



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 28, 2013 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:

Eric Brandt, Primary
Brendan Madigan,
Primary
Valli Murnane Alt.

Committee
Members:

Heather Allison (Chair)
Julie Maurer
John Monson
Becky Moore
Neil Sogard
Marguerite Sprague
Cara Whitley
Brett Williams
Brad Wilson

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. Welcome and Introduction of Committee Members
- C. 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)
- D. Agenda Amendments and Approval (2 min)
- E. Approval of Marketing Meeting Minutes – November 19th 2013 (3 min)
- F. Review of Marketing Committee Appointment Terms – Andy Chapman (5 min)
- G. Update on Ski Lake Tahoe/Sierra Ski Marketing Council – Carl Ribauda (30 min)
- H. Review of Current Conditions Campaign – Andy Chapman (20 min)
- I. Presentation on 2014 Community Grant Awards – Judy Laverty (20 min)
- J. USA Cycling 2015 & 2016 Amateur and Para Cycling National Championships Update – Andy Chapman/Judy Laverty (15 min)
- K. Ironman Lake Tahoe Proposed Course and Program Changes – Andy Chapman (10 min)

L. Departmental Reports

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

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, November 19, 2013 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Heather Allison, Kevin Hickey, Brad Wilson, Chuck Maas, Becky Moore, Julie Maurer, Marguerite Sprague and Eric Brandt

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

OTHERS IN ATTENDANCE: Shelley Fallon and Liz Bowling

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order by Chair Heather Allison at 2:10 pm and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Chuck Maas reported on *The Good Ski Guide*. *The Good Ski Guide* is one of the larger ski publications in Europe. They participated in a 10 day giveaway contest last year and it brought over 40,000 entries. Chuck shared they are participating again this year with another contest. He shared the publication is distributed on the Warren Miller shows throughout the UK. This publication is very complimentary to Tahoe and Tahoe made the cover of its first issue.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 **M/S/C (Maurer/Brandt) (8/0) to approve the agenda as presented.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM OCTOBER 29, 2013

- 4.1 **M/S/C (Sprague/Maas) (8/0) to approve the Marketing Committee minutes from October 29, 2013 with the correction of Chuck Maas' last name.**

5.0 DESTINATION STRATEGY DISCUSSION AND INDUSTRY REVIEW – RALF GARRISON

- 5.1 This will be tabled until next month due to phone line difficulties.

6.0 UPDATE ON LEISURE SALES ACTIVITIES – JEREMY JACOBSON

- 6.1 Jeremy gave an update on his latest leisure activity and also shared some strategy for this winter. He stated with a limited budget the organization is working with some key partners to help leverage funds. Some of the key partners are:
 - High Sierra Visitors Council – Visit California divides the state into 12 different regions. Lake Tahoe is part of the High Sierra region. Jeremy shared the organization does a buy in for the season and in return we get access to FAM visits, tradeshow opportunities and trade representation in France.
 - Ski Lake Tahoe – this is made up of the 7 big ski resorts (Alpine Meadows, Heavenly, Kirkwood, Mt. Rose, Northstar California, Sierra at Tahoe and Squaw Valley), the CVB's around the lake

and Reno. Jeremy shared Sugar Bowl and Homewood recently bought an affiliate membership. The Sierra Ski Marketing Council (SSMC) heads up the regional Ski Marketing and works with all partners. He shared the organization works with SSMC to put forth strategy and help coordinate tradeshows.

- Visit California – The organization works closely with Visit California who has their head office in Sacramento and also have many satellite international offices. Jeremy stated we buy PR and Travel Trade representation in the UK & Australia.

Jeremy reported FAM visits are huge part of the leisure educational process in building product and establishing confidence in the product. On the media side it generates stories and consumer confidence. He reported Lake Tahoe just hosted the UK SuperFAM agents for one night in South Lake Tahoe. Jeremy also attended the UK SuperFAM Grand Finale series of events in San Diego consisting of a trade show format event and networking opportunities with the 55-60 top selling agents present. He also reported he just hosted the Trailfinders UK Sales agents too. Trailfinders is a high end UK wholesaler and they are starting to do a great job in selling the summer fly/drive market.

Jeremy shared a new branding project he is working on with Tahoe TV. This will be a short 2 minute video that will highlight the concentration of ski resorts in North Lake Tahoe. This video will be used for social media and be available for our wholesalers. Jeremy also gave a quick update on upcoming tradeshows. He is working a lot on social media and is busy planning his spring travel schedule.

A committee member made a comment that everyone in the marketplace uses different terminology and it may be worthwhile to come up with 3 options to achieve some level of unified phrase that this is North Lake Tahoe. Another committee member shared it may be good to always have a 50 word destination description and also a 100 word description on hand. Andy stated he is about to schedule another PR Summit and it may be good platform to initiate some of that discussion.

Action to Andy: Add market terminology (“destination description”) as a discussion item to the agenda for the PR Summit.

7.0 UPDATE ON CONFERENCE SALES ACTIVITIES – JASON NEARY

7.1 Jason stated he would like to do an overview of what the Conference Sales Department is doing this year and review the media plan, travel schedule and share the conference measurement numbers in terms of leads and bookings.

- Media Plan: Jason shared that every year we go back and review previous years' results on ad placements and the same on tradeshow. We look at where we had success and where we had failures and then consult with both Conference Sales Committee and also with School of Thought, the ad agency moving forward. School of Thought reaches out to the different publication and they also look at where we can get additional value in terms of attending one of their tradeshow for free, banner ads, extra editorial and/or e-mail blasts and they have done a good job getting us that extra value. Jason reported the overall strategy is heavily focused on: Northern California, Southern California, D.C and Chicago. The targets are the association markets and corporations. Jason stated the company hired a part time sales representation in DC. He highlighted some of the new publications and efforts our organization has focused on this year.
- Reno Tahoe Marketing Cooperative: Jason reported the organization participates in this cooperative with a buy in of \$25,000. It is a robust media plan that has a huge national reach. This is a separate plan than the previously stated media plan. The Come See Fly Free Program is part of the Reno Tahoe Marketing Cooperative and it has been a very successful program. He shared out of the 12 leads, 9 have booked. Jason also shared that all media ads are co-branded with Reno and North Lake Tahoe and it has been a great partnership.
- Tradeshow schedule: Jason went through some of the travel schedule highlights for next year. He shared some are tradeshows but there is also sales call trips and FAMs. Many of the tradeshows are COOP opportunities where they will send out a letter of interest prior to signing up.
- Conference measurement numbers: Jason shared our lead generation numbers are up over previous years. He shared the conversion rate is about 50%. We are currently at 62 leads with a goal of 188 this year. Jason shared we have booked \$374,000 in revenue since July 1, 2013 and

these bookings can arrive anytime in the future. He reported the annual revenue goal is 2.5 million for this fiscal year 2013/14.

8.0 REVIEW OF 2014 MARKETING COMMITTEE APPOINTMENT PROCESS – ANDY CHAPMAN

8.1 Andy shared he went through the committee appointment process at last month's committee meeting but there has been a request to change the dates for interested parties to submit a letter of interest and resume to Monday, December 2, 2013. He thanked the following committee members for serving their three year term: Kevin Hickey, Julie Maurer, Brett Williams and Heather Allison.

Andy reported three new members will be appointed to serve a three year term through 2016 (Pool C), one committee member will be appointed to serve a one year term through 2014, and one committee member will be appointed to serve a two year term through 2015.

9.0 DEPARTMENTAL REPORTS

9.1 **Advertising** – This report is located in the departmental section of the Marketing packet. Andy shared they are working on finalizing the media plan with the \$250,000 carry-over funds the Board approved. He shared we are waiting for the Board of Supervisors approval on this.

9.2 **Conference Sales** – Jason shared his report located in the departmental section of the Marketing packet. Jason shared he has been working on an event called Elevation Tahoe, our first annual Lake Tahoe Gay Ski week in February 2014. This is modelled after the Gay Ski week in Mammoth and Park City, Utah. Jason gave credit to Eric at Diamond Peak for handing over this lead to the CVB.

9.3 **Leisure Sales** – This report is located in the departmental section of the Marketing packet.

9.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet. Judy shared she had a productive grant application process and it will be presented to the Board next week.

9.5 **Web** – This report is located in the departmental section of the Marketing packet. Shelley shared the website has transitioned to winter. She recommended for everyone to get their winter events in.

9.6 **Social** – Andy introduced Liz Bowling with the Abbi Agency who is our new account rep. Liz shared she is very busy working on lots of new press releases.

10.0 COMMITTEE MEMBER COMMENTS

9.1 Some committee member commented on Ironman registration numbers and Andy shared last time he checked it was at 1300 registrants. Andy shared he is having some debriefs next week with Ironman. Chuck Maas shared this will be his last meeting. Andy and the committee thanked him for serving on the committee this year. Julie questioned Liz Bowling with the Abbi Agency what 4 major ski events the organization is sponsoring. Liz shared the following events the organization is sponsoring: The Rahlves Banzai Tour, The Great Ski Race, U.S. Alpine Championships and the U.S Grand Prix.

11.0 STANDING REPORTS

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

- NOVEMBER MTRiP REPORT
- NOVEMBER RENO TAHOE AIRPORT REPORT
- NOVEMBER WEB/GEO TRACKING REPORT
- NOVEMBER LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

12.0 ADJOURNMENT

12.1 The Marketing Committee meeting adjourned at 4:00 pm.

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



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January 9, 2014

To: NLTRA Board of Directors

From: Andy Chapman, Chief Marketing Officer
Sandy Evans Hall, Chief Executive Officer

Re: Marketing Committee Appointments Terms

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 C appointment must submit a letter of interest and resume no later than December 2nd, 2013.
- The NLTRA Board will review applicants and appoint the new committee members at its December meeting.

POOL A (Term Ends December 2014)

1. Marguerite Sprague, Consultant, North Lake Tahoe Historical Society
2. Julie Maurer, Owner/Principle, J Maurer Marketing Consultant
3. Brett Williams, Owner/Operator, Agate Bay Realty

POOL B (Term Ends 2015)

1. Becky Moore, Director of Sales, Squaw Valley Lodge
2. Brad Wilson, General Manager, Diamond Peak Ski Resort
3. John Monson, Director Sales and Marketing, Sugar Bowl/Royal Gorge

POOL C (Term Ends December 2016)

1. Heather Allison, Director of Sales and Marketing, The Ritz Carlton
2. Neil Sogard, Director of Sales and Marketing, Northstar California
3. Cara Whitley, Chief Marketing Officer, Squaw Valley/Alpine Meadows



January 23rd, 2014

To: Marketing Committee

From: Andy Chapman, Chief Marketing Officer

Re: Current Conditions Campaign Update

Background

As you are all acutely aware the current condition of our winter season are not optimal. Although Mother Nature has been holding back, resorts have done a terrific job adding to the snowpack and opening new terrain as cold temperatures and snowmaking conditions allow. There certainly is a good product to be experienced at the resorts. However, the perception in our core drive market is one of lack of snow and no skiing opportunity.

Staff recommended the board approve the use of \$42,000 of marketing reserve funds to implement a 4 week campaign focused on current conditions as well impending storm opportunity targeted at the Bay Area/Northern California market. This package includes a digital outdoor buy as well as a radio schedule. Details of the buy are listed below.

We have worked closely with our resort partners to capture current images and condition status that will be in both applications.

1. Digital OOH Billboards

Media- Within the Bay Area there are 7 digital OOH boards. We are currently developing a package to utilize all 7 of those boards in which our spots would rotate across all. (Budget: \$19K for 4 weeks)

Creative- We have the option to implement a live RSS feed or we can collect a series of recent shots, positioning them as live daily updates. Both options give us the opportunity to showcase current conditions.

(Production Budget: \$2K if NLT partners can provide current images)

2. Radio

Media- Either live DJ reads or produced spots rotating across select stations within the same cluster (cost efficiency). Or market-wide weather sponsorship. (Budget: \$20K)

Production Budget: \$1K for DJ live read (script + DJ fees)

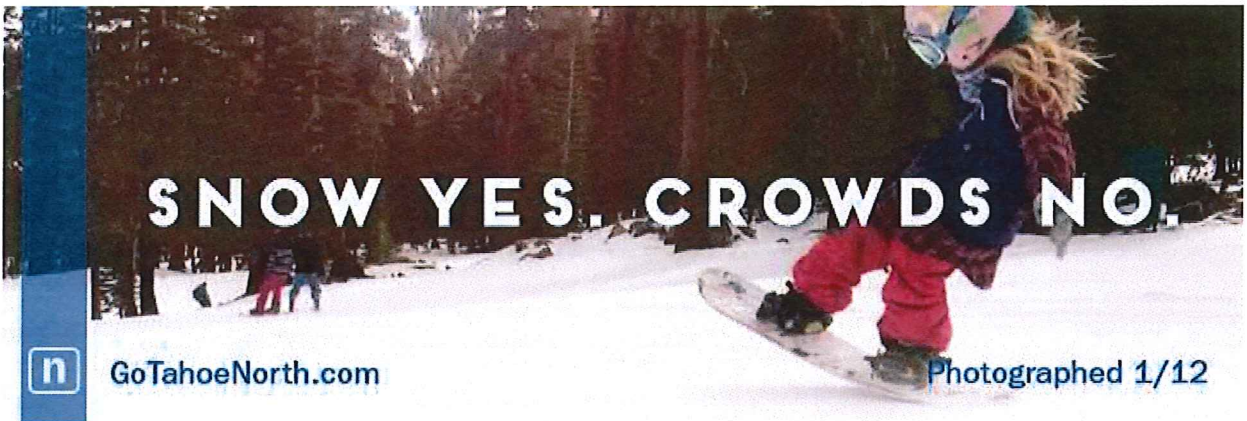
Currently the marketing reserve account has \$337,694. This reserve has been implemented since 2005 and the NLTRA Board, at staff's recommendation, has only use these reserve funds once in 2007. Per the NLTRA Board policy on use of marketing reserve funds, any funds used will be repaid to the reserve in the future budget years. Email notification was sent out to all NLTRA board and marketing committee members on January 10th to solicit input and approval. Per the response from the Board and input from the committee, staff proceeded with the Current Conditions Campaign with the use of marketing reserve funds.

Action

Staff will review the current campaign elements and creative with committee.

NORTH LAKE TAHOE 2014 - Snow Rebuttal Campaign

Media	Placement	Detail	Creative	Dec	Jan	Feb	Quantity	Rate	Budget
CBS Radio	KMVQ (Movin 99.7)	Monday-Thursday Schedule All Day Parts Includes Streaming Spots	:30 sec produced spot				65 Spots 19.3% reach 1,100,000 Impressions	\$171.34 CPP	\$5,500
	KTTS (Live 105)	Monday-Thursday Schedule All Day Parts Includes Streaming Spots	:30 sec produced spot				274 Spots 17.7% reach 736,300 impressions	\$228 CPP	\$12,500
							352 Spots		\$18,000
OOH									
CBS Outdoor	Digital Bulletin	I-80 1500 ft N/O University (Berkeley) E/S F/S	14'x48'				3,816,248	\$10,625.00	BONUS
	Digital Bulletin	I-80 1500 ft N/O University (Berkeley) E/S F/N	14'x48'				2,862,184	\$10,625.00	BONUS
	Digital Bulletin	I-880 .5 mi N/O Hegenberger F/S	20'x60'				3,154,748	\$14,450.00	\$1,500.00
	Digital Bulletin	I-880 .50 mi N/O Hegenberger F/NW	20'x60'				3,103,864	\$14,450.00	\$1,500.00
	Digital Bulletin	I-680 S/O Benicia Bridge F/SE	14'x48'				1,172,076	\$12,750.00	\$500.00
	Digital Bulletin	I-680 S/O Benicia Bridge F/NE	14'x48'				1,554,276	\$12,750.00	\$500.00
	Digital Bulletin	Hwy 92 .50 mi W/O Clawlitter Rd F/E	14'x48'				1,185,052*	\$13,600.00	\$500.00
	Digital Bulletin	Hwy 92 .50 mi W/O Clawlitter Rd F/W	14'x48'				878,572*	\$13,600.00	\$500.00
	Digital Bulletin	Bay Bridge & Toll Plaza F/W	20'x60'				3,994,184	\$24,225.00	\$13,000.00
	Digital Bulletin	US 101 EL S/O University (Palo Alto) % F/SE	16'x29'				731,800	\$12,750.00	\$500.00
Digital Bulletin	US 101 EL S/O University (Palo Alto) % F/NW	16'x29'				570,374	\$12,750.00	\$500.00	
							20,959,754		\$19,000
							Media Total		\$37,000
							Traditional Commission		\$2,220.00
							Final Total		\$39,220



**2013-2014 Special Event Grant Funding Recommendations
ROUND ONE
November 15, 2013**

Members of the Grant Task Force in attendance: Christy Beck, Phil Gilanfarr, Kevin Hickey, Michael Gelbman, Kali Kopley, Julie Maurer. Staff: Sandy Evans-Hall (absent) Andy Chapman (absent) Judy Laverty (present)

On November 15, the Grant Task Force convened to review and interview 17 grant applicants. A total of \$51,776.00 is available for funding and a total of \$57,500 was applied for. A total amount of \$42,500 has been recommended for funding in this round, leaving a balance of \$9,376.00 for round two in the spring of 2014.

PLEIN AIR PAINTING EVENT – September 2-7, 2014, Regional and Northstar

A three day outdoor painting event that will culminate with a show and sale in conjunction with the Autumn Food & Wine Festival September 5-7. Event draws artists from all over our feeder market and generates overnight stays. Prior plein air painting events were very successful but suffered from “volunteer burn-out.” Event will be promoted in conjunction with the Autumn Food and Wine Festival as well as on their own. Good fit with our cultural and heritage tourism initiatives.

Requested \$2,500
Recommended \$2,500

8TH ANNUAL TA-HOE NALU STAND UP PADDLE FESTIVAL August 15-17, 2014

This event is now well established and has been branded “The oldest and largest SUP festival in the country.” Producer has cash sponsors lined up and projects significant income from the vendor village. The 2013 festival generated 400 athletes and 4,000 spectators over the three day event. Room nights attributed directly to this event is difficult to track at it is held on a peak weekend in August. A call for “Cool-Deals” yielded no response from lodging as everyone was booked out and did not want to discount their rates.

NLTRA marketing and grant funding has funded this event consistently since its inception 8 years ago. Recommended against cash funding, but Event Staff will work with event producer on a strong in-kind basis.

Requested: \$5,000
Recommended: 0 Cash, strong in-kind

TAHOE FAT TIRE FESTIVAL September 13-14, 2014, Squaw Valley

The focus of this festival is to establish a TAMBA signature event, drawing mountain bikers into the region and generating overnight stays. The goal of the festival is to fundraise to fund a back country bike trail wayfinding signage project. The 2013 event increased spectators and participants in the Village by condensing the venue and adding a jump event in the Village. The Village at Squaw Valley will develop a trackable room block for the 2014 event. This event fits perfect with our Human Powered Sports initiative.

Requested \$2,500
Recommended \$2,500

Disabled Sports USA April 1-5, 2014

This ski event for disabled athletes is closely aligned with the Wounded Warrior Project. All expenses are paid for the athletes, and the Hyatt donates comp rooms and heavily discounted rates; Squaw and Alpine donate lift tickets; and Squaw does food and beverage at cost. Most attendees are from out of town, but lodge at the Hyatt.

This event was funded for the past two years, with no available rooms tracking, and shows no growth potential for lodging outside of the host hotel. The Village will take a look at matching the rates and comps offered by the Hyatt to get the lodging moved to Placer County. The committee will review next years' results in anticipation of another request for funding.

Requested \$2,500
Recommended -0-

OLYMPIC HERITAGE CELEBRATION January 11-19, 2014, West Shore

Sierra State Parks Foundation produces this event and has been grant funded for the past four years. Funding is used to print rack cards, PR, eblasts and social to bring focus on our Olympic XC Trails. This being an Olympic year, Staff will work closely with the producer to make sure the connection between Tahoe and the Olympics are highlighted. Additionally this is also supported and co-produced by the West Shore Association.

Requested: \$2,500
Recommended \$2,500

PASSPORT TO DINING November 13, 2014, Kings Beach

The 2013 event appears to have been a major success with over 600 tickets sold. The event was held the evening before the funding presentation, so final room tracking and other statistics were not available. Preliminary tracking came in at 7 room nights. The event is held mid-week in a desirable strike zone, and if it proves to not generate that many overnight stays, it definitely gives the visitor who is already here a great event to attend and possibly drive future stays. Producer will target deeper in the Loomis, Auburn and Placerville region next year and will utilize their relationship with the Placer County Vintners Association to promote through their database.

Requested \$2,500
Recommended \$1,000

Lake Tahoe Dance Festival July 15-17, 2014

Gatekeepers

The 2013 festival saw sold out performances, record audiences, and generated 35% out of town ticket sales. The event is held mid-week and generated a significant amount of local and regional press.

The Dance Festival mission is to establish a professional level ballet company where young, local dancers and students collaborate with professionals from around the

country to share classical and contemporary dance and performance within the community. This event is another that reinforces our cultural and heritage tourism marketing. Room nights are difficult to track but producer will work closely with Staff to put together a Cool-Deals campaign to enable tracking.

The task force was very much united in strong support of and has confidence for the future of the festival.

Requested: \$2,500
Recommended \$3,750

Rahives Banzai Tour Feb & March 2014 – Alpine, Squaw, Sugar Bowl

This will be the third year of funding for the tour. The event producer is targeting 80-100 entries per tour stop, and each entry would account for 2.5 visitors. Event receives significant press through Powder, Squaw Magazine, local print and broad exposure through social and electronic channels. Producer is working on a cross promotion with Alaska Air as they promo their non-stop service. Nate Holland is the Tour snowboard ambassador who will generate pr through his relationship with Snowboard Magazine. Ads will also be taken out in Alaska Air Magazine and Powder Magazine and the publishers will accompany the ads with advertorial.

It is assumed most lodging went to Truckee and Squaw due to the proximity of the three ski areas.

Request: \$7,500
Recommended: \$5,000

The Great Ski Race – March 2, 2014 Tahoe City to Truckee

This event is the primary fundraiser for the Tahoe Nordic Search and Rescue Organization, which is staffed by all volunteers and is the First Responder search and rescue team. 40% of the participants in the race are from out of the area and in the average number of skiers over the past 10 years is 925. The race has, in the past, hosted up to 1100 participants, but snow conditions in the past two years have compressed that figure and in 2012 and the race was cancelled due to lack of snow. The producers are targeting 750+ participants for the 2014 race. This is the largest XC event west of the Mississippi only the Birkebeiner in Wisconsin is larger at 10,000 participants. Staff had a number of recommendations to producers to strengthen the numbers by cross promoting with other races, target ski clubs, etc. This race fits perfectly with our Human Powered Sports Initiative and give us a great story to talk about to the press.

Requested \$2,500
Recommended \$3,750

Squaw Valley Institute Luminary Speaker Series - Annually

This will be the third year for funding the SVI series. In 2013 SVI produced 10 events with some very newsworthy speakers, innovative events (Americas Cup dinner) and the events generate retail, restaurant and lodging revenues. The speaker series also

supports our cultural and heritage marketing initiatives. Funding is normally used for the production of rack cards and media buys.

Requested: \$5,000
Recommended \$3,000

Tahoe City Grill Fest, October 2014

The inaugural Grill Fest generated 350 attendees and was well received by the community. The 2013 grant was seed money to get this event started, and second year funding falls into that category as well. It is undetermined at this early date if this event will generate lodging stays. However, as with a number of other events, it gives our visitors who are already here something different to do in a typical shoulder season.

Requested \$2,000
Recommended \$1,000

Truckee Tahoe Air Show July 12, 2014

This event is primarily a Truckee event, even though it is held in Placer County. The event producers have a budget of \$130,000 and all proceeds go to local youth programs. The event would certainly be staged with or without funding from the grant fund, and the committee felt the grant funds would have more impact on events that truly needed funding in order to succeed. NLTRA would certainly support this event with pr, social and in-kind support.

Requested: \$5,000
Recommended -0-

Tahoe Trail Running and Kings Beach Open Water Swim - Summer 2014

The Trail Running Series spans a period of June to October 2014 and encompasses 12 trail running events. This series showcases North Tahoe as a great running destination, generating overnight stays, and helps position the region as a Human Powered Sports Destination. This is the final year for funding of this event. Todd Jackson, Producer

Requested: \$3,000
Recommended \$3,000

Kings Beach Open Water Swim September 2014

Open Water Swim participation is a growing sport and the producer is working diligently to feature North Lake Tahoe and Eastern Placer County as a great swimming destination. It also piggybacks on the open water training aspect for IRONMAN Lake Tahoe. This event was funded last year, but was cancelled due to conditions, and the funding was returned to the grant pool. Again, this event fits perfectly with our Human Powered Sports Initiative. Todd Jackson, producer.

Requested \$1,500
Recommended \$1,500

Lake Tahoe Triathlon, Duathlon and Open Water Swim August 22-24, 2014

This event is held on the West Shore at Sugar Pine State Park and features sprint, Olympic and Half Triathlon and Duathlon distances plus a 3 length open water swim. It showcases the West Shore, the trails of Sugar Pine and the beauty of Emerald Bay and has the ability to generate return overnight stays. The event occurs in the strike zone when business starts to slow after school starts. The Human Powered Sports Initiative is a strong focal point in this event. Todd Jackson, Producer

Requested: \$3,000

Recommended \$3,000

“Cusp of Glory: A Tahoe Coach’s Legacy” Premiere January 19, 2014

This is a film premier that dramatizes the dedication and hard work of all Olympic hopefuls. The measurement of success of this premiere is for the writer/producer to find a distributor for the film. Staff felt this grant did not fit into the funding criteria. It will be recommended the producer collaborate with Squaw Valley Institute for the premiere.

Requested: \$2,500

Recommended -0-

Tahoe Mountain Sports Pro/Am Disc Golf Tournament June 21, 26-29, 2014

The purpose of this request is to fund the promotion and production of an A-Tier Disc Golf Championship, paving the way to eventually hosting the PDGA World Championships. In a 2012 unsuccessful bid submitted by Staff and the local Disc Golf LOC, we did not win the championships due to the fact our LOC, (although extremely experienced tournament directors) did not have the background of producing A-Tier tournaments, a requirement for hosting the Championships.

Interestingly enough, a few days after the grant funding interviews, the producer, David Polivy, received word that Tahoe has been chosen for its first A-Tier Tournament for 2014. These tournaments will directly drive trackable overnight stays, and will give us a the margin we need to win the next PDGA World Championships, thereby establishing Tahoe as a world class Disc Golf Destination.

Requested: \$10,000

Recommended: \$10,000

USA Cycling announces six locations for 2015-16 nationals

Colorado Springs, Colo. (December 19, 2013) — USA Cycling on Thursday announced six locations for 2015-16 USA Cycling national championships. The exact dates of the events will be announced as soon as possible in 2014.

The **2015 and 2016 USA Cycling Amateur & Para-cycling Road National Championships** will be in North Lake Tahoe, Calif. This beautiful area of the country with challenging courses is sure to attract many competitors as USA Cycling returns to Northern California.

"We are pleased to be working closely with USA Cycling for the 2015 and 2016 USA Cycling Amateur & Para-cycling Road National Championships. Hosting this prestigious race at North Lake Tahoe will be a true win-win for everyone involved," said Andy Chapman, chief marketing officer for the North Lake Tahoe Chamber/Convention and Visitors Bureau/Resort Association. "Renowned for its spectacular mountain vistas and crystal clear lake, Lake Tahoe's pristine setting is the perfect environment for athletes to both push themselves and to relax and rejuvenate after they race. We're looking forward to great events in 2015 and 2016."



USA Cycling will bring its Amateur & Para-cycling Road National Championships to North Lake Tahoe in 2015 and 2016. (Photo by Jonathan Devich)

In 2015 and 2016, the **USA Cycling Cross-Country Mountain Bike and Enduro National Championships** will be held on Mt. Bachelor in Bend, Ore. As a response to the feedback USA Cycling received from competitors and the mountain bike advisory committee, Enduro races will replace the Super D competition at these events. Bend has proven time and again to be a spectacular venue for USA Cycling national championship events. The new trails at Mt. Bachelor will provide exciting racing for competitors and spectators alike.

"Bend's long-term partnership with USA Cycling has been extremely positive for our community," said Chief Executive Officer of Visit Bend Doug LaPlaca. "Every USA Cycling event hosted in Bend introduces our city to new visitors who fall in love with the Bend lifestyle. We are honored to continue our work with the USA Cycling family."

The **2015 and 2016 USA Cycling Marathon Mountain Bike National Championships** are slated to be in Columbia County, Ga., just outside Augusta. The 2015 competition will mark the first time this stand-alone event will be held east of the Mississippi River. The great expanse of trails in Wildwood Park in Appling, Ga., will serve as the setting of one of the more grueling mountain bike national championships.

"The Columbia County Convention and Visitors Bureau is honored to have been selected to host the 2015 and 2016 USA Cycling Marathon Mountain Bike National Championships," said Randy DuTeau, the executive director of the Columbia County Convention and Visitors Bureau. "The event will be based out of Wildwood Park in Appling, Georgia, and held in conjunction with the Wildwood Outdoor Festival along the shores of Clarks Hill Lake. Having hosted the IMBA World Summit in 2010, and being designated a bronze level IMBA Ride Center in 2012, our region has become a true destination for mountain biking. We are certain the national championship participants will appreciate our trails and warm southern hospitality when they visit Columbia County for the nationals."

The **2015 and 2016 USA Cycling Gravity Mountain Bike National Championships** will head to Mammoth Mountain in California and utilize a similar course as the one used for several world cups in the early 1990s. With its long and storied history of gravity mountain bike racing, Mammoth Mountain has proven to be an extremely popular stop on the [USA Cycling Professional Gravity Tour \(Pro GRT\)](#).

"Mammoth's long history with the sport dates to the 1980s, when the Kamikaze Downhill ignited mountain bike racing," said Bill Cockroft, senior vice president, Mammoth Mountain and member of the Mountain Bike Hall of Fame. "Since then, our bike park has continued to evolve and is once again leading the sport's progression. We have the history, experience, terrain and passion to put on great national championship events in 2015 and '16."

In 2015 and 2016, the **USA Cycling Collegiate Mountain Bike National Championships** are slated to be at Snowshoe Mountain in West Virginia. The trails at Snowshoe have served as the backdrop for top-tier mountain bike racing for nearly 25 years. It is certain to provide the right mix of terrain to suit collegiate competitors nationwide.

"Snowshoe Mountain is excited to host the country's top collegiate riders here on our challenging terrain in October," Dave Dekema, the director of marketing for Snowshoe Mountain, said. "Having witnessed the championship event several times before, I know firsthand it brings out the greatest displays of college team pride, character and competitiveness amongst a very

talented group of student-athletes. There's no question Snowshoe will be ready to match that with a best-in-class race venue across all disciplines."

In 2015-16, USA Cycling returns to Greenville, S.C., for the **USA Cycling Professional Criterium National Championships**. Greenville, which was the site of its professional road national championships from 2005-11, has a strong history of hosting professional national championships and is an extremely popular area for cyclists.

"Our award winning downtown is an ideal venue for the USA Cycling Professional Criterium National Championships and we are honored to be the host city for this prestigious competition," said Greenville Mayor Knox White. "We look forward to welcoming the field of elite athletes and making the 2015-2016 championships the most exciting yet."

"Greenville, South Carolina's emergence as a recognized and talked about cycling destination combined with proven category event experience and an incredibly passionate local cycling community makes for a standout championship for the athletes and the fans," President of VisitGreenvilleSC Chris Stone said. "We look forward to sharing our enthusiasm for cycling and the great outdoors as we welcome and celebrate the 2015 and 2016 USA Cycling Professional Criterium National Championships in Greenville, South Carolina."



USA Cycling will bring its 2015 and 2016 Professional Criterium National Championships to Greenville. (Photo by Casey B. Gibson)

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