

north lake tahoe

Chamber | CVB | Resort Association

P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday August 26, 2014 2pm TAHOE CITY PUBLIC UTILITY DISTRICT – TAHOE CITY

NLTRA Mission

“to promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”

NLTRA Tourism Division Mission

“to promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.”

Meeting Ground Rules

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

Marketing Committee Members

NLTRA Board:

Brendan Madigan,
Primary
Valli Murmane Alt.

Committee

Members:

John Monson(Chair)
Larry Colton
Becky Moore
Paul Raymore
Neil Sogard
Marguerite Sprague
Cara Whitley
Brett Williams

Placer County Rep:

Jennifer Merchant

Quorum

6 Committee
Members with 1
Board Member

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 Marketing 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 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – July 29th 2014 (3 min)
- E. Introduction of New Committee Members – Andy Chapman (3 min)
- F. Review of Summer Media Results – School of Thought (30 min)
- G. Discussion on Winter Consumer Media Plan – School of Thought (30 min)
- H. Review and Input on 2014 Master Plan Revision project – Sandy Evans Hall (30 min)
- I. Update on Ironman and Ironman 70.3 – Andy Chapman (15 min)
- J. Review of Proposed Event Grant Funding Criteria – Judy Lavery (15 min)
- K. Departmental Reports
 - o Advertising
 - o Conference Sales

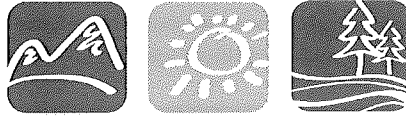
- Leisure Sales
- Special Projects
- Website Content
- Social Marketing

L. Committee Member Comments (*5 minutes*)

M. Standing Reports (posted on www.nltra.org)

- July MTRiP Report
- July Web/GeoTracking Report
- July Lodging Referral Report
- June Reno Tahoe International Airport Report
- July Conference Sales Report

Posted and Emailed



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MARKETING COMMITTEE MEETING MINUTES

Tuesday, July 29, 2014 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Becky Moore, Marguerite Sprague, Cara Whitley, Brendan Madigan, John Monson, Brett Williams (called-in)

RESORT ASSOCIATION STAFF: Andy Chapman, Judy Laverty, Jeremy Jacobson, Greg Howey, Anna Atwood, Sandy Evans Hall

OTHERS IN ATTENDANCE: Beverly Lewis, Kyla Anderson, Paul Raymore, Larry Colton

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2:03 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Andy reported that item I. will be a short update and will be tabled until the August Marketing Committee meeting.

3.2 **M/S/C (Madigan/Monson) (6/0) to approve the agenda with above amendments.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM MAY 27, 2014

4.1 **M/S/C (Williams/Madigan) (6/0) to approve the Marketing Committee minutes from May 27, 2014.**

5.0 RESIGNATION OF HEATHER ALLISON FROM COMMITTEE – ANDY CHAPMAN

5.1 Andy shared that Heather Allison has resigned from the Committee as she has accepted another job offer in Southern California.

6.0 APPOINTMENT OF NEW MARKETING COMMITTEE CHAIR – ANDY CHAPMAN

6.1 Due to Heather Allison leaving the committee now has a vacant committee chair position. Brendan nominated John to be chair for the remaining of 2014. Andy did question if any other committee members had any interest beside John which no one expressed any interest.

6.2 **M/S/C (Madigan/Moore) (6/0) to elect John Monson as chair for the remainder of 2014.**

7.0 PRESENTATION ON PLACER LAKE TAHOE FILM OFFICE EFFORTS – BEVERLY LEWIS

- 7.1 Andy reported the NLT Chamber/CVB/Resort Association do help fund the Placer Lake Tahoe Film Office out of the marketing budget and this helps Beverly put together some great programs. Beverly shared her office will provide scouting and permit assistance, lodging, crew and support services, local contacts to expedite any filming needs. They welcome all media production companies. If the individual properties receive phone calls from production companies she recommended that they refer to Placer Lake Tahoe Film Office as they have a lot of knowledge about the permit process and assistance in general. For lodging assistance Beverly shared she refers to Jason Neary in the Conference Sales department.

Beverly gave a hand out of Production Companies that filmed here in 2013-14. She shared the economic impact was just shy of \$900,000. Beverly also shared there is pending legislation that is working on trying to attract back independent films and major productions to California. She stated TV shows and most big budget films do not film in California anymore due to better incentives in other states. John asked Beverly if she compiles some of the video segments into an end of year report. Beverly shared it's very difficult to find the right person in the production companies but they do link on their website thru You Tube. Some productions also take a long time to come out.

Beverly shared there is a big rally regarding the new pending legislation on Aug 20th in Sacramento. She encouraged Andy and Sandy to forward the invitation to everyone on the committee.

8.0 PRESENTATION ON SUMMER CREATIVE – BAY AREA AND SOUTHERN CALIFORNIA – ANDY CHAPMAN

- 8.1 Andy went through some of the creative that is out in the marketplace and also reminded the committee members of some of the other media efforts. From a destination standpoint we went into San Diego with radio and TV. The campaign component was really centered around a heartfelt message. Andy shared the TV spots that ran in San Diego and some of the bill boards in the Bay Area.

Marquerite made a comment that for the TV ads it would be great to have some more ethnic diversity.

A committee member did question Andy if there any disruption with the Media Director leaving. Andy shared with the committee members that Nick Wootten has left School of Thought and he is looking forward to be working with Stacia Hanley the new Media Director. Andy reported that School of Thought will be in Tahoe for the August or September meeting for a full summer recap.

9.0 UPDATE ON 2014 MASTER PLAN REVISION PROJECT – SANDY EVANS HALL

- 9.1 This was tabled until the August Marketing Committee meeting but Sandy did a quick review with the committee members.

Along with staff, members of our Board of Directors and Fresh Tracks Communications we are looking at a review and update to our master plan. The first master plan was done in 1995 with a consultant firm that was brought in from out of town. That was when the merger of the Chamber and the Tahoe North Visitors & Convention Bureau happened. That plan lived until 2004. In 2004 a large group formed and a plan was developed and this was called "The Tourism Development and Community Investment Master Plan".

Sandy shared the current Board of Directors about 3 years ago wanted to go back to the original scope of work which was Tourism Development. Sandy shared it's time to do a review of the two plans and come back with an updated plan for 2014. This document will have a 10 year timeline and she also touched on the 5 different focus areas being: 1) Marketing & Sales 2) Visitors Services/Information 3) Transportation 4) Visitors facilities 5) Capacity

Sandy shared this will go out to all the committees for review and input as well as public outreach and workshops.

10.0 UPDATE ON 2014/15 NORDIC PROMOTIONAL EFFORT – JEREMY JACOBSEN

10.1 Jeremy shared the organization has been very proactive on the Nordic front the last couple of years. This year we are also improving the website and some of the marketing that goes in our collateral for social and our messaging. He shared the first Nordic Summit was held in April with representatives from the cross country ski areas, Far West, retail industry, lodging properties and industry reps and the second meeting was just a couple of weeks ago. This effort goes together with the boards focus on human powered sports initiative, increasing destination visitation and hitting strike zones. Jeremy shared some of the areas that Nordic Committee will focus efforts on:

- Nordic week Series – 3 weeks were identified as Nordic weeks: 1/10/15 – 1/18/15, 2/23 – 3/1/15 and 3/8/15 – 3/14/15. (dates are still to be clarified). Jeremy shared that he hopes to have a festival type atmosphere and with our social/pr efforts we can really help push this message out.
- Ticket programs – Interchangeable ticket (advanced purchase) for out of market and a “10-pack”/booklet valid at the different resorts can be purchased in-market.
- Consumer shows – focus on Marathon expos and be present at Ironman expo.
- Cross Country map – the map needs improvement and should include all cross country ski areas. Looking at a possible annual release and also include a Nordic calendar of events. This may be subsidized by ad sales for reprint cost.

Jeremy also reported that Ron Treabess also attended the last meeting and talked about Back-country, Nordic and bicycle signage. This is one of the biggest opportunities for this area to be competitive with other areas like Moab and Sun Valley.

Some of the comments from the committee members: 1) Tahoe Beach app is great – maybe something similar could be used for Nordic. 2) Donate a small percentage of Interchangeable tickets back to a great cause like Truckee Donner Land Trust.

11.0 APPROVAL OF 2014/15 NLT MARKETING COOPERATIVE BUDGET – ANDY CHAPMAN

11.1 Andy shared the Marketing Coop budget with the committee and went through NLTRA contributions along with what Incline Village Crystal Bay Visitors Bureau (IVCBVB) contributes. The NLT Marketing Coop budget includes Public Relations/Social Media, Leisure Sales, Conference Sales Media/Travel and Website Content Manager. This year NLTRA has budgeted \$880,000 to the Marketing Coop budget and IVCBVB \$472,000 and they also received a grant from NCOT for \$10,000. Andy reported that he did not separate out the Media which is still to be determined. He reported of some of the line items that went up from last year and what stayed flat.

11.2 **M/S/C (Madigan/Sprague) (5/0) to approve the draft 2014/15 NLT Marketing Cooperative budget.**

12.0 DEPARTMENTAL REPORTS

12.1 **Advertising** – This report is located in the departmental section of the Marketing packet.

12.2 **Conference Sales** – Greg shared his report located in the departmental section of the Marketing packet.

Action to staff (Jason): Bring Conference media plan to share at next Marketing Committee meeting.

12.3 **Leisure Sales** – Jeremy shared his report located in the departmental section of the Marketing packet.

12.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet.

12.5 **Web** – This report is located in the departmental section of the Marketing packet.

12.6 **Social** – This report is located in the departmental section of the Marketing packet.

13.0 COMMITTEE MEMBER COMMENTS

13.1 Marguerite touched on the DeTours Kings Beach which is an outdoor public art exhibit in August. She encouraged everyone to attend.

14.0 STANDING REPORTS

14.1 The following reports were posted on www.nltr.org:

- JULY MTRIP REPORT
- JULY RENO TAHOE AIRPORT REPORT
- JULY WEB/GEO TRACKING REPORT
- JULY LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

15.0 ADJOURNMENT

15.1 The Marketing Committee meeting adjourned at 3.30 pm.

Submitted By:
Anna Atwood, Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association



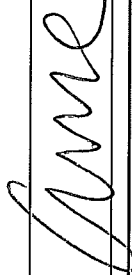
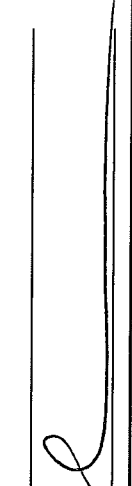
MEDIA AUTHORIZATION - 2014

To: Andy Chapman
 From: Nicholas Wooten
 Client: North Lake Tahoe - San Diego - Summer

<input checked="" type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

New Buy:
 Revise Buy:
 Cancel Buy:

Date: 5/9/14
 MAF #: NLT14-213
 Campaign: 2014 Bay Area Summer Campaign

Medium	Partner	Details	Dates	Net Cash Spend
Summer Media - Bay Area				
Television	NCC - Cable	906 total spots: Discovery, Food TV, Travel, HGTV, TNT, TBS, Bravo, Comedy & FX. 40.2% Reach / 3.7x Frequency / 1,274,306 Impressions	7/1/14 - 8/17/14	\$50,005.00
Radio	Clear Channel: KGB, KHTS & KMYI	336 Total Spots: 160 GRPs / 48.8% Reach / 3.3x Frequency / 2,195,200 Impressions	7/1/14-8/17/14	\$26,175.00
Comments: The client hereby obligates themselves to promptly pay for all above placed media. *No liability shall be incurred by School Of Thought				Media Totals: \$76,180.00 Media Commission: \$4,570.80 Grand Total: \$80,750.80
Approvals Agency:  Client: 				Date: 8-19-14



MEDIA AUTHORIZATION - 2014

To: Andy Chapman
 From: Nicholas Wootten
 Client: North Lake Tahoe - Bay Area - Summer

Date: 5/12/2014
 MAF #: NLT14-211
 Campaign: 2014 Bay Area Summer Campaign

New Buy:
 Revise Buy:
 Cancel Buy:

Medium	Partner	Quantity	Dates	Net Cash Spend
Summer Media - Bay Area				
TV	Comcast Sportnet	188 Spots	6/16/14-7/10/14	\$29,300.00
TV	Comcast Spotlight	2,294 Spots	6/16/14-7/10/14	\$40,000.00
OOH	CBS Outdoor	17,901,575 Impressions	7/1/14-8/10/14	\$35,500.00
Social	Unified Social	11,538 Likes	6/16/14-9/14/14	\$15,000.00
Digital	Comcast Spotlight	371,429 Impressions	7/1/14-8/31/14	\$0.00
Digital	Trip Advisor	888,235 Impressions	7/1/14-8/31/14	\$15,000.00
SEM	Google	4,000 Clicks	7/1/14-9/30/14	\$7,800.00
SEM	Bing/Yahoo		7/1/14-9/30/14	\$4,200.00

Comments:

The client hereby obligates themselves to promptly pay for all above placed media.
 *No liability shall be incurred by School Of Thought

Media Totals:	\$146,800.00
Digital Ad Serving	\$1,000.00
Media Commission:	\$9,258.00
Grand Total	\$157,058.00

Approvals

Agency: _____

Date: _____

Client: *Amie*

Date: 5-15-14



MEDIA AUTHORIZATION - 2014

To: Andy Chapman
 From: Nicholas Wootten
 Client: North Lake Tahoe - Bay Area - Summer

Date: 5/13/2014
 MAF #: NLT14-212
 Campaign: 2014 Bay Area Summer Campaign

New Buy:
 Revise Buy:
 Cancel Buy:

Medium	Partner	Details	Dates	Net Cash Spend
Summer Media - Bay Area				
Digital - Content Marketing	Weekend Sherpa	Editor exclusive visit to aggregate content 3 Sponsored Topic Advertorials Exclusive editorial issue on "The Perfect North Tahoe Getaway" Highlighted on weekly KGO program Dedicated photo album of "The Perfect North Tahoe Getaway" on Weekend	6/23/14-8/1/14	\$20,850.00
Video Seeding - Content Marketing	Channel Factory	40,000 Views \$0.25 Cost per View	7/7/14-8/17/14	\$10,000.00
Comments:				Media Totals:
The client hereby obligates themselves to promptly pay for all above placed media.				\$30,850.00
*No liability shall be incurred by School Of Thought				Media Commission:
Approvals				\$3,702.00
Agency: _____				Grand Total
Date: _____				\$34,552.00
Client: <i>AW</i>				Date: <i>5-15-14</i>

IRONMAN Lake Tahoe

[Please Note: This information is tentative and subject to change. Last updated 8/4/2014]

Sunday, September 21, 2014

Where:

Athlete Check-In:

The Village at Squaw Valley
1985 Squaw Valley Rd
Squaw Valley, CA 96146

Swim Start/T1:

8318 North Lake Blvd
State Route 28
Kings Beach, CA 96143

T2:

The Village at Squaw Valley
1985 Squaw Valley Rd
Squaw Valley, CA 96146

Finish Line:

The Village at Squaw Valley
1985 Squaw Valley Rd
Squaw Valley, CA 96146

When:

Athlete Check-In:

Thursday, September 18, 2014 – 9 a.m. to 5 p.m.

Friday, September 19, 2014 – 9 a.m. to 5 p.m.

PLEASE NOTE: THERE IS NO CHECK-IN ON SATURDAY OR ON RACE DAY!

(Please bring your I.D. and a current USAT card or \$12 cash if you are not a USAT member.)

Bike Check-In:

Saturday, September 20, 2014- 10 a.m. - 3 p.m.

2015 On-site Registration:

- 2014 Registered Athletes: will receive priority registration for the 2015 IRONMAN Lake Tahoe on Thursday, September 18th and Friday, September 19th from 9 a.m. to 5 p.m. in the registration tent at The Village at Squaw Valley.
- 2014 Volunteers: Must register on-site at The Village at Squaw Valley on Monday September 22, from 8 a.m. to 10 a.m. Volunteers will be processed first.
- General Public: Must register on-site at The Village at Squaw Valley on Monday September 22, from 8 a.m. to 10 a.m. General Public will be processed after volunteers.
- Online Registration: Will launch on Monday, September 22 at 12 p.m. PST.

Parking:

There is ample parking at Squaw Valley, and individuals will have full access to this area throughout race day. Shuttles will be available for athletes and spectators to-and-from the swim start.

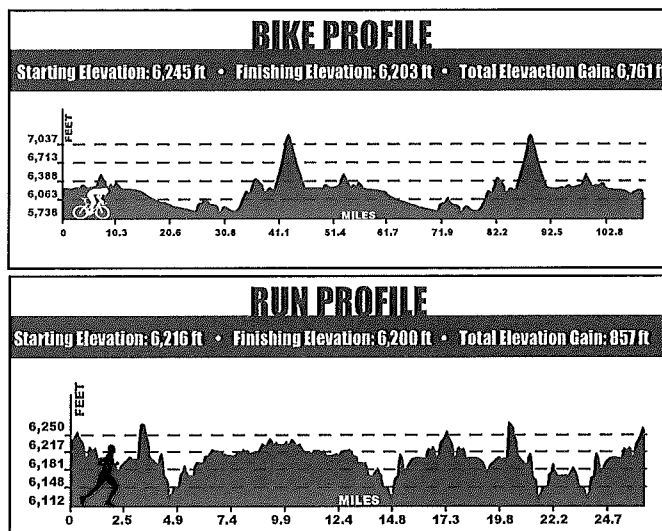
IRONMAN Lake Tahoe Fast Facts:

Water temperature is expected to be between 65 - 70 degrees Fahrenheit.

There will be 50 qualifying Age Group slots to the 2015 IRONMAN World Championship.

Slot Allocation and Rollover for IRONMAN World Championship qualifiers will be held at 11 a.m. the day after the event. All qualified athletes must be present at the Slot Allocation/Rollover Ceremony to claim their slot - no exceptions. We suggest arriving 15-20 minutes early. Please plan your travel accordingly.

For more information please visit the IRONMAN Lake Tahoe website:
www.ironmanlaketahoe.com



*To view larger elevation maps, www.ironmanlaketahoe.com



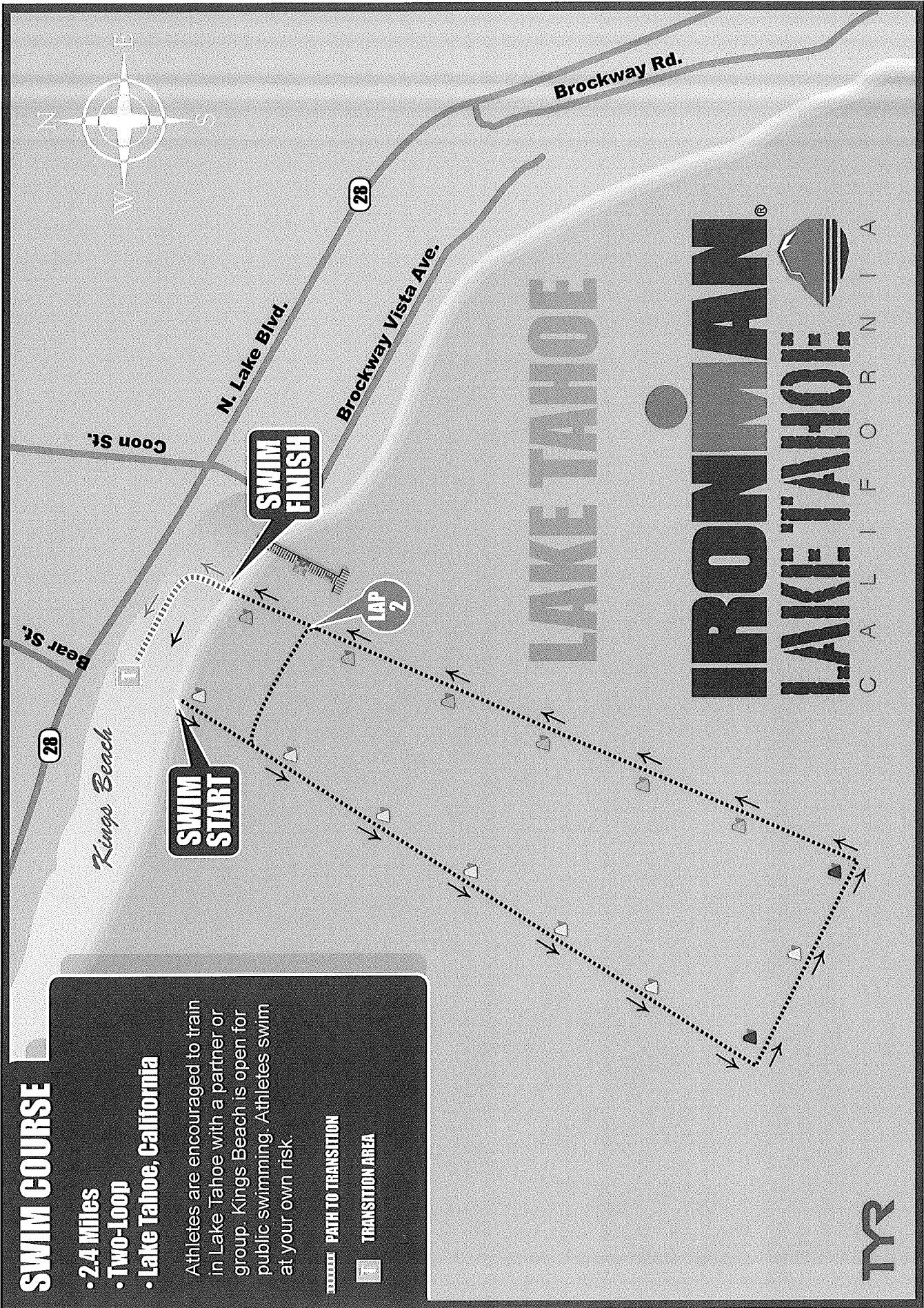
SWIM COURSE

- 2.4 Miles
- Two-Loop
- Lake Tahoe, California

Athletes are encouraged to train in Lake Tahoe with a partner or group. Kings Beach is open for public swimming. Athletes swim at your own risk.

 PATH TO TRANSITION

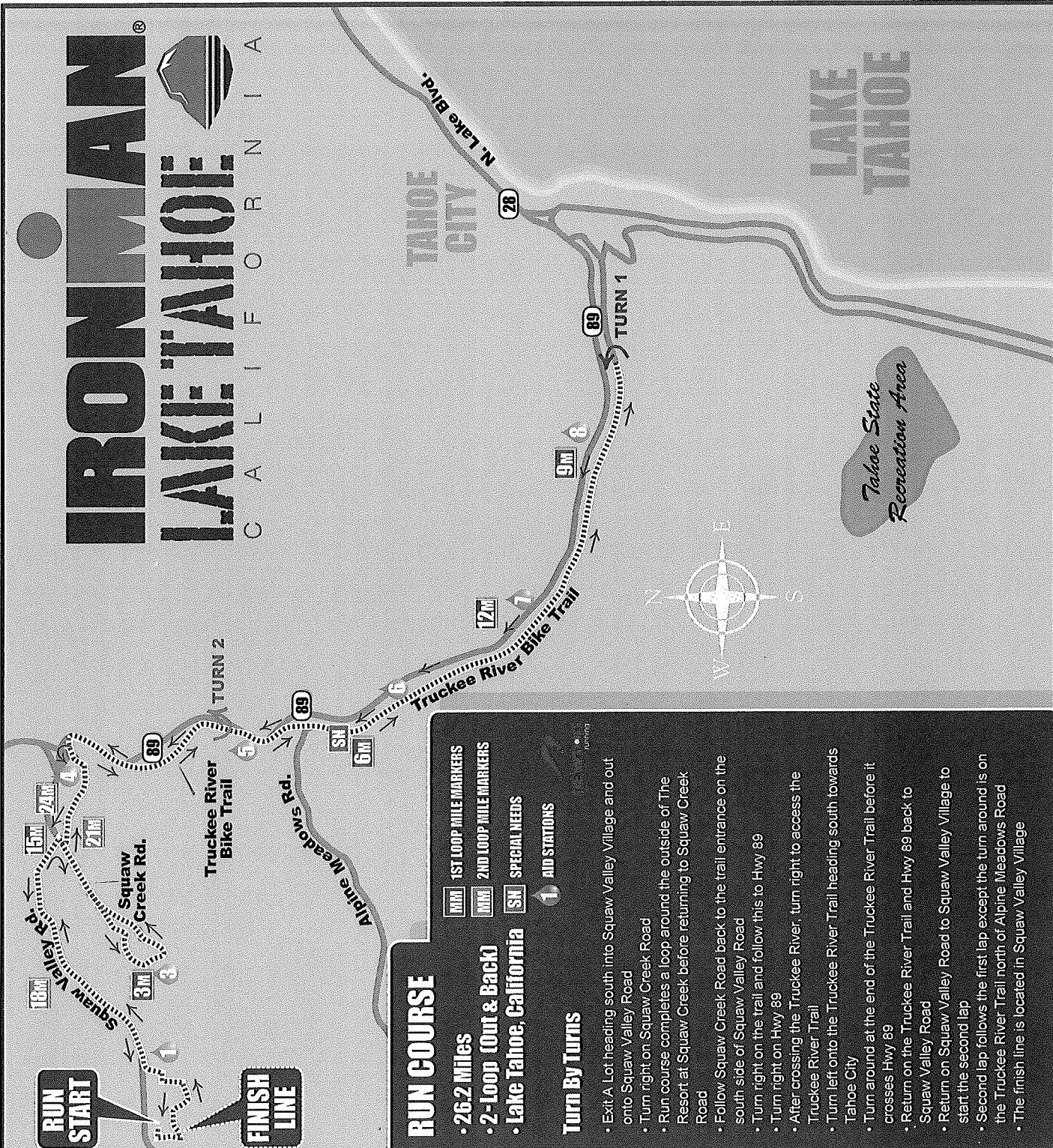
 TRANSITION AREA



TYR

IRONMAN® LAKE TAHOE

C A L I F O R N I A



RUN COURSE

- 26.2 Miles
 - 2-Loop (Out & Back)
 - Lake Tahoe, California
- 1ST LOOP MILE MARKERS
 2ND LOOP MILE MARKERS
 SPECIAL NEEDS
 AID STATIONS

Turn By Turns

- Exit A Lot heading south into Squaw Valley Village and out onto Squaw Valley Road
- Turn right on Squaw Creek Road
- Run course completes a loop around the outside of The Resort at Squaw Creek before returning to Squaw Creek Road
- Follow Squaw Creek Road back to the trail entrance on the south side of Squaw Valley Road
- Turn right on the trail and follow this to Hwy 89
- Turn right on Hwy 89
- After crossing the Truckee River, turn right to access the Truckee River Trail
- Turn left onto the Truckee River Trail heading south towards Tahoe City
- Turn around at the end of the Truckee River Trail before it crosses Hwy 89
- Return on the Truckee River Trail and Hwy 89 back to Squaw Valley Road
- Return on Squaw Valley Road to Squaw Valley Village to start the second lap
- Second lap follows the first lap except the turn around is on the Truckee River Trail north of Alpine Meadows Road
- The finish line is located in Squaw Valley Village

BIKE COURSE

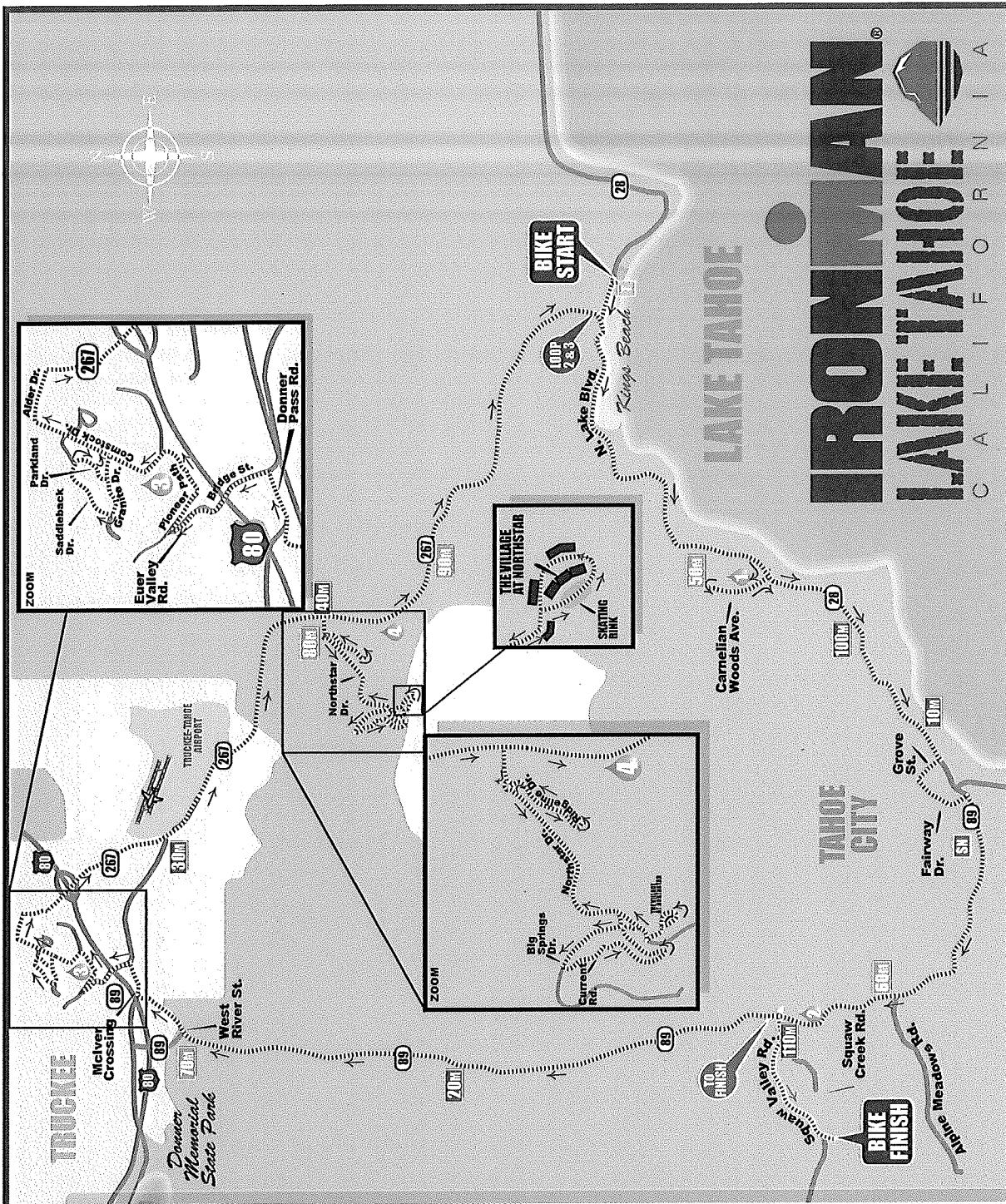
- 112 Miles
- 2 1/3-Loop
- Lake Tahoe, California

TURN BY TURN

- Exit Kings Beach State Park and turn left on North Lake Boulevard/Highway 28
- Turn right on Carnelian Woods Avenue
- U-turn at end of Carnelian Woods Avenue
- Turn right on North Lake Boulevard/ Highway 28 to Tahoe City
- Turn Right on Grove Street
- Turn Left onto Fairway Drive
- Turn Right onto Highway 89 North
- Follow Highway 89 and turn right on West River Street
- Turn left on McIver Crossing
- Go straight through the traffic circle bearing right and on to Donner Pass Road
- Turn left on Bridge Street
- Turn right onto Euer Valley Road and Pioneer Bike Path
- Continue on Pioneer Bike Path into Parking Lot
- Turn left on Comstock Drive
- Turn left on Granite Drive
- Turn right on Saddleback Drive
- Turn right on Parkland Drive
- Turn left on Granite Drive
- Turn left on Comstock Drive
- Turn right on Alder Drive
- Turn right at next traffic circle which keeps you on Highway 89 heading south
- Highway 89 snakes back under Interstate 80 and turns into Highway 267
- Turn right on Northstar Drive
- Turn right on Big Springs Drive
- Turn left on Current Rd
- Turn left on Northstar Village
- Ride through Northstar Village
- Exit Northstar Village
- Turn right on Northstar Drive
- Turn right on Ridgeline Drive
- U-turn at Highlands View Road
- Right on Northstar Drive
- Turn right on to Highway 267
- Turn right on North Lake Boulevard/Highway 28 to complete the second and third loop (third loop is only 1/3 of the course)
- To get to finish on the third loop turn left on Squaw Valley Road
- Follow Squaw Valley Road and turn left into the transition at The Village at Squaw Valley

1 AID STATIONS

2 TRANSITION AREA



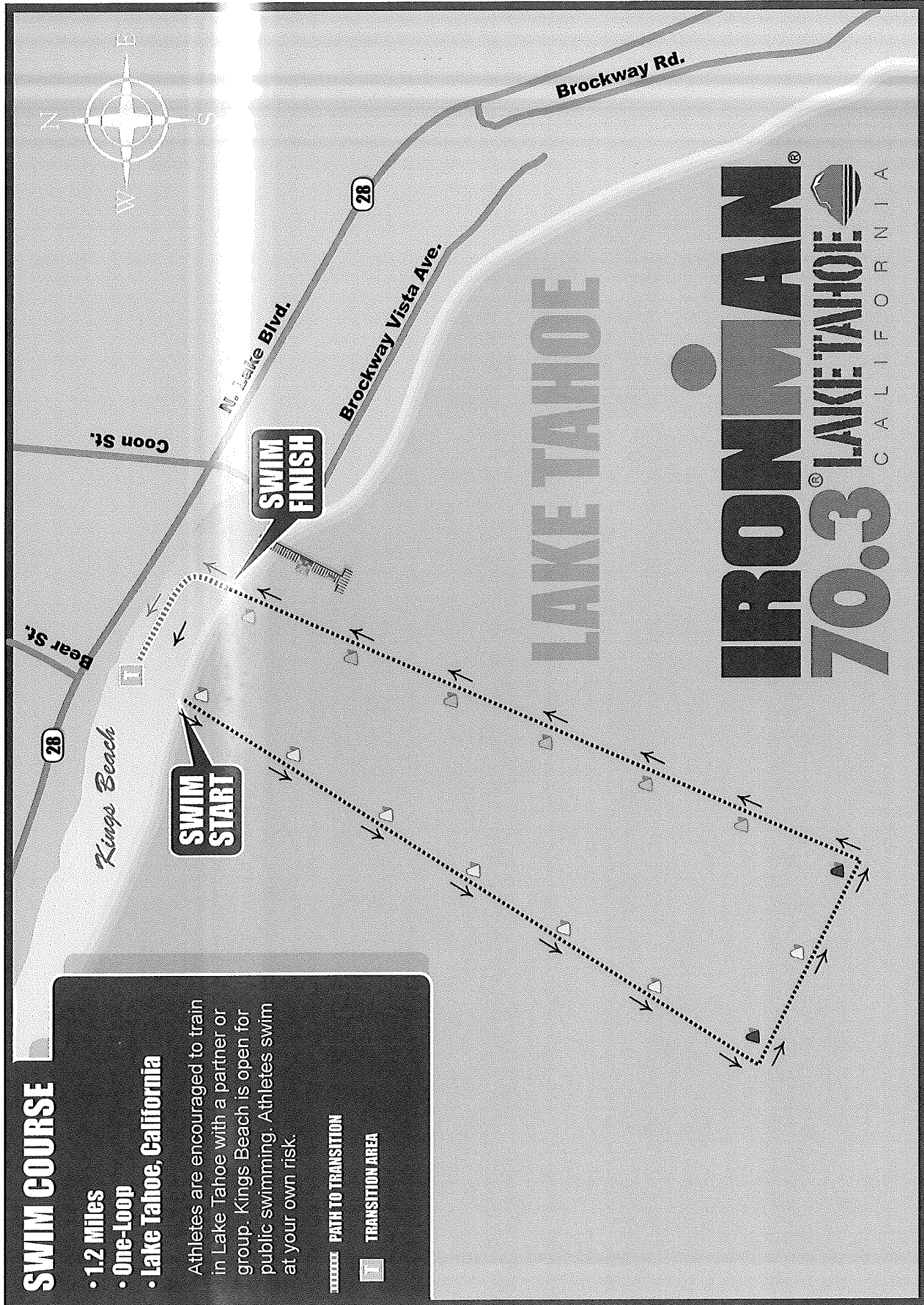
SWIM COURSE

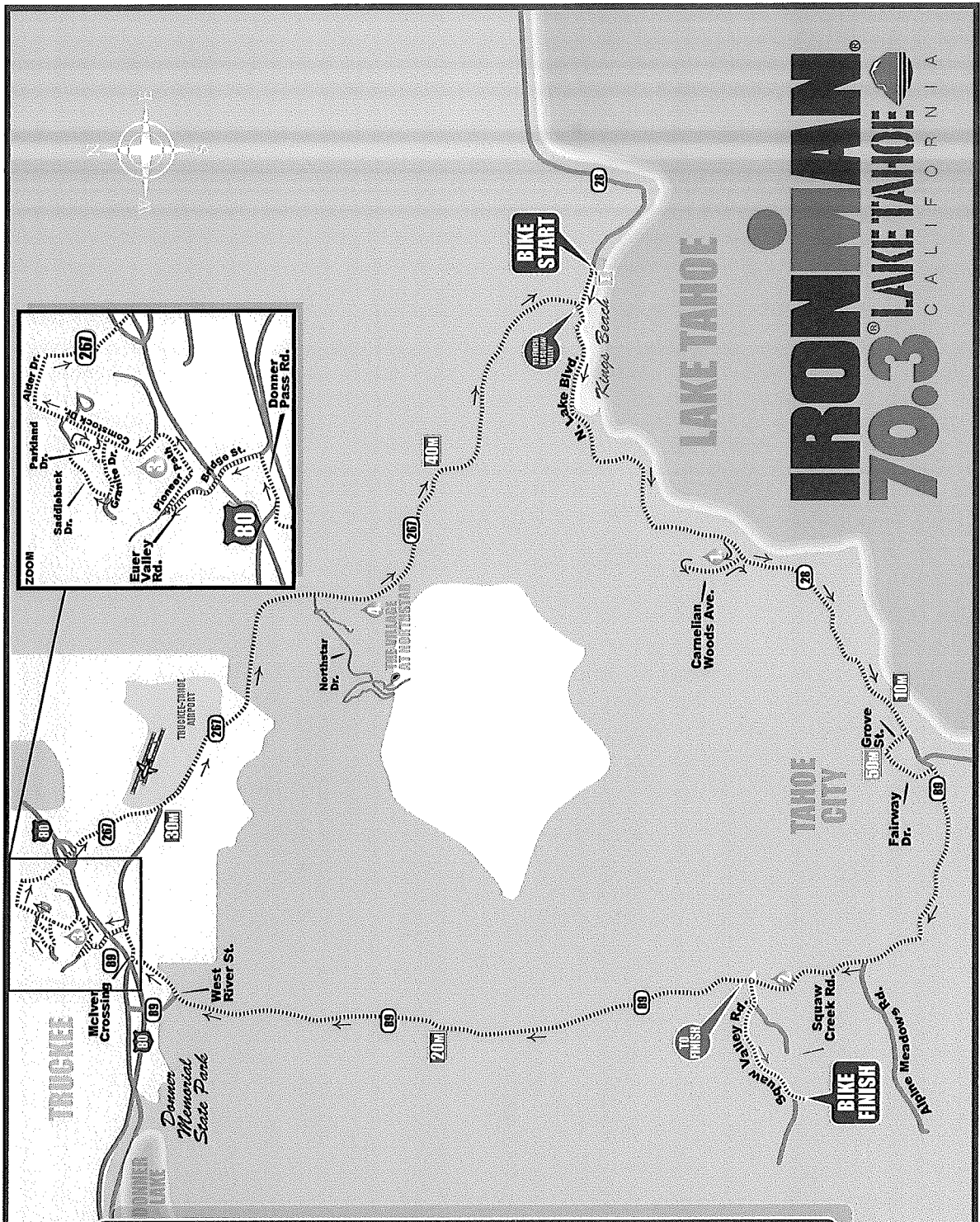
- 1.2 Miles
- One-Loop
- Lake Tahoe, California

Athletes are encouraged to train in Lake Tahoe with a partner or group. Kings Beach is open for public swimming. Athletes swim at your own risk.

 PATH TO TRANSITION

 TRANSITION AREA





IRONMAN® 70.3 LAKE TAHOE

CALIFORNIA

BIKE COURSE

- 56 Miles
- 117.5-Loop
- Lake Tahoe, California

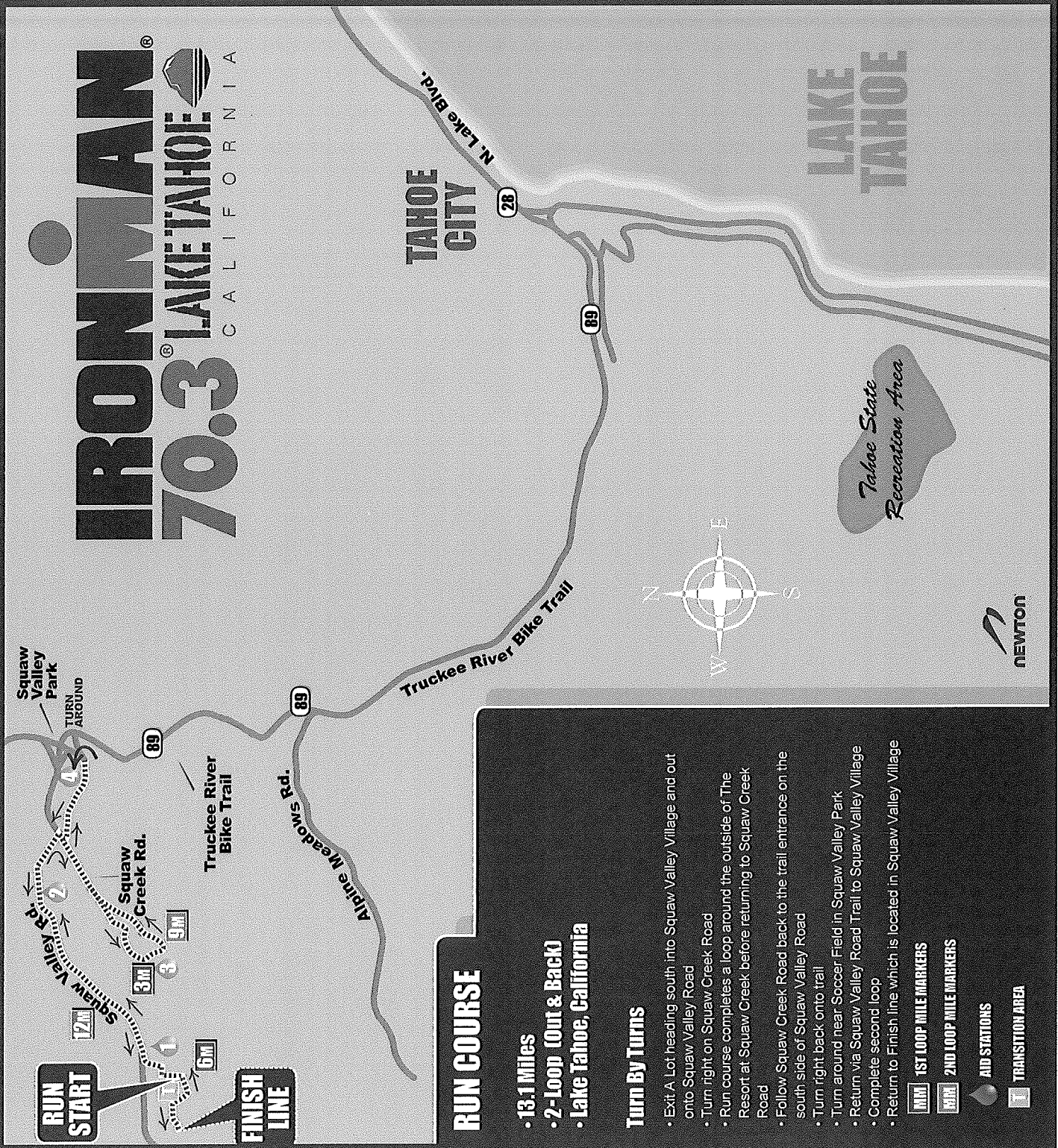
TURN BY TURN

- Exit Kings Beach State Park and turn left on North Lake Boulevard/Highway 28
- Turn right on Carmelian Woods Avenue
- U-Turn at end of Carmelian Woods Avenue
- Turn right on North Lake Boulevard/Highway 28 to Tahoe City
- Turn right on Grove Street
- Turn left onto Fairway Drive
- Turn Right onto Highway 89 North
- Follow Highway 89 and turn right on West River Street
- turn left on McIver Crossing
- Go straight through the traffic circle bearing right and on to Donner Pass Road
- Turn left on Bridge Street
- Turn right onto Euer Valley Road and Pioneer Bike Path
- Continue on Pioneer Bike Path into Parking Lot
- Turn left on Comstock Drive
- Turn left on Granite Drive
- Turn right on Saddleback Drive
- Turn right on Parkland Drive
- Turn left on Granite Drive
- Turn left on Comstock Drive
- Turn right on Alder Drive
- Turn right at next traffic circle which keeps you on Highway 89 heading south
- Highway 89 snakes back under Interstate 80 and turns into Highway 267
- To finish turn left on Squaw Valley Road
- Follow Squaw Valley Road and turn left into the transition at The Villages at Squaw Valley

1 JIB STATIONS 2 TRANSITION AREA

IRONMAN® 70.3® LAKE TAHOE

CALIFORNIA



RUN COURSE

- 13.1 Miles
- 2-Loop (Out & Back)
- Lake Tahoe, California

Turn By Turns

- Exit A Lot heading south into Squaw Valley Village and out onto Squaw Valley Road
- Turn right on Squaw Creek Road
- Run course completes a loop around the outside of The Resort at Squaw Creek before returning to Squaw Creek Road
- Follow Squaw Creek Road back to the trail entrance on the south side of Squaw Valley Road
- Turn right back onto trail
- Turn around near Soccer Field in Squaw Valley Park
- Return via Squaw Valley Road Trail to Squaw Valley Village
- Complete second loop
- Return to Finish line which is located in Squaw Valley Village

1ST LOOP MILE MARKERS

2ND LOOP MILE MARKERS

AID STATIONS

TRANSITION AREA



TRAFFIC IMPACT

WWW.IRONMANLAKETAHOE.COM

Dear Residents,

The IRONMAN Lake Tahoe Team would like to thank you in advance for your display of hospitality during the 2014 IRONMAN Lake Tahoe. On Sunday, September 21, more than 2,500 athletes will be visiting the North Lake Tahoe & Truckee area to test their physical and mental limits. Over the course of 17 hours, they will be racing throughout your community as they complete a 2.4-mile swim, 112-mile bike and 26.2-mile run in succession. We ask for your cooperation and understanding on race day as you travel around the North Lake Tahoe and Truckee areas. The routes were chosen to highlight the various areas that fully showcase the unique setting of the Tahoe/Truckee area. We appreciate your support and ask that you proceed with caution, utilize detour routes provided, and allow for additional travel time to your destination. Participants count on you for motivation on race day, so bring your friends and cheer them on! We look forward to a great event and hope to see you out there!

DETOUR ROUTE

TO: Truckee FROM: Kings Beach, Northstar, HWY 267

Use HWY 267 North to HWY 80 East to Exit 190/Overland Trail, then HWY 80 West to Exit 186/Central Truckee

TO: Squaw Valley, Lake Tahoe FROM: Kings Beach, Northstar, HWY 267, HWY 80

Use HWY 267 North to HWY 80 East to Exit 190/Overland Trail, then HWY 80 West to Exit 185/HWY 89 South

TOWN OF TRUCKEE IMPACTS

IMPACT	BIKE TRAFFIC FROM	BIKE TRAFFIC TO	TIME CLOSED	TIME OPEN
West River Street - Eastbound	HWY 89	Mclver Crossing	6:30 a.m.	3:30 p.m.
West River Street - Westbound	CLOSED at Mclver Crossing		6:30 a.m.	3:30 p.m.
West River Street - Westbound	OPEN coming from Donner Pass Road	HWY 89	6:30 a.m.	3:30 p.m.
Mclver Crossing - Northbound	West River Street	Donner Pass Road Roundabout	6:30 a.m.	3:30 p.m.
Donner Pass Road Eastbound	Donner Pass Rd/Mclver Roundabout	Spring Street	6:30 a.m.	3:30 p.m.
Bridge Street	Brockway Road	Jiboom Street	6:30 a.m.	3:30 p.m.
Comstock Drive - Northbound	Pioneer Trail	Granite Drive	6:30 a.m.	3:30 p.m.
Granite Drive - Northbound	Comstock Drive	Saddleback Drive	6:30 a.m.	3:30 p.m.
Parkland Drive	CLOSED at Granite Drive		6:30 a.m.	3:30 p.m.
Saddleback Drive	Granite Drive	Comstock Drive	6:30 a.m.	3:30 p.m.
Comstock Drive - Northbound	Saddleback Drive	Alder Drive	6:30 a.m.	3:30 p.m.
Alder Drive	Comstock Drive	89/Prosser Dam Road Roundabout	6:30 a.m.	3:30 p.m.
HWY 89 South (USE Edwin Road)	Alder Drive	Donner Pass Road	6:30 a.m.	3:30 p.m.
HWY 89/I-80 Eastbound Off-Ramp	CLOSED		6:30 a.m.	3:30 p.m.
HWY 89/I-80 Westbound On-Ramp	CLOSED		6:30 a.m.	3:30 p.m.
Brockway Road/Soaring Way	CLOSED at HWY 267		6:30 a.m.	3:30 p.m.

FOR MORE INFORMATION & PRINTABLE COURSE MAPS VISIT WWW.IRONMANLAKETAHOE.COM

ROAD CLOSURES

CLOSED FROM	CLOSED TO	TIME CLOSED	TIME OPEN
HIGHWAY 28 EAST & WEST BOUND			
Fox Street	HWY 267	5:30 a.m.	9:30 a.m.
HIGHWAY 89 NORTH			
Fairway Drive (Tahoe City)	Squaw Valley Road	7 a.m.	5:30 p.m.
HIGHWAY 267 SOUTHBOUND			
Northstar Blvd	Kingswood/Commonwealth Drive	7:30 a.m.	4 p.m.

NORTHSTAR AREA IMPACTS

(Vehicle Traffic only allowed in via Northstar Drive, all exiting traffic routed down Highlands View Rd, via Big Springs Drive)

IMPACT	BIKE TRAFFIC FROM	BIKE TRAFFIC TO	TIME CLOSED	TIME OPEN
Big Springs Drive - Southbound	Mill Site Road	Highlands View Road	6:30 a.m.	4 p.m.
Highlands View Road - Southbound	Big Springs Drive	HWY 267	6:30 a.m.	4 p.m.

NORTH SHORE RESIDENTIAL STREET IMPACTS

CLOSED AT	DETOUR	TIME CLOSED	TIME OPEN
Bear Street @ HWY 28	Use Fox St/Speckled St	6:30 a.m.	10 a.m.
Deer Street @ HWY 28	Use Fox St/Speckled St	6:30 a.m.	10 a.m.
Secline Street @ HWY 28	Use Fox St/Speckled St	6:30 a.m.	10 a.m.
Pino Grande Avenue @ HWY 28	Use National Ave or East Agatam Ave	6:30 a.m.	4:30 p.m.
West Agatam @ HWY 28	Use National Ave or East Agatam Ave	6:30 a.m.	4:30 p.m.
Laurel Drive @ HWY 28	Use Estates Drive	6:30 a.m.	4:30 p.m.
Granite Road @ HWY 28	Use Agate Rd	6:30 a.m.	4:30 p.m.
Carmelian Woods Road @ HWY 28	Use Carmelian Bay Ave	6:30 a.m.	4:30 p.m.
California & Center Street @ HWY 28	Use Carmelian Bay Ave	6:30 a.m.	4:30 p.m.
Ridgewood Drive @ HWY 28	Use Lardin Way	6:30 a.m.	5 p.m.
Jeffrey Way @ HWY 28	Use Lardin Way	6:30 a.m.	5 p.m.
Terrace Avenue @ HWY 28	Use Lardin Way	6:30 a.m.	5 p.m.
Robert Avenue @ HWY 28	Use Lardin Way	6:30 a.m.	5 p.m.
Old Mill Road @ HWY 28	Use Fabian Way	6:30 a.m.	5 p.m.
Grove Street @ HWY 28	Use Jackpine	6:30 a.m.	5:30 p.m.
Fairway Ave @ HWY 89	Use Jackpine	6:30 a.m.	5:30 p.m.

KINGS BEACH HWY 267 AREA IMPACTS

CLOSED AT	DETOUR	TIME CLOSED	TIME OPEN
Brockway Summit/Fiberboard Freeway @ HWY 267	CLOSED	6:30 a.m.	4:30 p.m.
Rim Trail Parking @ HWY 267	CLOSED	6:30 a.m.	4:30 p.m.
North National Road @ HWY 267	Use Kingswood Drive	6:30 a.m.	4:30 p.m.
Stewart Way @ HWY 267	Use Kingswood Drive	6:30 a.m.	4:30 p.m.
Cambridge Drive @ HWY 267	Use Commonwealth Drive	6:30 a.m.	4:30 p.m.
Lincoln Green Drive @ HWY 267	Use Kingswood Drive	6:30 a.m.	4:30 p.m.
Pinedrop Lane @ HWY 267	Use North Avenue	6:30 a.m.	4:30 p.m.
Tiger Avenue @ HWY 267	Use Brassie Avenue or North Avenue	6:30 a.m.	4:30 p.m.
Dolly Varden Avenue @ HWY 267	Use Speckled Street	6:30 a.m.	4:30 p.m.

H-7

Through September 25
Farmers Market
 Every Tuesday 8am-1pm, Truckee
 River Regional Park, Truckee
 Every Thursday, 8am-1pm, Tahoe City
 Every Friday, 9am-1pm, Tahoe
 Biltmore, Crystal Bay

Through September 28
 (Every Sunday)
Sunday Family Fun Days
 at Incline Golf Course
 Kids (17 & under) play free with
 at least one paying adult.
 (775) 832-1150 Golfincline.com

Through September 30
Tahoe High Notes Summerlong
 Music Series. Free and ticketed
 music events every night: on the
 beach, at ski resorts, in the clubs, on
 the decks. TahoeHighNotes.com

Through September 30
DETOURS Art Exhibition, Kings Beach
 Outdoor art exhibition in
 Kings Beach, CA, features 11
 site-specific public art pieces
northtahoebusiness.org.

NASTC Rock Climbing Lessons
 NASTC offers half and full day private
 rock climbing instruction for all
 abilities. ski@skinastc.com
 or 530-582-4772

September 16, 23, 30 (Tuesdays)
Locals Golf at the
Resort at Squaw Creek
 11:00 a.m. For Tahoe locals every
 Tuesday at Resort at Squaw Creek.
 18-holes of golf, valet parking,
 warm-up balls, and a shared cart.
 \$49 per person after 11:00 a.m.
 Please make a tee time in advance by
 calling the golf shop at 530.581.6637.
SquawCreek.com

Through September 20
Massage on the Lake \$15.00 discount
 \$15.00 discount on one hour or
 longer massage, specializing in deep
 tissue and sports massage. Located
 at 589 North Lake Blvd, (Upstairs)
 Tahoe City, CA 530-583-6200.
 Must mention "Ironman Special Rate"
 when reserving.

September 12-14
Lake Tahoe Marathon and Run Tahoe
 If you're looking for one last training
 venue before your big race, The Lake
 Tahoe Marathon it has you covered.
 5k, 10k, half and full marathons plus
 multiple day events. 20% discount
 into any of the events using the
 code: RUNTAHOEIM. Email Jason@runtahoe.com.

O'Neill Tahoe Fall Classic 22 Mile SUP
Race and Inaugural Tahoe Ukefest
 The North Lake Tahoe Ukulele
 Festival will take place Saturday, in

conjunction with Sunday's Tahoe
 Fall Classic Paddleboard Race.
TahoePaddleandOar.com,
playuke.net

September 13
Tahoe Sierra Century Ride
 Cyclists enjoy the challenging
 hill climbs for the longer routes,
 the spectacular scenery and the
 excellent support both on the
 course and at the after-ride dinner
 and concert at the Village at Squaw
 Valley. TahoeSierraCentury.com

Tahoe Fat Tire Festival, Squaw Valley
 The Tahoe Fat Tire Festival will feature
 five different races, a mountain
 bike stage race, an amazing movie,
 live music from JellyBread and
 beer from New Belgium Brewery.
TahoeFatTireFestival.com

September 15
Fall Trail Day at Bliss State Park
Guided Hike and Lunch
 A guided hike along the spectacular
 Rubicon Trail from Lester Beach
 to the Boat-In camp in Emerald
 Bay where lunch will be waiting.
SierraStateParks.org or call
 530-583-9911.

September 15-22
 (Except Saturday, September 20)
Tahoe Sailing Charters - \$5.00
 discount on a cruise aboard the
 50 foot sailing yacht, "Tahoe Cruz."
 Tahoe Sailing Charters, Tahoe
 City Marina. TahoeSail.com Must
 mention "Ironman Discount" when
 reserving.

September 16th
Thunderbird Lodge Kayak Tour,
and Lunch. 9am-2pm. Kayak to and
 explore the Thunderbird Historic Site.
 After an hour walk throughout the
 Whittell Estate, lunch on the beach
 before a short kayak back to Sand
 Harbor. TahoeAdventureCompany.com

September 17th
2XU Wetsuit Demo -
Tahoe Mountain Sports
 Free demos of the best wetsuits for
 racing from 2XU. 8331 N Lake Blvd
 Kings Beach. 530-546-7001.

September 18-22
IRONMAN Vendor Village at Squaw
Valley featuring various vendors
 including a showcase of official
 IRONMAN merchandise store,
 exhibitors, bike shops as well as
 many other services and products.
 It provides a perfect gathering and
 meeting place for athletes and
 spectators. General hours: 9am-5pm
 Thursday-Saturday, 9am-10:30pm
 Sunday, 8am-3pm Monday.

September 19
Free Footwear Demo -Tahoe
Mountain Sports 10am-3pm
 Free Footwear Demo with the best
 brands in the industry
 Tahoe Mountain Sports 8331 N Lake
 Blvd., Kings Beach. 530-546-7001

September 19-20
IRONKIDS® Lake Tahoe Fun Run
 The IRONKIDS fun run offers young
 athletes the unique opportunity to
 feel the excitement of competition
 while enjoying the outdoors and
 promoting healthy living. Parents,
 family, and friends are invited to
 cheer on the racers while enjoying
 the area and family-centered event.
 To register: IronmanLakeTahoe.com

September 20
Emerald Bay Trail Run
 The Emerald Bay Trail Run starts
 at Eagle Point, around Emerald
 to D.L. Bliss State Park to finish
 at Lester Beach. 7.5 mile/12Km
 point to point route. The course is
 fast with low/moderate climbing.
TahoeTrailRunning.com

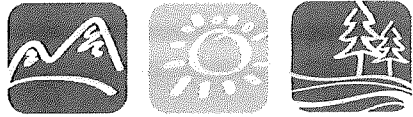
September 21
Race Day Hospitality at Tahoe
Mountain Sports
 Doors open at 5:00 a.m. for last-
 minute race supplies and warm
 layers for spectators. We'll have free
 hot chocolate for anyone who needs
 a hot drink. Tahoe Mountain Sports
 8331 N Lake Blvd., Kings Beach. 530-
 546-7001

September 21
IRONMAN Lake Tahoe
Triathlon & 70.3
IronmanLakeTahoe.com
 Complete details found elsewhere in
 this Spectator Guide.

September 27
Oktoberfest at Squaw Valley
 2:00pm - 6:00pm Traditional Bavarian
 Music and Folk Dancers, Benefit Beer
 Garten, Brats & Kraut & games. Free
 admission. Squaw.com

September 27-28
The Great Lake Tahoe Bike Race
 Join the peloton at Zephyr Cove with
 a police escort around Lake Tahoe or
 do a more relaxing ride with hosted
 pit stops around the lake. Sunday
 races also. LakeTahoeMarathon.com

September 28
Tahoe Big Blue Adventure
Race and Sprint
 Compete in the 8 hour race or
 the sprint and test your skills
 in Mountain Biking, Stand Up
 Paddleboarding and Orienteering.
 A fantastic fall event. BigBlueAdventure.com



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August 7, 2014

TO: BACC Committee Members and the NLTRA Board of Directors

FR: Judy Laverty, Special Event Programs Manager

RE: Special Event Grant Application and Criteria Changes

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

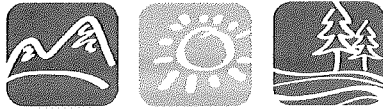
The event must score a minimum of 10 points to move on in the process. Previous minimum was 7.

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.



Rev. 7.30.14

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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



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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 15th Yes = 3 # _____

On the Lake - August 15-Dec 15th Yes = 1 # _____

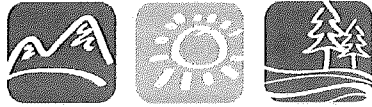
Off the Lake - April 15- December 15 Yes =3 # _____

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

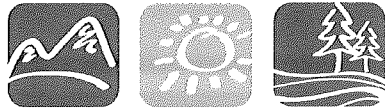
TOTAL AVAILABLE POINTS 22

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 8, 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

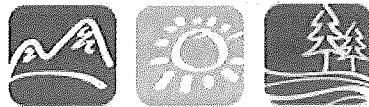
North Lake Tahoe Chamber/CVB/Resort Association

PO Box 5459

Tahoe City, CA 96145

Day Phone: 530-581-8702

Judy@GoTahoeNorth.com Fax: 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).