

# north lake tahoe

Chamber | CVB | Resort Association

## AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

**Wednesday, August 13, 2014 – 9:00am**  
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*

#### Business Association and Chamber Collaborative Members

##### NLTRA Board:

**Kaliope Kopley**

##### Committee Members:

**Caroline Ross, Chair**  
Squaw Valley Business Assoc.

**Stephen Lamb**  
PlumpJack Inn

**Stacie Lyans**  
Tahoe City Downtown Assoc.

**Dave Wilderotter**  
Tahoe Dave's

**Kay Williams**  
West Shore Assoc.

**Rob Weston**  
West Shore Sports

**Mike Young**  
Incline Community Business Assoc.

**Blane Johnson**  
Sun Bear Realty

**Amber Burke**  
Northstar California

**Nate Burch**  
Northstar California

**Joy Doyle**  
North Tahoe Business Assoc.

**Michael Gelbman**  
Sierra Sun

##### County Representative

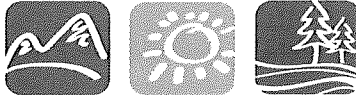
**Dave Snyder**

##### Quorum

3 members including 1 NLTRA Board Director

#### ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- 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**
  - July 9, 2014 Meeting Minutes
- E. 2013/2014 50K Product Development Update
  - High Notes & Peak Your Adventures (Summer 2014)
  - Administration of Campaigns & Creative
- F. 2014/2015 70K Product Development Funding Update
  - Proposed Campaigns: Shop Local, Touch the Lake, Peak Your Adventures, High Notes & Administration
  - Shop Local Discussion
- G. Approval of the Special Event Grant 50K Criteria and Scoring System- **MOTION**
- H. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- I. Adjournment



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

### BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Wednesday, July 9, 2014

North lake Tahoe Visitor Information Center

#### MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Kaliopé Kopley, Caroline Ross, Stephen Lamb, Stacie Lyans, Kay Williams Amber Burke, Joy Doyle, Michael Gelbman

**RESORT ASSOCIATION STAFF:** Ginger Karl, Kalie Ceglia

**OTHERS IN ATTENDANCE:** None

#### • CALL TO ORDER – ESTABLISH QUORUM

- The Business Association and Chamber Collaborative meeting was called to order at 9:13 by Caroline Ross although no quorum was established.

#### • Public Forum

- Ginger to follow up for the Touch the Lake prizes
- Ginger announced Bridal Faire August 24<sup>th</sup> at Olympic Village at Squaw
- Joy asked about the distribution of Touch the Lake prizes

#### • Agenda Amendments and Approval

**M/S/C (X/X) (0-0-0) to approve the BACC agenda for July 9, 2014- No Approval as there were no Board Members Present**

#### • Approval of the Meeting Minutes (Motion)

**M/S/C (X/X) (0-0-0) to approve the BACC minutes from June 11, 2014- TABLED**

#### • Amendments to minutes from June 11, 2014

##### 1. Public Forum :

- i. Joy asked about the distribution of prizes for Touch the Lake
- ii. Amber noted the shared space of Peak your Adventures and High Notes in the media ads

#### • 2013/3014 50K Product Development Update

##### • High Notes & Peak Your Adventures (Summer 2014)

- Ginger and Caroline to look in to pricing for banners for PYA campaign
- Amber shared the new ads for PYA and High Notes, cost was 16K leaving 4K for Shop and Dine in September/October
- PYA launched June 15<sup>th</sup> and has received 113,804 impressions on the ad so far
- 5 banners are to be produced for PYA, Caroline to request from Squaw Valley sign shop
- Kalie to send out PYA e-blasts

##### • Administration of Campaigns and Creative

- Caroline would like to change the creative for PYA for next year, rewording and creative to be more engaging and relevant

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### **Special Event Grant 50K Preparation ONLY-No Action items**

- Clarification needed from Judy Lavery (absent) on Special Event Grant process
- Numerous ideas as to how Grant Funding should be allocated, to which events and to what amount
- Meeting with sub-committee scheduled for July 30<sup>th</sup>, 2014,

### **2014/2015 70K Product Development Funding Update**

- Proposed Campaigns: Shop Local, Touch the Lake, Peak Your Adventures, High Notes & Administration
  - Shop Local Discussion-
    - Caroline outlined the direction of the Shop Local campaign and all committee members agreed that the use of the Shop Local campaign branding used from the Leadership Workshop is best, instead of two creative there will be one unified look
    - Discussion about how to use the information gathered from the clientele that are involved in Shop Local- i.e.- email, and addresses
    - Caroline brought up the possibility for Truckee to bring in shared funding for Shop Local
    - Ideas were brought up about how the Shop Local contests should go and direction was undetermined as yet

### **Adjournment**

- The meeting was adjourned at 10:34am.

Submitted By:  
Kalie Ceglia  
Executive Assistant  
NLT Chamber/CVB/Resort Association



Rev. 7.30.14

## 2014-15 Special Event Grant Funding Program

### **Purpose:**

The North Lake Tahoe Chamber/CVB/Resort Association has an established Special Event Grant Funding Program. The purpose of this program is to provide seed money for marketing and promotional support for special events targeted at visitors to the region that assist in establishing local and regional business revenue; provide local and regional public relations and media exposure and generates overnight visitation.

### **Criteria for Eligibility**

Special Event grant applications are available to community organizations or businesses, located in Eastern Placer County, with an event or program that meets the following criteria:

- Drives overnight visitation
- Targeted at visitors to the region and generates local business revenue
- Revenue and other benefits generated must accrue principally to areas within **Eastern Placer County** since the funding for this grant program comes from Placer County Transient Occupancy Tax (TOT).
- Generates opportunities for public relations, local and regional media exposure
- If an event which has been previously funded, or has been declined funding, has a full date change and refocus of the event it will be considered a new event and can apply for grant funding

Special event 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 Expenses**

- Geographic area advertising: TV, radio, print, Internet
- Production and printing of promotional materials: Brochures, flyers, posters
- Production and printing of directional/informational signage
- Marketing and promotion in support of events which benefit more than one geographic area of the region, or the region as a whole

### **Grant Ineligible Expenses - Not a complete list**

- Capital Investments
- Salaries
- Operational overhead: Rent, utilities, telephone
- Vehicle expense: Fuel, payments, maintenance, etc.
- Food, beverage, entertainment, transportation
- Supplies, equipment, security, clean up, facility rental



## Special Event Grant Funding Criteria for Eligibility

**Event must score a minimum of TEN points to move forward in the application process**

1. Does your event take place in **Eastern** Placer County? Yes =2 No = 0 # \_\_\_\_\_

2. Does the event have potential to generate overnight lodging tax in Placer County?  
Yes = 3 No = 0 # \_\_\_\_\_

3. Do you have a lodging partner Yes \_\_\_\_\_ No \_\_\_\_\_ (No points)

If so, please list the name(s) \_\_\_\_\_

4. What is your estimate of total attendance? \_\_\_\_\_

0-249 = 0 Points # \_\_\_\_\_

250-499 = 1 Point # \_\_\_\_\_

500-999 = 2 Points # \_\_\_\_\_

1,000+ = 3 Points # \_\_\_\_\_

5. Where/when does your event take place?

On the Lake - January 1- June 15<sup>th</sup> Yes = 3 # \_\_\_\_\_

On the Lake - August 15-Dec 15<sup>th</sup> Yes = 1 # \_\_\_\_\_

Off the Lake - April 15- December 15 Yes =3 # \_\_\_\_\_

6a. Does this event take place during NLTRA's most desirable target dates?  
(This is commonly referred to as "Strike Zones.")

January 4-13 Yes = 2 # \_\_\_\_\_

April 15-June 15 Yes = 2 # \_\_\_\_\_

October 1-December 15 Yes = 2 # \_\_\_\_\_

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6b. What day(s) of the week does the event take place? \_\_\_\_\_

Is your event a multi-day event or series? Yes=2 No=0 # \_\_\_\_\_

7. Is your event a first year event?

Year 1 Yes = 2 # \_\_\_\_\_

Year 2-3 Yes = 1 # \_\_\_\_\_

Year 4+ Yes = 0 # \_\_\_\_\_

8. Does your event have the ability to generate broader statewide, national or international media coverage?

Yes = 3 No = 0 # \_\_\_\_\_

9. Does your event showcase one or more of the following?

A. Paddle sports, biking, hiking, Nordic skiing, disc golf or golf

Yes=2 # \_\_\_\_\_

B. Music, Art, Cultural Events

Yes=2 # \_\_\_\_\_

10. Will this event take place without funding from this program?

\_\_\_\_\_ Yes \_\_\_\_\_ No

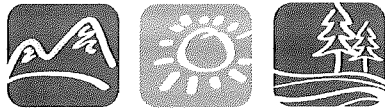
TOTAL AVAILABLE POINTS 22

TOTAL POINTS THIS APPLICATION # \_\_\_\_\_

11. Does your event compete or coincide with an existing event? If so, please list the competing event date, title and location.

12. What percentage of your overall budget is your grant request? Total % \_\_\_\_\_

Completed by \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_



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### Grant Funding Application 2014-15 Revised July 30, 2014

#### Grant Program Process and Deadlines:

Grant deadlines apply within the fiscal year (July 1, 2014 - June 30, 2015)

- **Process**

- Complete application by deadline. **Please contact the NLTRA to confirm that they have received the application.**
- All applications are reviewed by NLTRA 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 Staff as to your application status after the NLTRA Board has made recommendations on funding.
- Once approved, the applicant sets a meeting with the NLTRA's Special Event 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 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/CVB/Resort Association within 60 days of the event.

#### Dates:

- **Applications Deadline : Friday, September 19, 2014 Email preferred.**
- **Presentations to Task Force: October 1, 2014 Time: TBA**
- **Recommendations to Board of Directors: Nov 5, 2014**
- **Applicant Notification: November 6, 2014**

Please send application and invoices to:

Judy Laverty

Special Event Programs Manager

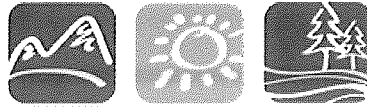
North Lake Tahoe Chamber/CVB/Resort Association

PO Box 5459

Tahoe City, CA 96145

Day Phone: 530-581-8702

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Special Event Grant Application  
Fiscal Year 2014/2015

**Dollar amounts to be awarded:**

There is a total of \$50,000 funding available for fiscal 2014-2015.

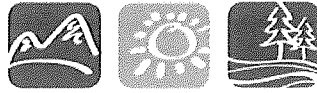
**Grant Program Recipient Obligations:**

Recipients of the Special Event Grants must comply with the following:

1. The North Lake Tahoe Chamber/CVB/Resort Association logo OR the N Logo (used for out of market materials) must be used on printed promotional materials, including brochures, flyers, ads, and on signage as appropriate. **Use of Association logos MUST BE APPROVED IN ADVANCE BY NLTRA STAFF TO ENSURE PROPER LOGO IS UTILIZED. Association logos will be supplied to producer by NLTRA staff.**
2. The North Lake Tahoe Chamber/CVB/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. Event producers must be prepared to provide the NLTRA with copies of all approved event permits and licenses, as may be required by local or state agencies, upon the request of the NLTRA.
4. Grantee agrees to a minimum of one meeting with the NLTRA Special Events Program Manager to review:
  - The event plan, marketing and promotional strategies.
  - Event Final Report to ensure all information requested at the initial meeting is 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 NLTRA prior to the release of grant funds to reimburse appropriate expenses. (See Section B for Final Event Report requirements).

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Rev. July 2014

## 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 **Special Event Grant Funding Criteria**.

1. The event must be held in the North Lake Tahoe area, defined as Eastern Placer County.
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, regional and national exposure and public relations value are encouraged.

Date Submitted:		Award (Office use) _____	
1. Event Date:	Event Name:	Grant Amount Requested \$	
2. Have you applied for NLTRA funds for this event in the past? If so, when?			
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. What is your event planning/production experience. Please be specific.			

10. Narrative description and purpose of the event? Use additional sheet if necessary.
11. How is your special event consistent with your organization's mission or purpose?
12. How does your event enhance visitation to the area or improve the visitor experience?

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12. Submit (attach) complete proposed event budget.

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**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/CVB/Resort Association. 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 staff.

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

Your Final Event Report should also include the following information:

EVENT NAME		SUBMITTED BY	
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 Eastern Placer County?			
How did you measure this information?			
How many unique visitors did your website produce?			
Other measurements (online surveys, Facebook, Pinterest, 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?			

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August 7, 2014

TO: BACC Committee Members and the NLTRA Board of Directors

FR: Judy Lavery, Special Event Programs Manager

RE: Special Event Grant Application and Criteria Changes

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The Special Event Task Force sub-committee met on July 30, 2014 to analyze and update the Special Event Grant Funding Application and Criteria documents. The changes are highlighted in yellow on the document. Following are footnotes on each of the changes.

### **CRITERIA SCORING SHEET**

The event must score a minimum of 10 points to move on in the process. Previous minimum was 7.

1. Points for events taking Place in Eastern Placer County increased from 1 to 2.
2. The points for generating overnight stays increased from 1 to 3.
4. Estimate of total attendance has been broken down into categories and weighted.
- 6b Multi-day events or series has been added and weighted.
8. Statewide, national or international media coverage points increased from 1 to 3.
9. Human Powered Sports and Cultural have specifically called out and weighted.

### **SPECIAL EVENT GRANT APPLICATION**

The following questions were added to the Grant Application:

2. Have you applied for NLTRA funds in the past and if so, when?
9. What is your event planning experience?
10. Proposed or committed funding from other sources including sponsorship.

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