym Fabel (5 minutes)</p> <ul style="list-style-type: none"> <li>• Upcoming Chamber Activities</li> </ul> <p>F. NLTRA Report – Andy Chapman (5 minutes)</p> <p>G. Approval of Special Event grant process and appointment of Committee Representation on NLTRA Special Event Development Task Force (10 minutes)</p> <p>H. Review of NLTRA Board Approved Strategic Goals for Membership Services and Discussion / input of action plan–Sandy (15 minutes)</p> <p>I. Committee Member Reports/Updates from Community Partners (5 minutes)</p> <p>J. Standing Reports</p> <ul style="list-style-type: none"> <li>• Monthly Business Plan Implementation Report</li> </ul> <p>K. Adjournment</p>
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PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762  
CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES  
May 25, 2011 – 1 pm

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

PRELIMINARY MINUTES

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

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

**OTHERS IN ATTENDANCE:** Pettit Gilwee

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

**1.0 CALL TO ORDER – ESTABLISH QUORUM**

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

**2.0 PUBLIC FORUM**

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

**3.0 AGENDA AMENDMENTS AND APPROVAL**

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

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

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

**5.0 CHAMBER PROGRAM AND PROJECT UPDATES**

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

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

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

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

- 6.1 Pam Pierce presented the Placer County program "Listen to Businesses" walks. The "Walk" is a survey conducted by physically going into each business without an appointment. Each business owner that they come in contact with is asked three questions:
- What do you like about doing business in Tahoe?
  - What would make business better?
  - What should be Tahoe's top priorities to improve our economy?
- They will be in North Lake Tahoe for the entire week of June 8<sup>th</sup> and are asking the Chamber and the Business Associations to assist in organizing which business are surveyed. They would also like for Committee Members, Chamber staff and NLTRA Board members to come along for the duration of the survey.
- 6.2 The Committee asked Pam what the project goal is. Pam replied that by talking to business owners one on one, not by email or phone, it will give them information about how the County can assist businesses experiencing hard times through their Economic Development program. The information gathered will increase the Chamber's knowledge on what local business are saying about conducting business in Tahoe. Justin suggested conducting the survey by focusing on a different community each day. Kym will follow up with Pam to set up times to visit each community. Staff suggested that Placer County could set up a booth at Chamber Expo and/or attend the Recreation Luncheon for access to a large number of business owners. The Committee asked for the data after the survey is completed. The survey must be completed by June 30, 2011 and they have one week to conduct the survey in North Lake Tahoe. The Committee was concerned that business owners would not available to do the survey with such short notice. For questions you can email Pam Pierce at [placervitalassets@yahoo.com](mailto:placervitalassets@yahoo.com).

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

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

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

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

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

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

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

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

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

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

**Purpose**

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

**Criteria for Eligibility**

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

**Grant Program Recipient Obligations-**

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

9.3 Staff Questions and Committee Response and Suggestions

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

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

## **10.0 COMMITTEE MEMBER REPORTS-**

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

## **11.0 STANDING REPORTS**

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

- **MONTHLY BUSINESS PLAN IMPLEMENTATION REPORT**

## **12.0 COMMITTEE COMMENTS**

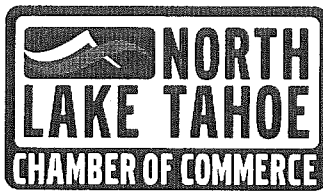
- 12.1** The Ambassador's Program is scheduled to be on next months agenda. Alex would like to see how the Chamber is going to promote the use of the Amgen assets.

## **13.0 ADJOURNMENT**

- 13.1** The Chamber of Commerce Advisory Committee meeting adjourned at 3:10 pm.

Submitted By:

Emily Sullivan, Programs Assistant  
North Lake Tahoe Resort Association



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

## CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

June 23, 2011 – 2:00 pm

Tahoe City Public Utility District-Conference Room

### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Sherina Kreul, Mike Gelbman, Justin Broglio, Mike Young, Cheri Sprenger, Alex Mourelatos and Kay Williams

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

**OTHERS IN ATTENDANCE:** Pettit Gilwee

#### **1.0 CALL TO ORDER – ESTABLISH A QUORUM**

- 1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 2:16 pm by stand-in Chair Justin Broglio and the Committee was two NLTRA Board Members short of a quorum.

#### **2.0 PUBLIC FORUM**

- 2.1 Pettit Gilwee reminded the Committee that the 2<sup>nd</sup> Annual Restaurant Week is scheduled for October 2<sup>nd</sup>-9<sup>th</sup>. This year they have over 60 restaurants signed up.

#### **3.0 AGENDA AMENDMENTS AND APPROVAL**

- 3.1 Due to the lack of a quorum the Committee accepted the agenda by acclamation.

#### **4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES**

- 4.1 The minutes from May 25, 2011 were tabled until next month.

#### **5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL**

- 5.1 Kym Fabel reported on the Chamber program and project updates. The Chamber hosted a mixer at The Corporate Center in Incline on June 22<sup>nd</sup>. On the calendar for the next month is:

- June 27-Public Forum on SR89/Fanny Bridge Project-TCPUD Board Room from 5:30-7 pm
- July 7-Mixer at the Mark Twain Cultural Center in Incline Village from 5:30-7pm
- July 19-Contractors Association of Truckee Tahoe from 5-7 pm

Kym reported that there are quite a few ChamberED classes scheduled in the future and referred to the Event Schedule in the Chamber Packet.

#### **6.0 NLTRA MARKETING REPORT-ANDY CHAPMAN**

- 6.1 Andy stated that High Notes marketing campaign has begun with \$42,000 focused on marketing High Notes through Radio and Print. There are 4 radio remotes scheduled in the following locations:

- Kings Beach on July 8th
- Tahoe City on July 17th

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## **NLTRA Chamber Advisory Committee Meeting Minutes**

- Northstar-at-Tahoe on July 21<sup>st</sup>
- Squaw Valley on August 2<sup>nd</sup>

He reminded the Committee to enter any music events on the Chamber of Commerce Website so it can be linked to [www.gotahoenorth.com/highnotes](http://www.gotahoenorth.com/highnotes). The Committee suggested marketing on the radio in the Bay Area in the future.

- 6.2 Andy reported on the Lake Tahoe Basin Prosperity Plan. He stated that the board now consists of 25 people. They are looking at how to sustain the plan into the future by trying to obtain different grants at this time. The LTBPP aims to analyze existing and emerging economic clusters and identify strategic actions to diversify the Basin economy, facilitate the growth of locally grown businesses/entrepreneurs, and create well-paying jobs building on the region's unique assets. The Board meets monthly.

## **7.0 NLTRA UPDATE-SANDY EVANS HALL**

- 7.1 Sandy stated that she conducted a Board Retreat on June 22<sup>nd</sup> where they came up with four strategic goals under the following; Infrastructure/Transportation, Membership Services/Economic Development/ Business Advocacy, Marketing/Sales, Visitor Information/Lodging Liaison and Community Relations. The goals that pertain to the Chamber of Commerce Advisory Committee are:

- Community Development, increasing dues and non-dues revenue in the next five years.
- Taking a lead on the Lake Tahoe Basin Prosperity Plan and the redevelopment plan.
- Looking at advocacy projects and developments that occur around the lake.
- Visitor Information, reassessment of physical locations and virtual capacity.

The NLTRA will be signing a lease on a kiosk at the Reno International Airport for visitor services and the North Tahoe Express. Jan stated that this is an amazing opportunity. Justin asked about the Welcome Center in Auburn. Andy stated that the NLTRA is looking to contract with the Auburn Welcome Center to create a virtual display at their new location.

## **8.0 REVIEW, DISCUSSION AND WORK SESSION ON 2011/12 COMMUNITY MARKETING GRANT PROCESS AND BUSINESS ASSOCIATION GRANTS**

- 8.1 **The Chamber of Commerce Advisory Committee gave recommendation to staff to present the Grant Application with the following recommendations to the NLTRA Board of Directors:**

- Should special considerations (additional points on rating form) be given to events that support the NLTRA's Marketing efforts. In the next 3-5 years the adopted focus for the NLTRA events is: hiking, biking, paddle-sports and cross country skiing. The Committee suggested having the application (self rating sheet) include a statement similar to, "Special consideration will be given for events that are focused on hiking, biking, paddle-sports and cross country skiing (events that are in-line with the NLTRA's marketing plan)."
- The Committee discussed if applicants should be required to be a Chamber member: The Committee said yes. Regarding out of area event producers (such as Wanderlust) Andy stated that big events that come from out of town that apply for the Community Marketing Grants should be required to be a Chamber Member. Sandy recommended that the Chamber would work with the out of town promoters on Chamber Membership. Mike Young asked about Incline Village and how they can ask for Grant Money due to them being outside of Placer County. Andy replied that it is valid to discuss this with Bill Hoffman to see if the LTVA/RSCVA could offer any assistance.
- The Committee discussed the ROI report and how to increase the consistency of the results. The Committee suggested simplifying the current ROI report and having a staff member assist with the ROI process. Staff currently works with

## NLTRA Chamber Advisory Committee Meeting Minutes

event managers on ROI results, such as, number of room nights resulting from the event through the creation of "Cool Deals."

- Kym stated that in the last granting process there was an application that was lost via email. To avoid this in the future Kym added verbiage to the application stating, "Grantees must follow up to ensure that their application has been received by the Chamber."
- The Committee discussed the Chamber's ability to request \$10,000 of Business Association grant funds like the other five Business Associations. If Placer County approves the funding then the Chamber will come forth to the Chamber Advisory Committee with a plan on how the funds will be used. Cheri suggested the Chamber create a fund raiser. Cheri is opposed to the Chamber Requesting \$10,000 if there wasn't a plan in place. After discussion, the majority of the Committee recommends that staff move forward with increasing the Business Association fund to \$60,000 and include the Chamber. Sandy stated that an example of how the funds could be used is by creating a recreation guide that would encompass the entire region.
- Andy suggested changing the dates on the self rating sheet to match the strike zone period-Kym will incorporate in the final draft
- Judy asked if a grantee could use some of the Granted Funds to purchase an E-blast out to the NLTRA Marketing database (\$1,500). The Committee suggested staff use their discretion.

### 10.0 COMMITTEE MEMBER REPORTS-

- 10.1 **TNT/TMA**-Jan stated that the Summer Trolley starts next Tuesday. There is a new West Shore Night Rider. The Emerald Bay connection has started. New schedules are being distributed.
- 10.2 **IVCBA**-Mike stated that they will be having their Red, White and Tahoe Blue 4<sup>th</sup> of July Celebrations next weekend they also have a new bar in Incline called the Incline Beaches Tiki Club.
- 10.2 **NTBA**-Music Series kicks off Friday with the Blues Monster. There will be Fireworks on the beach on July 3<sup>rd</sup>, July 4<sup>th</sup> Pancake Breakfast.
- 10.3 **TCDA**- They had record attendance at the first Commons Beach concert of the season. They are also in the process of conducting public forums on the old Tahoe City Fire Station. July 19<sup>th</sup> the TCDA is having the Farm to Table Dinner at Commons Beach Dinner Fund Raiser.
- 10.4 **Kym-Conducted** a radio interview today and she discussed all of the 4<sup>th</sup> of July Festivities on the North Shore.

### 11.0 ADJOURNMENT

- 11.1 The meeting was adjourned at 4:10 pm

Submitted by,  
Emily Sullivan  
Programs Assistant





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**CHAMBER OF COMMERCE ADVISORY COMMITTEE MINUTES**

July 20, 2011 – 1 pm

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

PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Caroline Ross, Mike Gelbman, Cheri Sprenger, Mike Young, Justin Broglio, Kay Williams and Phil GilanFarr

**RESORT ASSOCIATION STAFF:** Andy Chapman, Judy Laverty and Emily Sullivan

**OTHERS IN ATTENDANCE:** Collier Cook

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

**1.0 CALL TO ORDER – ESTABLISH QUORUM**

1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:10 pm by Chair Caroline Ross and the Committee was two NLTRA Board members short of a quorum.

**2.0 PUBLIC FORUM**

2.1 Pettit congratulated the TCDA for their successful fundraiser, The Farm to Table Dinner.

**3.0 AGENDA AMENDMENTS AND APPROVAL**

3.1 The Chamber of Commerce Advisory Committee accepted the agenda by acclamation.

**4.0 APPROVAL OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE MINUTES FROM THE MEETING ON MAY 25 AND JUNE 23, 2011**

4.1 Due to lack of a quorum approval of the minutes from May 25th and June 23rd will be approved at the next Chamber of Commerce Advisory Committee Meeting.

**5.0 CHAMBER PROGRAM AND PROJECT UPDATES**

5.1 Kym stated that the CATT mixer was very successful. Upcoming Chamber programs for August are:

- August 4th-Mixer David Bradley Maintenance-Incline Village
- August 9<sup>th</sup> and 16th-ChamberEDucation 'Quickbooks'-Incline Village
- August 9th-Mixer at Northstar-at-Tahoe
- August 10th-ChamberEDucation '*Is your Business Protected Against Identity Theft*'-Incline Village
- August 18th-ChamberEDucation '*Grow the Green (\$\$) by Going Green*'-Incline Village
- August 24th-ChamberEDucation '*Sexual Harassment Awareness*'-Cedar House Sport Hotel, Truckee
- August 25th-ChamberEDucation '*How to Start a Business*'-Incline Village

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- August 30th-Chamber Education 'Internet Marketing (Beginner)'-Incline Village

## 6.0 NLTRA MARKETING REPORT

- 6.1 Andy stated that recently the NLTRA's Marketing Committee reviewed their budget at the last Marketing Committee Meeting. Strategic Plans and Goals are being established for each Committee and will be presented for review in the near future. There is a Cross Country interchangeable ticket being developed; in conjunction with the four initiatives selected by the Marketing Committee. Andy explained the *Push to the South Pole* expedition: NLTRA will be a sponsor and offer support for the *Push to the South Pole's* training event *Paddle Lake Tahoe*. This training program includes two paraplegic athletes and their trainers paddling around Lake Tahoe in kayaks and on paddle boards. The *Push to the South Pole* is a documentary about paraplegic athletes and their expedition in the South Pole and the training involved. It is a human interest story about overcoming odds. They will be documenting the Expedition through the following ways; social media, a traditional media campaign, filming of the movie, live internet dispatches and a full production of the documentary film, *Push to the South Pole*. There are four filmed events included one being a four day Tahoe Paddle from August 9<sup>th</sup>-12<sup>th</sup>. The NLTRA is supporting the expedition through a \$10,000 Sponsorship donation and in-kind services such as social media and PR efforts focused on the Paddle the Lake training session. Andy stated that the NLTRA will have free access to the photography and video acquired during the training session.

## 7.0 FINAL EVENT REPORT-SICK N' TWISTED GRANT

- 7.1 Collier Cook from Snowbomb presented the ROI to the Chamber of Commerce Advisory Committee. Snowbomb requested \$4,500 and were granted \$3,050 in grant funds. They used the funds to market the Sick N' Twisted Free Style Event Series which promotes competition and excitement for youth segments in a winter sports environment at six different tour stops at four different ski resorts. Although due to inclement weather they did not have as many competitors sign up, these events gained exposure for North Lake Tahoe. The GoTahoeNorth Banner was up at all of the Sick N' Twisted events. The events incurred 251 competitors and 1650 spectators and increased media exposure for North Lake Tahoe. He felt it the series were successful family and youth oriented events and they will do them again next year.

## 8.0 REVIEW, DISCUSSION AND FINAL DRAFT APPROVAL OF 2011/12 COMMUNITY GRANT PROCESS AND BUSINESS ASSOCIATION GRANTS

- 8.1 Three major changes have been made to the Grant.
1. Applicants do not have to be chamber members to apply for the public funds
  2. Requirement for the grant fund pay-out has been changed. Payment will now be given when the applicant gives their event final report and they must submit the invoices pertaining to the funds given. If an event producer has a cash flow issue, they can submit invoices early, and the NLTRA will pay the vendor.
  3. A Special Event Task Force will meet once a year to review and allocate funds to special event applicants (the Task Force will not be reviewing the Business Association grants). The Task Force will include 2-Marketing Committee members, 2-Chamber Advisory Committee Members, 1-Lodging Committee Member and 1-NLTRA/Chamber Board of Directors member. The Special Event Task Force members will be appointed by the NLTRA Committees.
- 8.2 The Committee recommends approval of the changes made to the Community Grant Application process with the addition of extra verbiage

added to Item #2 and recommends creating a task force consisting of 2-Marketing Committee members, 2-Chamber Advisory Committee Members, 1-Lodging Committee Member and 1-NLTRA/Chamber Board of Directors member. Each Committee should select task force members at August meetings

**Action: Chamber of Commerce Committee to elect 2-Chamber Advisory Committee members to the Special Event Task Force for recommendation to the NLTRA Board at the August Meeting.**

#### **9.0 COMMITTEE MEMBER REPORTS-**

- 9.1 **IVBA-** Mike Young reported that the Red White Tahoe Blue was a success. IVGID has relinquished control on F & B so local businesses have been benefitting.
- 9.2 **NTBA-**Cheri Sprenger reported that there are 5 more concerts in Kings Beach and the businesses are benefitting from the success of the concert series.
- 9.3 **SVNC-**Caroline Ross reported that 4<sup>th</sup> of July weekend at Squaw was a great success. Bluesday's Tuesdays is still going strong and Wanderlust is scheduled for next weekend. Tough Mudder will be at Squaw September 17-18th; the lodging has been sold out in Squaw Valley. This is a five year contract.
- 9.4 **TCDA-**Justin Broglio reported that Tahoe City raised over \$20,000 for 4<sup>th</sup> of July fireworks. Next month there will be a new person as the Executive Director of the TCDA.
- 9.5 **WSA-**Kay Williams reported that the West Shore Association is creating a July 26<sup>th</sup> band performance. Granlibakken will be hosted the Women's Wellness Weekend on November 12-13<sup>th</sup>.

#### **10.0 STANDING REPORTS**

The following reports are in the Chamber Packed and posted on [www.nltra.org](http://www.nltra.org):

- **Monthly Business Plan Implementation Report**
- **Monthly Special event report**

#### **11.0 COMMITTEE COMMENTS**

- 11.1 Kym thanked Justin for all of his hard work on the Committee.

#### **12.0 ADJOURNMENT**

- 12.1 The Marketing Committee meeting adjourned at 10:19 am.

Submitted By:

Emily Sullivan, Programs Assistant  
North Lake Tahoe Resort Association






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




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

## Event Schedule

### August

- 23** ChamberED: Noon – 2pm   
Internet Marketing (Beginner), Incline Village
- 24** ChamberED: Sexual Harassment Awareness 9-11am  
Cedar House Sport Hotel, Truckee
- 25** ChamberED: Noon – 1:30pm   
How to Start a Business, Incline Village
- 31** ChamberED: Noon – 1:30pm   
Thinking of Selling Your Business? , Incline Village

### September

- 6 & 13** ChamberED: Quickbooks 8-5pm  
TCPUD
- 7** ChamberED: Noon – 1:30pm   
Going Green, TCPUD
- 8** Mixer: HolidayMixer 5-7pm  
Resort at SquawCreek
- 14** ChamberED: Noon – 1:30pm   
Thinking of Selling YourBusiness? , TCPUD
- 21** ChamberED: Noon – 2pm   
InternetMarketing (Beginner), TCPUD



The North Lake Tahoe Chamber of Commerce & Sierra Economic Development Corporation are proud to present:

# Business Identity Theft Compliance Workshop

*Calvin and Toni Ryan founded Ryan and Associates in 1989. Combined, they bring over 50 years of experience in the banking, medical and mortgage industries. Their primary focus has been with the business owners and organizations regarding identity theft compliance to current federal and state laws. Calvin and Toni Ryan carry the distinction of*

*CITRMS - Certified Identity Theft Risk Management Specialist.*

## In this class you will learn:

- • What you need to know if you bill customers.
  - How much you will be fined if...
- • What you can be held personally liable for...
- • Laws & How They Affect Businesses.
- • Business Liability when there is a Breach.
  - Types of Identity Theft and Behavior Awareness.
- Tools for Creating a Policy to Protect Your Business.
- Identity Theft Awareness & Prevention Education.

Is your business protected?

Starting December 1, 2010 the FTC Identity Theft Laws (Red Flags Rule) will be enforced.

**Keep Your Business Out of Jeopardy! Avoid the FINES and Protect Your Bottom Line**

All Classes are \$55 per person, Noon—1:30pm

Date: Wednesday – August 10, 2011

Location: Mark Twain Cultural Center, 760 Mays Blvd Ste. 10, Incline Village, NV

Date: Thursday – September 22, 2011

Location: Tahoe City CA 96145

Date: Wednesday – October 26, 2011

Location: North Tahoe Event Center, 8318 North Tahoe Blvd, Kings Beach CA 96143



Bring your lunch

**Don't miss out on these valuable classes!**

Call today to reserve your seat: (530) 823-4703, or email: [info@sedcorp.biz](mailto:info@sedcorp.biz)  
Space is limited, so don't delay. Must Pay in Advance by Credit Card or Check!



E-2

North Lake Tahoe Chamber of Commerce and Sierra Economic  
Development Corporation present:

# Grow the Green (\$\$\$)

## By Going Green

with  
Sustainametrics'  
Kristin York



### *How much do you know about your business going green?*

This class is designed to help you understand what it means to be green and set you on course for growing your business by going green. We'll start with a brief overview of sustainability - the hottest business topic since the technology revolution and take a look at how the most successful businesses approach greening their operations and marketing their efforts.

Then, its time to roll up your sleeves. We'll walk you through how to perform a green business assessment and how to tap into valuable incentives and rebates that can help you save money.

Finally, we'll explore green marketing techniques. We'll look at how you can

- Reap the benefits of your sustainability efforts
- Use cost effective social media to target new and existing customers
- Connect with customers in a meaningful way and,
- Increase revenues by marketing to a huge emerging demographic
- You'll come away from the class with a basic toolkit of checklists and resources to get you started!

#### Classes Available: All Classes are \$55 per person

Date: Thursday – August 18, 2011

Location: Mark Twain Cultural Center, 760 Mays Blvd Ste. 10, Incline Village, NV

Time: 12:00pm-1:30pm

Date: Wednesday – September 7, 2011

Location: Tahoe City PUD Board Room, 221 Fairway Drive, Tahoe City CA 96145

Time: 12:00pm-1:30pm

Date: Thursday – October 20, 2011

Location: North Tahoe Event Center, 8318 North Lake Blvd, Kings Beach CA 96143

Time: 12:00pm-1:30pm



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Payable in advance by mail or credit card. Space is limited, so don't delay.





North Lake Tahoe Chamber of Commerce and  
Sierra Economic Development Corporation are proud to present:

# Internet Marketing...

The Superhighway to Success & the Road to ROI  
*Beginners Class*

Instructor, Coryon Redd, is a successful entrepreneur who has grown an e-commerce business to over 3 million in annual sales of cell phone batteries and accessories. Batteries4less.com has grown at double digit rates every year since it started in 1999 because of search engine marketing, link building, comparison shopping and on-going website development. Coryon has been consulting with businesses and teaching classes on Internet Marketing for several years. He will help you develop a blueprint for online success through advanced techniques to build your online traffic and convert more shoppers into buyers.

### In the Beginner class you will learn:

- How to get top rankings on Google.
- How to pick the right keywords for your business.
- Free tools to improve your business and track website visitors.

#### All Classes are \$65 per person

Date: Tuesday – August 23, 2011

Location: Mark Twain Cultural Center, 760 Mays Blvd Ste. 10, Incline Village, NV

Time: noon -2pm

Date: Wednesday – September 21, 2011

Location: Tahoe City PUD Board Room, 221 Fairway Drive, Tahoe City CA 96145

Time: noon -2pm

Date: Tuesday – October 4, 2011

Location: North Tahoe Event Center, 8318 North Lake Blvd, Kings Beach CA 96143

Time: noon -2pm



Bring Your Lunch

### Don't miss out on this valuable class!

Call today to reserve your seat: (530) 823-4703, or email: [info@sedcorp.biz](mailto:info@sedcorp.biz)

Payable in advance by mail or credit card. Space is limited, so don't delay.

Non-Refundable for no-shows.



E-4



## How Do YOU See It?



# Respect Gets Respect “The Generations and Sexual Harassment” Awareness and Prevention for Business Owners and Managers

**When:** Wednesday, August 24, 2011  
9:00 a.m. to 11:00 a.m.  
Registration & Snack 8:30 a.m.

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

This workshop, required as per California's AB 1825 will bring your business into compliance regarding sexual harassment awareness in the workplace. This topic is presented in an engaging and provocative way, from the perspective of generations working side by side. Prevent unwelcome behavior and increase and harmony during this Indian Summer season.

### Satisfy California AB 1825 required training!

#### Generational Perceptions

The 5-step method for assessing the conduct – Is it or isn't it?

#### Handling Complaints

The Investigation and Interviews

#### Privacy Issues

Documenting and Resolving the Complaint

#### Prevention Awareness



**Speaker: Laura Moriarty, SPHR President, Tahoe Training Partners**

Laura Moriarty, SPHR, is a seasoned HR executive, nationally known corporate trainer and frequent presenter of Sierra Human Resources Association workshops.

**Registration Fees:** Early Bird registration (before August 16<sup>th</sup>): \$49 for SHRA members  
\$59 for Chamber members  
\$69 for non members  
Last Minute registration (after August 16<sup>th</sup>): \$59 for SHRA members  
\$69 for Chamber members  
\$79 for non members

Easy Online Registration at [www.sierrahra.com](http://www.sierrahra.com) at the Online Store. Pay safely by check or by credit card through PayPal. Seating is limited for this popular event.  
No refunds; substitutions welcome.



For more information, contact Laura Moriarty, SPHR at 530-573-0224 or Linda Pendleton at the Truckee Chamber at 530-587-8808 or Kym Fabel, North Lake Tahoe Chamber Manager at 530 581 8764.

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

E-5



North Lake Tahoe Chamber of Commerce and  
Sierra Economic Development Corporation  
present:

# HOW TO START A BUSINESS

**INSTRUCTOR: BRENT SMITH**

*Sierra Economic Development Corporation*

- Minimize your risks and walk through the steps in the business start-up process.
- Learn of the many resources available to you - many are free!

All Classes are \$55 per person

Date: Thursday – August 25, 2011

Location: Mark Twain Cultural Center, 760 Mays Blvd Ste. 10, Incline Village, NV

Time: 12:00pm-1:30pm

Date: Friday – September 23, 2011

Location: Tahoe City PUD Board Room, 221 Fairway Drive, Tahoe City CA 96145

Time: 12:00pm-1:30pm

Date: Thursday – October 13, 2011

Location: North Tahoe Event Center, 8318 North Lake Blvd, Kings Beach CA 96143

Time: 12:00pm-1:30pm



Bring your lunch

**Don't miss out on this valuable class!**

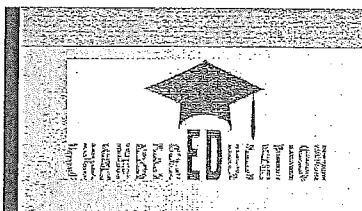
Call today to reserve your seat: (530) 823-4703, or email: [info@sedcorp.biz](mailto:info@sedcorp.biz)

Payable in advance by mail or credit card. Space is limited, so don't delay.

Non-Refundable for no-shows.

SEDCorp is a non-profit local leader in the business of supporting the growth of small businesses through training workshops and small business loans.

Questions? Please contact Kym Fabel, North Lake Tahoe Chamber  
530.581.8764, [kym@PureTahoeNorth.com](mailto:kym@PureTahoeNorth.com)



Sierra Economic Development Corporation

The North Lake Tahoe Chamber of Commerce and  
Sierra Economic Development Corporation are proud to present:

# QuickBooks Classes!



QuickBooks Pro is one of the most widely used small business accounting software in the market. **DON'T FIGHT IT. USE IT.**

Marie Gibson, an Advanced QuickBooks ProAdvisor and a member of Intuit's National Speaker and Writer Network, will be teaching you the basics of QuickBooks. She is a professional educator, speaker and author with over 25 years of extensive and varied business experience and has taught Managerial Accounting (job costing) at University Nevada, Reno. Marie's company specializes in helping busy business owners transform their financial systems to give them timely and accurate financial reports, so that they can focus on running their business with certainty in an uncertain world.

## SEDCorp Workshops

**Date:** Tuesday – August 9, 2011 and August 16, 2011  
**Time:** 9:00am-4:00pm (Sign in starts at 8:30am)  
**Location:** Mark Twain Cultural Center, 760 Mays Blvd, Suite 10, Incline Village, Nevada

**Date:** Tuesday – September 6, 2011 and September 13, 2011  
**Time:** 9:00am-4:00pm (Sign in starts at 8:30am)  
**Location:** Tahoe City

**Date:** Tuesday – October 11, 2011 and October 18, 2011  
**Time:** 9:00am-4:00pm (Sign in starts at 8:30am)  
**Location:** Kings Beach

*Just \$225 – Which includes 12 hours of instruction and handbook*

- **What is included in the fee:**
  - Workbook that illustrates the exercises demonstrated in class
  - **Expert QuickBooks training and advice**
  - Learn to set-up and understand your simple, inexpensive, hassle-free accounting system
  - Understand your reports for business decision-making, governmental and other purposes
  
- **In this workshop, you will:**
  - Master the fundamentals of QuickBooks accounting software
  - Learn the simplest way to track income and expenses
  - Learn how to complete accounting tasks quickly and accurately
  - Don't waste time thru trial and error
  - Use financial reports to improve your profitability
  - Become a **CONFIDENT USER**

MAC users are welcome. Laptops not required.

## Don't miss out on these valuable classes!

Call today to reserve your seat: (530) 823-4703, or email: [info@sedcorp.biz](mailto:info@sedcorp.biz)  
 Payable in advance by mail or credit card. Space is limited, so don't delay.

Non-Refundable for no-shows.

SEDCorp is a non-profit local leader in the business of supporting the growth of small businesses through training workshops and small business loans.  
 560 Wall St., Suite F, Auburn, CA 95603  
 Phone: 530-823-4703, Fax: 530-823-4142  
[www.sedcorp.biz](http://www.sedcorp.biz)



North Lake Tahoe is taking 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.

380 North Lake Blvd, Tahoe City, CA 96145  
 Phone: 530-581-6900  
[www.laketahoechamber.com](http://www.laketahoechamber.com)





**North Lake Tahoe Chamber of Commerce &  
Sierra Economic Development Corporation proudly present:  
THINKING OF SELLING YOUR BUSINESS?**

Presenter: David Frazier is a partner at B2B CFO, the largest financial consulting firm in the US, with 184 partners in 39 states. Prior to B2B, Frazier spent over 25 years in various executive positions in finance and operations at large publicly traded companies. Most recently, Frazier successfully sold a commercial construction company after a complete turnaround. Combining hands on experience in "selling a business" with years of wisdom and wit garnered in work settings of all kinds, Frazier brings non-stop energy to his teaching

If you're thinking of taking the leap and selling your business, or perhaps received an offer you can't refuse, this course is designed to address the issues from deciding to sell to depositing the check. Selling your business is about planning, preparation, communications, and execution, which will lead to a positive, profitable life transition.

You do not need to be a "financial expert" to enroll. This course will provide a comprehensive list of issues and activities that should be addressed as you consider and execute this life changing event. The course is quick paced, thought provoking, with a touch of humor.

**All Classes are \$55 per person , Noon—1:30pm**

**Date:** Wednesday – August 31, 2011

**Location:** Mark Twain Cultural Center, 760 Mays Blvd Ste. 10, Incline Village, NV

**Date:** Wednesday – September 14, 2011

**Location:** Tahoe City PUD Board Room, 221 Fairview Dr, Tahoe City CA 96145

**Date:** Wednesday – October 12, 2011

**Location:** North Tahoe Event Center, 8318 North Tahoe Blvd, Kings Beach CA 96143



Bring your lunch

**Don't miss out on this valuable class!**

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Payable in advance by mail or credit card. Space is limited, so don't delay.

Non-Refundable for no-shows.





August 14, 2011

To: Chamber Advisory Committee (CAC)  
From: Chamber Staff

RE: After Review and Discussion, Staff Recommends Possible Motion to Approve the Final Draft of the 2011/12 Community Marketing Grant Process/Application and Business Association Grant Application.

### **Background**

Three major changes are up for review in this final draft of the Community marketing Grant Process and Application:

- 1) Remove the requirement of the applicant to be a Chamber Member because these are public funds that are being distributed.
- 2) Change the requirement of grant fund pay-out **from** the beginning of the meeting process with NLTRA/Chamber special event staff, **to** upon receipt to Chamber staff of final event report with invoices attached for review of appropriate charges.
- 3) Develop a Special Event Grant Task Force to review and allocate funds to special event applicants. This task force would include:
  - 2 Marketing committee members
  - 2 Chamber Advisory committee members
  - 1 Lodging committee member
  - 1 NLTRA/Chamber Board of Directors member

Chamber staff has incorporated all of the above points in draft form in the grant. Additional suggestions by staff are in red for ease of reading.

Business Association Grant Funding Application and Process would remain with the Chamber Advisory Committee with no changes to the current process.

### Possible Time Line:

7/20: CAC application recommendation

8/3: NLTRA/Chamber Board application approval

8/5: Promotion of grants

9/9: Application deadline

9/14: Presentations & allocation recommendation by Task Force

10/5: NLTRA/Chamber Board approval

**Requested Action:** Recommendation of Approval for both the Business Association and Chamber Marketing Grant application and appointment of 2 Chamber Advisory Committee Representatives for the Task Force.



## 2011-12 Special Event Development Grant Program

### **Purpose:**

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 marketing and promotional support to special events or 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.

### **Criteria for Eligibility**

Special Event grant funds are open to any community organization or business with an event or program that meets the following criteria:

- Targeted at visitors to the region that generate local and business revenue.
- Revenue and other benefits generated must accrue principally to areas within Placer County since the funding for this grant program comes from Placer County Transient Occupancy Tax (TOT)
- Opportunities for public relations and local and regional media exposure

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).

### **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

**Rating form to help you see if you meet the criteria for eligibility:**

- 1) Does your event take place in Placer County? Yes =1 No = 0 # \_\_\_\_\_
- 2) Does the event have potential to generate overnight lodging tax?  
1 - 10 (1=none, 10=Very Strong ) # \_\_\_\_\_
- 3) Is this a first time event? Yes =1 No = 0 # \_\_\_\_\_
- 4) Does your event have opportunities for local & regional media exposure?  
Yes =1 No = 0 # \_\_\_\_\_

5) When and where does your event occur?  
There is special consideration for events occurring during the slower times listed below and especially during the listed "strike zones". *Strike Zone is defined as a targeted period of occupancy growth opportunity of which additional resources are directed toward program implementation.*

**On the Lake** # \_\_\_\_\_  
Jan 1 – Jun 15 = 1  
Aug 15 – Dec 15 = 1

**Off the Lake** # \_\_\_\_\_  
May 1 - Dec 15 = 1

**"Strike Zone"** # \_\_\_\_\_  
Jan 4 - Jan 13 = 2  
May 15 – Jun 15 = 2  
Aug 15 - Oct 15 = 2

6) **Special Consideration** for new key initiative recreation events. # \_\_\_\_\_  
Does your event showcase one or more of the following?  
Paddle sports, biking, hiking, Nordic skiing (one point for each)

If you have 8 points or more you may qualify **TOTAL** # \_\_\_\_\_

## **Grant Program Process and Deadlines:**

Grant deadlines apply within the fiscal year (July 1 - June 30).

- **Process**

- Complete application by deadline. Please contact the Chamber to confirm that the application has been received.
- All applications are reviewed by Chamber staff then reviewed by the Special Events Grant Task Force for allocation recommendations. The grant allocation recommendations must then be approved by the Board of Directors of the North Lake Tahoe Resort Association, typically as a Consent Calendar item on a regular Board agenda.
- You will be notified by Chamber Staff as to your application status after the NLTRA Board has approved the funding.
- Once approved, the applicant sets a meeting with the NLTRA's Special Event Manager and Chamber Manager to review the events' marketing plan and discuss action plans.
- Grant funds will be paid upon receipt of the Event Final Report and will reimburse itemized expenses and receipts for all appropriate expenses up to the grant total. Some events may need some funds before the final event report can be written. In these cases, the NLTRA/CC can pay vendors from the granted funds. This will be reviewed on a case by case basis.
- Event Final Report is due to the North Lake Tahoe Chamber within 60 days of the event.

### **Dates:**

- **Deadline :**           **September 9, 2011**
- **Presentations:** **September 14, 2011**
- **Approval:**           **October 5, 2011**
- **Notification:**       **October 6, 2011**

Please send application and invoices to:

Kym Fabel

North Lake Tahoe Chamber of Commerce

PO Box 884

Tahoe City, CA 96145

kym@puretahoenorth.com, fax: 530.581.1686

**Dollar amounts to be awarded:**

**The majority of grant awards given will be in the \$500 to \$2,500 range. Requests for more than \$5,000 should be for a large-scale event and/or program targeted toward a large visitor audience.** Unused or unclaimed funds will be reallocated with a deadline of February 1, 2012.

**Grant Program Recipient Obligations:**

Recipients of the Special Events Development Grants must comply with the following:

- 1) Use of the North Lake Tahoe Resort Association / Chamber of Commerce logo, indicating sponsorship and/or support on printed promotional materials, including brochures, flyers, advertising, and on signage as appropriate.
- 2) 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.
- 3) 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.
- 4) Grantee agrees to no less than two meetings with the NLTRA Special Events and Chamber staff to review:
  - a) The event plan and provide suggestions and recommendations.
  - b) Event Final Report to ensure all information requested at the initial meeting is available and covered in the final report. Once the Event Final Report is approved by staff, grant funds will be released.
- 5) Accountability and Documentation of the Event Final Report:  
All grant recipients must file a complete Event Final Report to the office of the North Lake Tahoe Chamber of Commerce prior to the release of grant funds to reimburse appropriate expenses. (See Section B for Final Event Report requirements).



## SECTION A:

### Special Event Application:

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

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

Date Submitted:		
1. Event Date		Event Name:
2. Grant Amount Requested		
3. Name of Applicant Organization:		
4. Contact Name		
Mailing Address	City/State	Zip:
Telephone:	Email:	
Website:		
5. When was organization founded?		Is organization non-profit?
6. Purpose/Mission of organization		

7. Tax ID Number:
8. What is your organization's annual net revenues (less expenses):
9. Narrative description and purpose of the event?
10. How is your special event consistent with your organization's mission or purpose?
11. How does your event enhance visitation to the area or improve the visitor experience?

12. Submit (attach) complete proposed budget of the event.	
13. If not provided in event budget, please provide (attach) complete marketing and promotional plan. EXAMPLE:	
<b>Type</b>	<b>\$Spent – or describe what you are doing with each category below</b>
Newspaper/Magazine	\$ <u>500</u> or \$0: Complimentary Ad in TQ
Internet/Website	\$ <u>500</u> or \$0: free listing in calendar of events
Radio	\$ <u>500</u>
TV	
Rack Cards	
Brochure	
Direct Mail	
Printed Program	
Other	
14. Grant Amount Requested: \$ _____	
15. Percentage of total event budget requested _____ %	
16. Sources of other funding to support the special event budget, including proposed sponsors.	
17. Description of how the success of your event will be measured:	
_____	_____
Signature	Date
_____	
Print Name and Title	

**SECTION B:**

**Final Event Report:**

The following information must be submitted before grant funds can be released. Required report must be submitted to the office of the North Lake Tahoe Chamber of Commerce. Please attach additional documentation and materials, as necessary.

Although each event is unique, many measurements of success are standard. Your specific measurements of success will be clearly defined at your initial meeting with NLTRA/Chamber staff.

**Please attach your Profit & Loss report, itemized expenditures and receipts for reimbursable items**

Your Final Event Report should also include the following information:

<b>MARKETING</b>		
Did you include your event on <a href="http://www.GoTahoeNorth.com">www.GoTahoeNorth.com</a> calendar?	Yes	No (Please circle)
Did you use NLT Chamber e-mail blast service?	Yes	No
Did you use "Cool-Deals" to generate event/lodging packages?	Yes	No
Please provide samples of all marketing materials.		
<b>RESULTS</b>		
Did your event generate overnight lodging tax?	Yes	No
If so, approximately how many room nights did your event generate in East Placer County?		
How did you measure this information?		
How many unique visitors did your website produce?		
Other measurements (online surveys, YouTube hits, etc).		
Public Relations results?		
Total attendees:		
Participants		
Spectators		
If applicable, how does this compare to previous years attendance?		
What would you do differently to make this event even more successful in the future?		



## Strategic Goals 2011 – 2016 2011/12 Action Plan

**Key Initiative Areas – Opportunities to develop across all core function areas in addition to existing initiatives of downhill skiing, boating, culinary arts, music, and hiking**

1. Biking
2. Paddle boarding/kayaking
3. Nordic Skiing

### **Core Function: Infrastructure/Transportation**

**By 2016, the lodging and commercial environment on the North Lake Tahoe shore will be upgraded to include 3 new or re-developments consistent with our environmental stewardship goals, of which there will be a minimum of 100 quality lodging units.**

#### **Ron / Infrastructure - Transportation**

##### **ACTION PLAN 2011/2012**

- Provide direct support of appropriate proposed developments to reviewing and approving agencies
- Continue participation in local and basin-wide planning recognizing sustainable economy needed to achieve environmental goals
- Work with Placer County and TRPA to develop incentive programs for new and redeveloped lodging/commercial
- Develop Infrastructure and Transportation projects that will lead to a higher quality experience along the lake
- Interview all existing lodging properties around the lake to gauge future plans for renovation/development and develop tracking mechanism of property ownership and intent
- Coordinate purchase of available properties by appropriate agencies or consider purchase directly to bank for future private development
- Provide factual materials for message planning of TOT renewal

**By 2016, transportation systems within the North Lake Tahoe area will effectively link visitor destinations, recreation and lodging products with increased ridership on service and recreational routes of 20% (3% per year).**

#### **Ron / Infrastructure - Transportation**

##### **ACTION PLAN 2011/2012**

- Establish Welcome Center at RTIA

- Continue implementation of identified improvements/enhancements to existing transit services (TART, nighttime, NLTE)
- Complete RFP process for NLTE provider selection
- Implement initial North Shore/West Shore water shuttle
- Identify and review additional and more efficient transit opportunities with transportation partners
- Continue Infrastructure project development to support effective transit services (shelters, signage, new stops)
- Research funding sources
- Provide additional transit marketing
- Provide factual materials for message planning of TOT renewal

**By 2016, there will be additional lift of 200,000 seats into Reno Tahoe International airport or Sacramento airport servicing Northeast and Southeast consumers as well as other markets.**

**Ron / Infrastructure – Transportation**

**ACTION PLAN 2011/2012**

- Establish Welcome Center at RTIA
- Explore similar facility or physical presence for Sacramento Airport
- Increase the service provided by NLTE
- Work with lodging and resort partners to identify strongest consumer markets not being adequately served by the airports
- Develop incentive programs with partners to encourage airlines/airports to provide beneficial flights/services
- Continue to develop basin transit services to encourage auto-less visitors
- Provide North Lake Tahoe marketing in targeted consumer areas with resort partner participation

**By 2014, there will be 30 way finding signs in place within the North Lake Tahoe region, and 50 by 2016.**

**Ron / Infrastructure – Transportation**

**ACTION PLAN 2011/2012**

- Obtain BOS approval of necessary funding to complete Way finding Design Guidelines
- Apply for and receive guideline approvals from review and permitting agencies
- Implement construction process of demonstration signs
- Prepare North Lake Tahoe way finding sign location master plan also identifying potential responsibility
- Distribute approved guidelines and provide incentives for others to use for signage
- Start development of signage to be done by NLTRA and place 6 signs in ground by June, 2012
- Provide factual materials for message planning of TOT renewal

**By 2016, there will be a completed trail system linking all areas within the North Lake Tahoe region resort triangle and West Shore to Incline Village to include:**

- **Bike path system including paved multi recreation trails, bike lanes, and unimproved backcountry trails**
- **Completed visitor ready infrastructure and signage for paddle boarding/kayaking**
- **Trail development and signage for providing Nordic skiing throughout the region.**

#### **Ron / Infrastructure - Transportation**

##### **ACTION PLAN 2011/2012**

- Continue working with partner organizations and jurisdictions to fund, design, and construct the system's missing links
- Complete the NLT Bike Trail program analysis being lead by PCTPA
- Seek Federal, State and other funding sources
- Support growth of Tahoe Fund for assistance with trail development
- Re-apply for higher status of Bicycle Friendly Community designation
- Provide Infrastructure capital for bike trail support (trailheads, signage, racks, trail maps, bike compatible transit)
- Provide marketing/events that promote trail development

#### **Other areas for consideration:**

- Create a "Green" brand to everything we do
- Identify alternative funding mechanisms wherever possible
- Increase transit ridership
- Provide a convenient rent-a-bike system with stations throughout the region
- Develop proof of feasibility of water born transportation services
- Develop more indoor recreation and cultural centers
- Develop **and advocate for** workforce housing

### **Core Function: Membership Services/Economic Development/Business Advocacy**

**By 2016, the organization will have increased dues and non-dues revenue by a total of 50% (\$100,000) through development of programs and communication that add value to membership.**

**Kym, Sally / Chamber, Finance**

##### **ACTION PLAN 2011/2012**

- Increase our business membership by a net 10% (50 members) with one on one meetings and sales calls to new, past and non-member businesses
- Develop and produce a unique annual event that highlights members and the destination that would produce revenue
- Provide timely and valuable ChamberEd programs to public with a price differential to members (i.e.: members \$10/ \$25 non-members)

- Add value and revenue with new online chamber web ware that improves member online listing and visibility, with additional revenue opportunities for sponsorship and enhanced listings
- Develop weekly communications to members via email to keep them informed of issues impacting their businesses
- Develop 2 unique chamber programs that enhance the value of business member relationships in the community – such as monthly business networking over wine, gift certificate program, lodging barometer, sustainable business program
- Membership Retention: involve community business members as ambassadors to reach out to current members
- Proposed dues increase of 3% to keep up with inflation

**By 2016, the organization will be the recognized business leader with public and private partners in the regulatory environment.**

**Ron, Sandy / Economic Development Task Force, Board**

**ACTION PLAN 2011/2012**

- Meet with TRPA and Placer County staff quarterly to discuss barriers and issues with development permits
- Meet with contractors associations to develop list of potential ways to eliminate or streamline permitting process
- Participate in TRPA regional plan update, Tahoe Summit, and other collaborative programs, taking the lead where appropriate
- Meet with other coalitions that support environmentally sensitive development to strengthen voice and support

**By 2016, the organization will be the recognized voice of business for legislative issues as they impact tourism in E. Placer County.**

**Sandy, Ron, Andy / Board (all committee input)**

**ACTION PLAN 2011/2012**

- Develop agreed upon metrics and formulas for county contract process
- Create pre-board meeting conferences with County staff
- Engage more business members at committee level
- Poll members frequently about issues for stronger representation
- Direct lobbyist to be more proactive on legislative issues as they pertain to our mission

**By 2013, the organization will have taken the lead on components of Economic Prosperity Plan, Redevelopment Plan, and County Road Map that align with our mission of tourism development, and will be the B.O.S. authority through required organization endorsement or consultation.**

**Sandy, Ron, Andy / Economic Development Task Force, Board**

**ACTION PLAN 2011/2012**

- Identify all elements of the plans that align with our mission



- Develop an Economic Development Task Force or Committee of members, county appointees and board
- Have staff liaison attend meetings and take lead executing any elements that align with our mission
- Work with County staff to ensure trust in our involvement and inclusion in all future plan discussions or implementation through consistent communication and inclusion on committees and distribution lists

**By 2016, the organization will have provided advocacy for all project and program development that aligned with our mission.**

**Sandy, Ron / Board, Infrastructure - Transportation**

**ACTION PLAN 2011/2012**

- Develop a matrix of preferred options for developments/programs that align with the 1995 Tourism Development Master Plan
- Create a protocol for endorsement/advocacy of projects/programs
- Create a continuum of advocacy from education to endorsement that the board can choose from
- Contact projects/programs and share protocol and matrix and invite presentations where appropriate
- Work closely with county departments and BOS on any projects to fully understand their position

**Other areas for consideration:**

- Provide opportunities for businesses to package products for promotion.
- Be an advocate for business education either through our organization on a regional basis or through business associations on a more localized basis
- Advocate for social issues such as affordable housing or employee services

**Core Function: Marketing/Sales**

**By 2016, occupancy during identified strike zones will be 20% greater than 2011 and annual occupancy for all lodging will be increased by 10% over 2011**

**Andy, Jeremy, Jason, Anna, Judy/Marketing, Lodging**

**ACTION PLAN 2011/2012**

- Identify and participate in targeted, regional cooperative efforts to leverage available marketing budgets and resources through partnerships and programs and fully utilize expertise of agency of record
- Target destination markets with good air service and high propensity to travel to North Lake Tahoe
- Promote events with brand alignment targeted at key strike zone periods
- Actively promote new board initiatives through all distribution channels
- Continue to utilize Cool Deals and GoTahoeNorth as a call to lodging for all appropriate special events
- Utilize social marketing, media, and blogs to increase fans/followers by 25%; educate the audience, drive traffic to GoTahoeNorth by 10% or approx. 6,000 per

month increase in unique visits, thereby increasing the possibility of additional overnight stays

- Continue to fine tune destination branding, reevaluate the 'n' campaign, expand pertinent web content, improve navigation, tracking, online booking system, cool deals, events and test for user friendly applications
- Firmly establish GoTahoeNorth.com as a comprehensive resource for vacation planning and the go-to for lodging, attractions, vacation packages through mobile applications, increasing mobile traffic to site by 50% or approximately 26,000 mobile site visits
- Actively seek out major events that align with the North Lake Tahoe vision and that will generate incremental overnight stays with goal to increase visitation during strike zones by 5% and overall overnight stays by 2%
- Partner with growing local event producers to generate additional participation, awareness and incremental overnight stays through better tracking and goal setting, and efficient use of Association resources
- Target meetings, conventions and events that take place during identified strike zone periods
- Increase spending on direct sales efforts in strategic markets
- Continue to focus efforts on market segments which have shown positive results.
- Focus national sales efforts on markets that have non-stop air service to Reno-Tahoe International (Chicago, Houston, Dallas, Minneapolis, and Denver) with input from conference sales advisory committee and Coop Marketing Board
- Increase the number of site visits by 100% or a total of 10 to North Lake Tahoe (provide funding to pay for visits)
- Continue to educate and increase the number of lodging partners by 5% working within the wholesale/tour operator channel
- Work with lodging partners as well as state offices to further create and push call center and travel agent incentives and contests
- Host key media to cover events, activities and deals during strike zones and increase media visits during this time by 15%

**By 2016, the North Lake Tahoe Region will dominate the California market as a destination for alpine and Nordic skiing, biking, and paddle boarding/kayaking and in the top 5 for nationwide winter alpine destination choice according to visitor surveys and NSAA statistics.**

**Andy, Jeremy, Jason, Anna, Judy/Marketing, Lodging**

**ACTION PLAN 2011/2012**

- Utilize outlets and marketing that has proven successful, (SLT, STN, etc.) with expertise from agency of record
- Continue to partner with all basin Ski Resorts in promoting the area as offering the largest concentration of skiing in the Western Hemisphere
- Continue the Learn to Ski/Board program to drive new participants to the sport and to generate repeat visits

- Position and promote Lake Tahoe as largest flat water paddle venue in the country. Support SUP races with financial and in-kind assistance and recruit national or regional event to spotlight growing sport
- Brand Lake Tahoe as a kayak destination in partnership with the Lake Tahoe Water Trail
- Develop and promote the North Lake Tahoe region as a premier Nordic Cross Country region in the industry by working collaboratively with Nordic centers and developing aggregate messaging
- Develop an interchangeable Nordic lift ticket for North Lake Tahoe
- Target groups that host meetings or produce events related to alpine/Nordic skiing, biking, paddle boarding and kayaking
- Improve overall consumer value of the Ski Tahoe North product
- Continue to add new wholesale/leisure product offerings in the North Lake Tahoe region
- Increase communication and coordination with international sales offices
- Brand Lake Tahoe as the most concentrated region of world-class ski resorts in North America within emerging international markets
- Increase the amount of press by hosted from specialty alpine ski, Nordic ski, paddle sport and biking publications by 25%
- Host additional press to cover lodge-to-lodge kayaking packages as well as single-day excursions
- Create dynamic lodge-to-lodge kayaking/paddleboard package offerings with select wholesale companies
- Expand North Lake Tahoe lodging product offerings with travel trade companies specializing in bike tours.
- Continue to post activity/sport pictures and videos on travel trade social media sites with weekly frequency
- Improve presence in California Welcome Centers in Auburn and Truckee

**By 2012, the marketing department will have a clear marketing brand for North Lake Tahoe.**

**Andy, Jeremy, Jason, Anna, Judy/Marketing, Lodging**

**ACTION PLAN 2011/2012**

- Develop and execute a brand review project in conjunction with Coop Marketing Board and our agency of record
- Execute appropriate consumer research in support of brand review project
- Develop survey strategies to consumer to see how they interpret our current branding
- Shape branding with input from surveys, research, workshops and strategy sessions with our branding experts and test the results
- Actively work with agency on branding and consumer communications for North Lake Tahoe

- Work closely with CTTC and state offices utilizing international market research gathered

**By 2016, Transient Occupancy Tax collections will have increased by 15% over 2010/11 adjusted for inflation.**

**Andy, Jeremy, Jason, Anna, Judy/Marketing, Lodging**

**ACTION PLAN 2011/2012**

- Implement action plans designed to stimulate overnight visitation and related Transient Occupancy Tax collections
- Utilize the proposed action plans for occupancy during strike zones goals for 2016
- Work closely with other NLTRA departments to ensure a cohesive delivery of vacation product in North Lake Tahoe
- Work with community partners to ensure the consumers pre-vacation expectations are being met once in market
- Increase spending by 40% on direct sales efforts in strategic markets
- Continue to focus efforts on market segments which have shown positive results, primarily national associations
- Focus national sales efforts on markets that have non-stop air service to Reno-Tahoe International (Chicago, Houston, Dallas, Minneapolis, Denver)
- Increase the number of site visits to North Lake Tahoe by 100% (provide funding to pay for visits)
- Continue to extend the average length of stay in North Lake Tahoe by .5 day using MTrip data confirmed through intercept research
- Expand North Lake Tahoe lodging product offerings into new as well as existing markets
- Increase the number of key travel trade and media FAM visits to the region by 15%

**By 2014, conference revenue and attendance will have grown by 25% area wide over 2010/11.**

**Andy, Jason, Anna/Marketing, Lodging, Conference Advisory**

**ACTION PLAN 2011/2012**

- Rehire sales manager person and deploy them strategically
- Increase spending on direct sales efforts in strategic markets
- Continue to focus efforts on market segments which have shown positive results, primarily national associations
- Focus national sales efforts on markets that have non-stop air service to Reno-Tahoe International (Chicago, Houston, Dallas, Minneapolis, Denver)
- Increase the number of site visits to North Lake Tahoe by 100% (provide funding to pay for visits)
- Special Events to actively work with Conference Sales as a special event resource and partner for inbound groups

- Bid on appropriate annual Tourism Conferences such as, CalTia, Mountain Travel Symposium, Cultural & Heritage Tourism, and others such as County conferences

**Other areas for consideration:**

- Recruit large region-wide events to spotlight key initiative areas as well as existing brand.
- Increase web site visits
- Leverage new technology to increase visitation
- Develop in-town collateral and information to better deliver brand

**Core Function: Visitor Information**

**By 2016, the organization will have increased net promoter scores by 20% over 2011/12 or up to 85, whichever is lower.**

**Andy, VIC Director, Kym/Marketing, Chamber, Lodging**

**ACTION PLAN 2011/2012**

- Leverage technology for increased use of distribution of North Lake Tahoe visitor information
- Have a twice a year outreach plan to collaborate and train all lodging on activities, events, packaging potential, and key initiative marketing/promotions
- Develop quality recreation-specific guides/maps for new and existing key initiative areas
- Create THE comprehensive events calendar for the region both web and mobile and distribute broadly to all lodging, retail, and dining
- Research the feasibility of providing a “concierge” or personal “guide” service as a call to action for marketing
- Develop an official consolidated area guide endorsed by the organization and distribute thoroughly to all nightly and seasonal lodging
- Leverage North Lake Tahoe Chamber Education platform for additional resource distribution and dissemination

**By 2012, the organization will have assessed regional needs for Visitor Information distribution via virtual or physical locations and by 2016, will have implemented plans.**

**Andy, VIC Director, Kym/Marketing, Chamber, Lodging**

**ACTION PLAN 2011/2012**

- Develop needs assessment strategy for regional visitor information
- Conduct visitor and business survey on information distribution needs
- Research new visitor information system and determine cost/benefit analysis
- Determine new visitor information locations as appropriate
- Develop a strategic plan for physical center space, virtual distribution, and product development to execute by June 2012

**Core Function: Community Relations**

**By 2016, the organization will have built trust, confidence and leadership with key partners through accountability, transparency, and frequent and consistent communication following a key partner communication plan.**

**Sandy/Board**

**ACTION PLAN 2011/2012**

- Develop a key partner communication plan to include B.O.S, County staff, PUD boards and staff, TRPA board and staff
- Meet monthly with County Manager
- Add District 5 B.O.S., County Manager and PUD directors to board distribution list and other committee lists
- Outreach to all groups with strategic goals, seek input and alliance
- Work with NP and philanthropic groups – outreach and communication

**By 2016, the organization will be a recognized voice of community in all core function areas, and is approached as an entry point for projects and programs seeking support or endorsement.**

**Sandy/Board**

**ACTION PLAN 2011/2012**

- Develop stronger alliances with NP and philanthropic groups
- Clearly offer consultation and support services in all community presentations
- Identify community coalitions for relationship building and presentation outreach
- Develop matrix of community goals within each coalition for potential future participation or support
- Develop communications plan for consistent messaging to community
- Increase forums or informational events to 8 per year
- Participate in community planning, regional plan and other forums

**By 2012, the organization will have a recognized brand message of “Who we are and what we do,” through recurring outreach to all identified partner organizations and members.**

**Sandy/Board**

**ACTION PLAN 2011/2012**

- Realign structure of organization to fully merge all core functions with a single mission and logo
- Develop presentation for community, business and citizen groups
- Create single website with easy navigation to strategic plan
- Develop outreach calendar for board and staff - August to November 2011
- Work with local media to deliver message on a regular basis
- Develop weekly communication to members – bulleted, concise and valuable

**By 2012, the organization will have developed a comprehensive communications plan that utilizes all available mediums with consistency and frequency.**

## **Sandy/Board**

### **ACTION PLAN 2011/2012**

- Develop weekly communication to members – bulleted, concise and valuable
- Work with local media to create a monthly communications plan using all appropriate mediums
- Utilize social media where possible to extend message virally
- Leverage public relations where possible to deliver out of market messaging about organization
- Celebrate successes!
- Leverage business associations for delivery of information to their members
- Leverage NP and philanthropic groups for delivery of information to their members
- Create NLT bulletin for County staff and B.O.S.

**By 2013, the organization will have successfully provided clear messaging about the value of transportation and infrastructure improvements that will lead to the renewal of the 2% Transient Occupancy Tax.**

## **Sandy, Ron/Board, Infrastructure - Transportation**

### **ACTION PLAN 2011/2012**

- Analyze survey data to identify messaging and education
- Facilitate creation of separate campaign committee
- Develop messaging plan to include forums, email, social and neighborhood public events

## **Other items for consideration**

- Increase public relations efforts and celebrations of projects using TOT funds and recognize county staff, agencies and board of supervisors for their role in achieving goals

North Lake Tahoe Chamber of Commerce

# 2010-11 Business Plan Progress Report

JULY 2011

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

- July 7 — Mixer hosted by Mark Twain's Cultural Center, Dead Sea Warehouse
- July 11— Luncheon hosted by Cal Neva to better promote Cal Neva
- July 19— Mixer hosted by Contractors Assoc. of Tahoe Truckee
- July 21— KTHO Interview promoting our Chamber Education programs

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

- July 5—Breakfast Club

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

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

Percentage of Membership by Location							
	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11	Jul '11
Incline/Crystal Bay	26%	25%	25%	25%	25%	25%	25%
Tahoe City	27%	26%	26%	26%	27%	27%	27%
Truckee	14%	15%	15%	15%	14%	14%	14%
KB/CB/ Tahoe Vista	12%	12%	12%	12%	13%	13%	13%
Reno/Sparks/Carson	6%	6%	6%	6%	5%	5%	5%
South Shore	5%	5%	5%	5%	5%	5%	5%
Squaw Valley	3%	3%	3%	3%	3%	3%	3%
Other	5%	6%	6%	6%	6%	6%	6%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	638	601	575	555	525	520	520