



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 January 29, 2013 1pm 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:

Eric Brandt, Primary
Valli Murmane Alt.

Committee

Members:

Les Pedersen (Chair)
Heather Allison
Kevin Hickey
Julie Maurer
Chuck Moss
Becky Moore
Davy Ratchford
Marguerite Sprague
Brett Williams
Brad Wilson

Placer County Rep:

Jennifer Merchant

Quorum

6 Board 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 – October 30th, 2012 (3 min)
- E. Approval of Marketing Meeting Minutes – November 27th, 2012 (3 min)
- F. Discussion and Possible Action to Appoint 2013 Marketing Chair (5 min)
- G. Discussion and Possible Action to assign One New Committee Member to a Two Year Term within Committee Pool C (10 min)
- H. Discussion and Possible Action to Appoint the North Lake Tahoe Resort Association Marketing Cooperative Committee Members (15 min)
- I. Update on Winter Media Campaign and Creative Execution – School of Thought (30 min)
- J. Presentation on Community Event Grant Recipients – Judy Laverty (15 min)
- K. Update on Lake Tahoe Sports Organizing Committee/X Games Bid – Andy Chapman (20 min)

L. Departmental Reports

- Advertising
- Conference Sales
- Leisure Sales
- Special Projects
- Website Content
- Social Marketing
- Public Relations

M. Committee Member Comments (*5 minutes*)

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

- December MTRiP Report
- December Web/GeoTracking Report
- December Lodging Referral Report
- November Reno Tahoe International Airport Report
- Conference Activity Report

Posted and Emailed



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MARKETING COMMITTEE MEETING MINUTES

Tuesday, October 30, 2012 – 1 pm

North Tahoe Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Eric Brandt, Brett Williams, Marquerite Sprague, Heather Allison, Ron Parson, Julie Maurer and Becky Moore

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Andy Chapman, Judy Laverty-Capach, Jason Neary, Greg Howey, Jeremy Jacobson and Anna Atwood

OTHERS IN ATTENDANCE: Shelley Fallon, Pettit Gilwee and Andrew Baird

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 1:05 pm by sit in Chair Eric Brandt and a quorum was established. Les Pedersen, the Committee Chair, came in a few minutes late (Item D)

2.0 PUBLIC FORUM

- 2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 In addition to approving the agenda, Eric Brandt proposed the Committee vote to cancel the December 25, 2012 meeting. (Item J)

- 3.2 **M/S/C (Brandt/Sprague) (7/0) to approve the agenda and to cancel the December 25th, 2012 Marketing Committee Meeting.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM SEPTEMBER 25, 2012.

- 4.1 **M/S/C (Parson/Williams) (7/0) to approve the Marketing meeting minutes from September 25, 2012.**

5.0 REVIEW OF NASC AND TEAMS CONFERENCE PARTICIPATION AND NEXT STEPS – JUDY LAVERTY-CAPACH

- 5.1 Judy reviewed the Sports Conference appointments she had at NASC and Teams Conference. Some of the events she is looking to bring to Tahoe:
- Professional Disc Golf Association 2014-2015
 - Orienteering USA, Late, July 2013
 - Amateur Softball Association (ASA), Summer 2014
 - USA Fencing, 2014-2015-2016
 - Triple Crown Softball (confirmed), July 15-19, 2013
 - The Tribal Run, Summer 2013
 - USA Table Tennis, 2013
 - US Table Soccer Federation, 2014-2015
 - Super Girl Jam, April 2013
 - International Distance Skateboard Association, Fall 2013

Judy shared her process of looking at new lead generations and how she works closely with Jason Neary and the conference sales department. Jason stated that he feels there may be opportunity to hold association meetings with many of the groups that he has met with. Almost all association hold annual conventions and trade shows. Additionally the NASC and Teams 12 conference may be a good fit for our larger hotels. Jason also shared how beneficial it is to have Judy out there meeting with event producers as she is very knowledgeable with the language they use and events and the permitting process. A committee member recommended that we look at inventory and that we also utilize local professional athletes for strategy on some of the different events we plan on bringing here.

6.0 SPECIAL EVENTS GRANT APPLICATION PROCESS OVERVIEW AND NEXT STEPS – JUDY LAVERTY-CAPACH

- 6.1 Judy reviewed the 2012-13 Special Event Grant Applications and presentation held last week. She shared that the Task Force Members were focused on the criteria for eligibility and driving overnight stays in Placer County. Andy reviewed the process and how the Special Event Task Force was established. The recommendation from the Special Event Task Force will go for Board Approval at their November meeting. He stated that anyone that applied for a grant will be able to receive in kind support from Judy. Some examples of in-kind support would be: e-mail blast, press release, cross-promotion, social media campaign and contest. Andy shared there will be a second round of opportunity as well.

7.0 REVIEW OF NORTH LAKE TAHOE CROSS COUNTRY EFFORTS – ANDY CHAPMAN/JEREMY JACOBSON

- 7.1 Andy stated part of our key initiative areas for our strategic goals is Nordic Skiing and the organization has been focusing efforts on this message. He updated the committee on the closure of one of our Cross Country Ski Area; Spooner Lake. He shared he will be working with Shelley Fallon to define the Cross Country landing page on the GoTahoeNorth website. Jeremy shared a Cross Country map was drafted and is currently in print. The map will look similar in design as the neighborhood map. A smaller printed version was shared with the Committee Members. Ron Parson suggested that the 2 Cross Country Ski Areas that are not true Cross Country Ski Areas be highlighted on the map. Jeremy stated he is working on additional locations in the Bay Area for distribution. He also reported he is working on an interchangeable Cross Country ticket with the local resorts.

8.0 UPDATE ON IRONMAN LAKE TAHOE – ANDY CHAPMAN

- 8.1 Andy updated the Committee on Ironman. He stated after the last e-mail blast was sent out there was a good increase in bookings. The Village at Squaw and PlumpJack are 2 of the properties that are sold out. The Ferrari Crown in Kings Beach has picked up a lot of room nights recently. Andy shared the event did sell out but there will be 5 entries to the race that the organization will give away through a social campaign where the public get to vote. He also reported that he will be going to the Ironman in Tempe, Arizona along with Todd Jackson in mid November. A Committee member recommended that we notify the lodging properties again of Ironman and also add some useful High Altitude training tips on the Ironman Lake Tahoe website.

Action to Staff (Andy/Jason): Notify the lodging properties on the Ironman event and add High Altitude training tips on Ironman Lake Tahoe website.

9.0 DISCUSSION ON MARKETING COMMITTEE LAY MEMBER APPOINTMENT PROCESS – ANDY CHAPMAN

- 9.1 Andy stated the Marketing Committee will need to appoint 3 new lay members at the January meeting. Interested parties that meet the criteria can submit a letter of interest and resume in December. Last year (2011), the Marketing Committee discussed its committee member makeup and the various seas and term rotations. The Committee discussed creating three seat committee pools. Each of these pools would serve a three year term. Pools B and C were currently established pools with currently serving committee members. Pool A are new members appointed and will serve through December 2014. Pool B (Becky Moore, Les Pedersen and Deb Darby-Dudley) is what will need to be appointed in January 2013.

10.0 DEPARTMENTAL REPORTS

- 10.1 **Advertising** – Andy shared the departmental reports located in the Departmental section of the Marketing packet.
- 10.2 **Conference Sales** – Jason shared his departmental report located in the Departmental section of the Marketing packet.
- 10.3 **Leisure Sales** – Jeremy shared his departmental report located in the Departmental section of the Marketing packet.
- 10.4 **Special Projects** – Judy shared her departmental report under in the Departmental section of the Marketing packet.
- 10.5 **Social** – Andy shared Allison’s report located in the Departmental section of the Marketing packet.
- 10.6 **Web** –Shelly shared her departmental report located under the Departmental section of the Marketing packet.
- 10.7 **Public Relations** – Pettit shared her Departmental report located under the Departmental section of the Marketing packet.

11.0 STANDING REPORTS

11.1 The following reports were posted on www.nltra.org:

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

12.0 PUBLIC COMMENTS

- 12.1 Ron Parson shared the Women’s Wellness Weekend is coming up at Granlibakken, November 10 & 11, 2012.

13.0 ADJOURNMENT

- 13.1 The Marketing Committee meeting adjourned at 2:40 PM.

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



north lake tahoe

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MARKETING COMMITTEE MEETING MINUTES Tuesday, November 27, 2012 – 1 pm

North Tahoe Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Eric Brandt, Deb Dudley, Brett Williams, Ron Parson, Julie Maurer and Becky Moore

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Andy Chapman, Judy Laverty-Capach, Jason Neary, Jeremy Jacobson and Jessica Walker

OTHERS IN ATTENDANCE: Mike Williams, Wendy Hummer, Carl Ribaud, Pettit Gilwee and Ronele Klingensmith

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 1:04 pm by sit in Chair Eric Brandt and a quorum was not established.

2.0 PUBLIC FORUM

- 2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 **Andy added item G 1. Reno Tahoe Meetings Coop from Deb Dudley to the agenda and then the Marketing Committee accepted the agenda by acclamation.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM OCTOBER 30, 2012

- 4.1 **Approval of the Marketing Committee Minutes from October 30, 2012 will be tabled until next meeting.**

5.0 REVIEW OF SKI LAKE TAHOE/SIERRA MARKETING COUNCIL ACTIVITIES – CARL RIBAUDDO

- 5.1 Carl Ribaud with Strategic Marketing Group (SMG) gave an overview of Ski Lake Tahoe and Sierra Marketing Council activities. The two regional groups work collectively together with a focus to increase the numbers of skiers and boarders to the region. The primary goal is to increase out of region paid skiers days over the next 3 years, with a specific focus on Southern California. Carl shared their objectives:

- Effectively position the destination/build the Lake Tahoe brand by increasing awareness, interest and desirability for the destination
- To increase lift ticket sales for the ski resorts and overall positive economic impact for the partners within the region
- To work with selected partners implementing a cooperative marketing program designed to achieve the increased destination skier awareness and demand

Carl shared Ski Lake Tahoe completed a national study to get a sense of where Lake Tahoe fits in the national market. Some of the questions asked were:

- Which destination is your favorite? Carl shared Colorado is clearly the market leader.

- Destination you consider visiting in the next 2-3 years? Carl shared Colorado is pretty high on the list but Lake Tahoe is not far behind and ahead of other destinations.
- Why isn't Lake Tahoe your favorite? Carl shared some of the results being: transportation, flights, overall resort infrastructure and overall value.

5.2 Carl also shared some of their efforts on their marketing programs. The target market is 25-54 year olds, household income of \$100,000, families, singles with no kids, air access markets with key focus on Southern California. The current core marketing activities include:

- Official Website of Lake Tahoe Winter Sports that has shown significant growth
- Domestic Market Advertising Promotions & Sales
- International Marketing & Promotions
- Public Relations & Media
- Airline Co-op Advertising & Promotions
- Research

Carl stated the direct economic impact of the marketing programs is estimated \$280 million dollars in direct spending. He also shared some Return on Investment (ROI) with the committee members:

- Cost per trip party = \$11.25
- Revenue per unique SkiLakeTahoe.com visitor = \$670
- Revenue per trip party = \$3,307
- Return on Investment (ROI) = \$293:1

A committee member suggested that the organization immediately counter some of the results of the survey and incorporate it in the overall message.

6.0 REVIEW OF REGIONAL MARKETING COMMITTEE WINTER EFFORTS – RONELE KLINGENSMITH

6.1 Andy gave a quick background of Reno-Tahoe Regional Marketing Committee's (RMC) members. The members are: Carson City CVB, Incline Village/Crystal Bay Visitors Bureau, Lake Tahoe Visitors Authority, Nevada Commission on Tourism and North Lake Tahoe Chamber/CVB/Resort Association. Andy reported the RMC's goal is to maintain and grow air service and to promote the Reno-Tahoe area as viable year-round travel destination.

Ronele Kligensmith with RKR Inc. shared RMC Goals, Strategy and Programs with the committee members. She reviewed their Mission Statement:

- Bring public and private organizations and businesses to contribute marketing dollars and expertise to position the Reno-Lake Tahoe and Northern Nevada region as one destination.
- To focus on identifying national growth markets for visitation
- To identify partnership with airlines and develop marketing programs to promote the region

Ronele also reported Reno-Lake Tahoe is a premier outdoor gaming/entertainment vacation destination. No where else can you choose from so many recreation options in such proximity. Some of the unique selling points include: World's best outdoor recreation centered around Lake Tahoe's scenic beauty, gaming in a recreational environment, diversity and abundance of year-round activity. She shared some of RMC's objectives:

- Increase visitor demand to the Reno-Lake Tahoe region by creating awareness of the year-round destination attributes
- Support RTIA efforts to develop new non-stop air service from priority markets with marketing and promotional funding assistance
- Identify and develop ongoing partnerships with specific airlines that are a good strategic fit for the RTIA for increasing and maintaining air service.

She also reviewed some of their current programs and showed copy of ads, mobile video, radio promotions and e-mail blasts and also reported that Southwest Airlines is adding a new nonstop flight between Reno and Ontario, California starting January 6, 2013. For winter sports enthusiasts in the Southern California area, this new flight is just in time for the ski season.

7.0 REVIEW OF VISITINGLAKE Tahoe.COM COOPERTATIVE – MIKE WILLIAMS/WENDY HUMMER

- 7.1 Andy reported that the VisitingLakeTahoe website was created in partnership with South Lake Tahoe Visitors Authority so that the two organizations don't compete with each other for the online search for Lake Tahoe.
- Mike Williams with Smith & Jones gave a brief overview of how the coop started. The VisitingLakeTahoe.com cooperative was created in 1995 and Mike shared some of the old pictures and the evolution of the website over the years. Wendy with EXL Media shared they actively buy key destination words as often as possible. Wendy shared the results of the paid ads and click thru rates. Mike shared mobile growth has been very good and growing quickly. He also shared some of the benefits with being part of the coop and reported the new website design will be launching soon.

8.0 UPDATE ON RENO TAHOE MARKETING COOPERATIVE – DEB DUDLEY

- 8.1 Deb Darby shared the new ad campaign that the Reno Tahoe Marketing Cooperative is doing. Reno Tahoe is launching Good Value/Good Values, a new program that underscores just how committed Reno Tahoe is to stretching your budget. They will make a substantial commitment in your group's good name to the Susan G. Komen for the Cure Foundation, ASPCA or the Red Cross.

9.0 UPDATE ON IRONMAN LAKE TAHOE – ANDY CHAPMAN

- 9.1 Andy gave an update on Ironman. He visited Ironman in Arizona to get a better idea of what is coming our way next year. He reviewed pictures and videos of the registration area, transition zone areas, volunteer meetings, banquet dinner, transportation and start and finish. He reported they are still fine tuning the running and bike course.

10.0 REMINDER ON MARKETING COMMITTEE LAY MEMBER APPOINTMENT PROCESS

- 10.1 Andy reminded the Marketing Committee that they will need to appoint 3 new lay members at the January meeting. Interested parties that meet the criteria can submit a letter of interest and resume in December. Last year (2011), the Marketing Committee discussed its committee member makeup and the various seats and term rotations. The committee discussed creating three seat committee pools. Each of these pools would serve a three year term. Pools B and C were currently established pools with currently serving committee members. Pool A are new members appointed and will serve through December 2014. Pool B (Becky Moore, Les Pedersen and Deb Darby-Dudley) is what will need to be appointed in January 2013.

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- OCTOBER LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

13.0 PUBLIC COMMENTS

13.1 No public comments.

13.0 ADJOURNMENT

13.1 The Marketing Committee meeting adjourned at 2:55 PM.

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



north lake tahoe

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January 29, 2013

To: Marketing Committee

From: Andy Chapman, Chief Marketing Officer

Re: Marketing Committee Appointments

Marketing Committee Lay Member Appointments

Below is the criteria used in the Marketing Committee appointment process.

- “Lay” members are selected based on marketing experience (highest priority), type of business affiliation, and geographic representation.
- “Lay” members are appointed at the January Board meeting with the first meeting of the committee in late January.
- Interested parties for Pool B appointment submitted a letter of interest and resume no later than December 28th, 2012.
- The NLTRA Board reviewed applicants and appointed the new committee members at its January meeting.

Background

The NLTRA Marketing Committee consists of three pools with three members each. Each year one of these pools is appointed for a new three year term. Members from Pool B who completed their three year term last month are Becky Moore, Les Pedersen and Deb Darby-Dudley. Staff thanks these committee members for their service on the committee.

Staff advertised the open positions through local media and chamber outreach with a deadline for interested parties on Friday, December 28th, 2012. Staff received four letters of interest from the following parties:

1. Becky Moore, Director of Sales, Squaw Valley Lodge
2. Les Pedersen, Director of Sales and Marketing, Resort at Squaw Creek
3. Brad Wilson, General Manager, Diamond Peak Ski Resort
4. Chuck Moss, Marketing & Sales Consultant, Lake Tahoe Accommodations

At its January meeting, the NLTRA Board appointed all four applicants to fill committee positions. The Board did, however, direct the committee to appoint one of the new members to a 2 year term filling the vacant position in Pool A while the remaining three fill a three year term in Pool B.

POOL B (New members appointed January 2013)

1. New Committee Member
2. New Committee Member
3. New Committee Member

POOL C (New members appointed January 2014)

4. Brett Williams, President, Agate Bay Realty
5. Heather Allison, Director of Sales and Marketing, The Ritz-Carlton Lake Tahoe
6. Kevin Hickey, Owner, Tahoe Adventure Company
7. Julie Maurer, Vice President of Sales and Marketing, Squaw Valley

POOL A (New members appointed January 2015)

8. Davy Ratchford, Marketing Director, Northstar California
9. Marguerite Sprague, Executive Director, North Lake Tahoe Historical Society

10. New Committee Member

Board Action

Staff requests the committee to discuss the appointment options and provide action on filling the vacant committee seats.



North Lake Tahoe Resort Association
January 29, 2013

BACKGROUND

The North Lake Tahoe Marketing Cooperative Committee is a cooperative marketing agreement between the NLTRA and the IVCBVB. This marketing cooperative committee is made up of four members of each organization. These members include the Executive Director, two lay members, and one board member from each organization. NLTRA Committee members for the last year have been Sandy Evans Hall, Alex Mourelatos, Davy Ratchford and Les Pedersen. Les Pedersen is the current chair of the NLT Coop Committee

SITUATION

The NLTRA marketing committee will recommend for board approval a slate of coop committee members to include one board member, two lay members and our Executive Director to serve for the 2013 term.



2012-13 Special Event Development Grant Program

Purpose:

The North Lake Tahoe Chamber/CVB/Resort Association has an established the Community Marketing Grant Program. The purpose of this program is to provide marketing and promotional support to special events targeted at visitors to the region that generate local and regional business revenue; provide local and regional media exposure, overnight visitation, 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
- Drive overnight visitation

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 NLTRA to confirm that the application has been received.
- 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 approved the 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:

- **Application Deadline :** **October 19th, 2012**
- **Presentations:** **Wednesday, October 24th, 2012**
- **Approval:** **November 7th, 2012**
- **Applicant Notification:** **November 8th, 2012**

Please send application and invoices to:

Judy Laverty, Special Events Manager
North Lake Tahoe Chamber/CVB/Resort Association
PO Box 884

Tahoe City, CA 96145

judy@puretahoenorth.com, fax: 530.581.8702

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 Chamber/CVB/Resort Association 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/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. An event sponsors 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 Chamber/NLTRA.
4. Grantee agrees to no less than two meetings with the NLTRA Special Events and Chamber staff to review:
 - The event plan and provide suggestions and recommendations.
 - 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 NLTRA prior to the release of grant funds to reimburse appropriate expenses. (See Section B for Final Event Report requirements).

5 1 7

| A | B | C | D | E | F | G | H | I | J | K |
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| 1 | | | | | | | | | | |
| 2012-13 Grant Funding Recommendations Round One, November 7, 2012 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| 3 | TIME | APPLICANT | EVENT | EVENT DATE | REQUEST | RECOMMENDED | | | | |
| 4 | | | | | | | | | | |
| 5 | 9:10 AM | Christin Hanna | Lake Tahoe Dance Festival | Aug 15-18, 2013 | \$2,500 | 2000 | | | | |
| 6 | 9:25 AM | Ernie Brassard | Tahoe Nalu SUP Race | Aug 9-10, 2013 | \$5,000 | 2500 | website effort and in kind | | | |
| 7 | 9:40 AM | Valli Murnane | Gourmet Ski Tour | March 10, 2013 | \$911 | 0 | In Kind | | | |
| 8 | 9:55 AM | Amber Whitman | Nistar Snowshoe Races | Mar & Apr 2013 | \$2,000 | 0 | | | | |
| 9 | 10:10 AM | Cassandra Sharpe | Nistar Beerfest & Bluegrass Festival | Jul. 6, 2012 | \$2,500 | 0 | | | | |
| 10 | 10:25 AM | Whitney Wall | Nistar Mtn. Bike Race Series | June-Sept 2013 | \$2,500 | 2500 | | | | |
| 11 | 10:40 AM | Mike Murphy | Barcelona NorCal Soccer Tournament | Aug 30-Sept 2, 2013 | \$2,000 | 2000 | | | | |
| 12 | 11:05 AM | Christy Lee Smith | Lake Tahoe Flow Arts Festival | Sept. 3-5, 2013 | \$3,000 | 3000 | | | | |
| 13 | 11:20 AM | Sally Jones | Auburn Ski Club Squaw Mtn. Run | Aug. 3, 2013 | \$1,500 | 0 | In Kind | | | |
| 14 | 11:35 AM | Daron Rahives | 2013 Rahives Banzai Ski Tour | Feb & March 2013 | \$10,000 | 5000 | In kind | round 2 | | |
| 15 | 11:50 AM | Preston Springston | Jack London Sierra Sled Dog Derby | March 2-3, 2013 | \$2,428 | 2428 | In Kind | | | |
| 16 | 12:40 PM | Joy Doyle/Steve Hoch | Kings Beach/TC Fireworks | July 3 & 4, 2013 | \$5,000 | 0 | In Kind | | | |
| 17 | 1:00 PM | Todd Jackson/Big Blue | Trail Running Series/Trailhion/Swimi/Fall Class | June-October | \$9,000 | 5000 | 1000 running 2.5 tri 1.5 cycl | | | |
| 18 | 1:20 PM | David Polivy | US Disc Golf Tournament | Oct-13 | \$2,500 | 2500 | | | | |
| 19 | 1:45 PM | Rene Kojiane | Squaw Valley Institute | 23-May-13 | \$3,000 | 0 | In Kind | | | |
| 20 | 2:00 PM | Mark Johnson | USGA National Jr Amateur Golf Championships | July 20-27, 2013 | \$5,000 | 0 | Marketing Sponsorship | | | |
| 21 | 2:15 PM | Kellie Cutler | North Tahoe AR Tour | July 11-15, 2013 | \$2,500 | 0 | In Kind | | | |
| 22 | 2:30 PM | Haakon Lang-Ree | Disabled Sports Ability Celebration | April 1-3, 2013 | \$1,000 | 1000 | In kind | | | |
| 23 | 2:45 PM | Steve Hoch | Tahoe City Waterfront Wednesdays | June 19 & other weds. | \$2,000 | 0 | In kind | | | |
| 24 | 3:00 PM | Brendan Madigan | LT Nordic Festival | 12/15/12 or 1/12/13 | \$2,500 | 2500 | | | | |
| 25 | 3:15 PM | Sierra State Park | Olympic Heritage Celebration | 1/12-20, 2013 | \$2,500 | 1000 | | | | |
| 26 | 3:25 PM | Sierra State Park | Summer Program w. State Parks | Summer 2013 | \$2,500 | 1500 | | | | |
| 27 | 3:35 PM | Tahoe Sierra Century | Tahoe Sierra Century Ride | 14-Sep-13 | \$3,000 | 2000 | | | | |
| 28 | 3:50 PM | Lake Tahoe Music Fest. | Lake Tahoe Music Fest. Reinvention | Summer/Fall 2013 | \$4,000 | 0 | round two | | | |
| 29 | 4:05 PM | Tahoe Maritime Museum | The Great Escape | May 30 & Sept. 2, 2013 | \$4,000 | 1500 | | | | |
| 30 | 4:20 PM | Loni Amado | Lake Tahoe Battle of the Paddle SUP Race | July 6th | \$2,500 | 0 | In kind if date gets moved | | | |
| 31 | | | | | \$85,337 | 36426 | | | | |
| 32 | | | | | | | | | | |

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