



**AGENDA AND MEETING NOTICE
CHAMBER OF COMMERCE ADVISORY COMMITTEE
Thursday, January 27, 2011 – 9am
Tahoe City Public Utility District, Board Room**

Mission of the North Lake Tahoe Chamber of Commerce

“To take specific actions to help improve the opportunity for local businesses to achieve and sustain success: to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community.”

Meeting Ground Rules

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

To help ensure the NLTRA Board has adopted the Nine Tools of Civility of the Speak Your Peace Civility Project. At each meeting, we will: Pay Attention, Listen, Be Inclusive, Not Gossip, Show Respect, Be Agreeable, Apologize, Give Constructive Criticism, Take Responsibility.

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

**Chamber of Commerce
Advisory Committee Members**

NLTRA Board:

*Ron McIntyre
Kaliopi Kopley
Phil GilanFarr
Alex Mourelatos*

Committee Members:

*Cheri Sprenger, Chair
North Tahoe Business Association*

*Justin Broglio
Tahoe City Downtown Association*

*Jan Colyer
TNT/TMA*

*Sherina Kreul
Bank of the West*

*Kay Williams
West Shore Association*

*Mike Young
Incline Community Business
Association*

*Joy Doyle
Village at Northstar
Association*

*Caroline Ross
Squaw Valley Business Association*

*Michael Gelbman
Sierra Sun*

County Representative

Ron Yglesias

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Chamber of Commerce Advisory Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Committee on items addressed under Public Forum. (3 minutes)
- C. Agenda Amendments and Approval
- D. Approval of the Chamber of Commerce Meeting Minutes – December 16, 2011
- E. Election of a new Chair for the Chamber Advisory Committee- Cheri Sprenger (10 minutes)
- F. Discussion on Monthly Meeting Date
- G. Chamber Program and Project Updates - Kym Fabel (10 minutes)
 - Monthly Business Plan Implementation Report
 - Upcoming Chamber Mixers and Activities
- H. NLTRA Director of Tourism Report – Andy Chapman (5 minutes)
- I. ROI Presentation from Squaw Valley Institute (2009-2010)-John Wilcox (10 minutes)
- J. Presentation, Discussion and Possible Action on the West Shore Business Association Grant (2010-2011) – Rob Weston (15 minutes)

Quorum
2 Board Members
1 Lay Member

- K. Village at Northstar Association– Joy Doyle (15 minutes)
 - ROI Presentation (2009-2010)
 - Presentation, Discussion and Possible Action on Grant Request (2010-2011)
- L. Community Partners Report
- M. Adjournment

This meeting site is wheelchair accessible

Posted and e-mailed, 1/24/11



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

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

December 16, 2010 – 9:00 am

Tahoe City Public Utility District

PRELIMINARY MINUTES

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

RESORT ASSOCIATION STAFF: Kym Fabel, Ron Treabess, Andy Chapman, Judy Laverty and Emily Sullivan

OTHERS IN ATTENDANCE: Pettit Gilwee

1.0 CALL TO ORDER – ESTABLISH A QUORUM

1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:05 am by Chair Cheri Sprenger and a quorum was established.

2.0 PUBLIC FORUM

2.1 There was no public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Item F, concerning the Chamber Grant Fund Request was removed from the agenda. Kym reported that she is waiting for more information to be fully prepared for the presentation in the near future. Cheri requested that the Chamber Grant Request Proposal be included in the packet that is sent out prior to the meeting.

3.2 M/S/C (GilanFarr/Kopley) (8/0) to approve the Chamber of Commerce Advisory Committee Agenda

Action Item: Include Chamber Grant Request Proposal in the packet sent out prior to the meeting.

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

4.1 M/S/C (GilanFarr/Kopley) (8/0) to approve the Chamber of Commerce Advisory Committee Meeting Minutes from August 25, October 27 and November 17, 2010.

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

5.1 Kym Fabel reported that it has been a busy couple of months; the Chamber hosted three mixers and co-sponsored four ChamberEd Classes. She has been working with SHRA and Sedcorp to create a new ChamberEd class schedule for 2011. She has also been working with JT Macdonell of Main Street Commercial Real Estate to create a ChamberEd class focused on business real estate leases. The Chamber held a mixer at the Christmas Tree Village on December 3rd and a ribbon cutting at Diamond Peak on December 12th and the 'Front Line Employee' field trip yesterday was a huge success. The museums they visited stated that they would be willing to open for small groups. The Truckee Donner Chamber of Commerce will be conducting a new class for both North Lake Tahoe Members and the Truckee Donner Chamber members concerning 'ADA Standards and Laws.' It is scheduled for January 13th and a ChamberEd 'Labor Law Update' class is scheduled for January 20th.

6.0 DISCUSSION AND POSSIBLE RECOMMENDATION ON THE CHAMBER AMBASSADOR PROGRAM- KYM FABEL

- 6.1 Cheri gave the Committee a brief overview concerning the history of the Ambassador Program. Kym then presented the proposed Chamber of Commerce Ambassador program to the Committee. She said that Ambassadors connect the Chamber to the community and the goal of the program is to have two Ambassadors from all five districts representing the Chamber. Phil requested that staff create one sheet of Ambassador selling points to be used to sell the Ambassador Program to the community. Cheri suggested Kym put together an annual meeting or activity calendar for the Ambassador program. Cheri asked how Kym plans to market the program. Kym replied that she will send out e-blasts and speak to individuals at Chamber mixers and community functions to gain Ambassadors. Carolyn asked Kym what the incentive is to be a Chamber Ambassador. Kym replied Ambassadors will be able to meet and greet at mixers, attend and participate in Ribbon Cuttings, attend special tours of local museums and properties, promote camaraderie at monthly breakfasts/lunches and meet new and renewing Chamber members. There will also be an Ambassador's webpage on the Chamber website and she would recognize Ambassadors at the Chamber Community Awards Dinner. Joy asked if Ambassadors need to be Chamber Members and will they be required to attend a certain number of meetings and/or activities. She also asked if the goal was to obtain new members or to improve membership experience. Kym replied that Ambassadors do not need to be members themselves but should be associated with a member. They will be required to attend a certain number of monthly meetings. The goal of the Ambassador Program is to both increase the number of new members and to connect with renewing members. The Ambassadors are the "Good Will" arm of the Chamber, promoting a welcoming atmosphere to both new and renewing Chamber Members. The Committee agreed that the program would focus on both improving Chamber member experience and gaining new members. Pettit suggested that the Ambassadors be recognized and thanked for their services at every Chamber mixer or function. Alex stated that there will be a lot of questions deciphering the Chamber from the Business Associations and he would like to ensure that the Ambassadors are trained on the differences and values of both. He also suggested the Ambassadors attend some of the Business Associations' meetings and functions. He said the goal of the Ambassador Program is to increase memberships and Chamber funding. Alex suggested Kym reach out to other Chambers to create a network to assist with the planning of this program.

Action Item: Staff to create a one sheet of Ambassador selling points to be used to sell the Ambassador Program to the community.

Action Item: Kym put together an annual meeting or activity calendar for the Ambassador program.

7.0 NEXT MEETING UPDATE

- 7.1 Kym reported that she will be giving a presentation at the January meeting concerning Business Association and North Lake Tahoe Chamber co-membership opportunities.

8.0 MEMBER UPDATES

- 8.1 **Kay Williams, West Shore Association**-The West Shore Café opens on December 26th and is currently open for lodging. There will be an Olympic Heritage Celebration in the 2nd week of January. She reported that there are only two lodges open in Tahoma, but Obexer's and PDQ are doing well. Kym asked if the results of the West Shore survey are complete. Kay replied yes and she will get the results over to Kym. Kay reported that Granlibakken's Cedar House Pub is open and offering two for one dinners and the Ski Hut Snack Bar is open for lunch serving Mexican food. She said that the Tahoe Tree

Company and Granlibakken are working on an event for the Amgen tour, possibly a street festival.

- 8.2 **Joy Doyle, Northstar**-The Cross County area is open and the Last Noël night is tonight. The triple whammy pass to Northstar, Sierra at Tahoe and Heavenly is on sale and it is a great deal.
- 8.3 **Caroline Ross, Squaw Valley**-There will be Fireworks on New Year' Eve at 9 pm on the mountain. Squaw has redone Bar One; it pens this Sunday. Additionally Santa is in the Village every day.
- 8.4 **Justin, TCDA**-The Christmas decorations are up in downtown Tahoe City and they are busy prepping for SnowFest and Amgen.
- 8.5 **Cheri Sprenger, NTBA**- The See's Candy Store is open for one more week. The Leadership Program starts January 12, 2011 and the class is close to being full; they are looking for one more sponsor. The Shop Local contest is on-going so get your shop local card.
- 8.6 **Mike Young, IVCA**-Incline is creating some SnowFest events for the first time.
- 8.7 **Kym Fabel, NLTCC**-There are openings for mixers in January if anyone would like to host a mixer.

9.0 ADJOURNMENT

- 9.1 The meeting was adjourned at 9:52 a.m.

Submitted by,
Emily Sullivan
Programs Assistant



January 24, 2011

To: Chamber Advisory Committee
Fr: Chamber Manager
Re: Discussion and Possible Action to Elect a New Chair, serving a one-year term, for the Chamber of Commerce Advisory Committee

Background

Every year we elect a new chairperson to head the Chamber Advisory Committee. Cheri Sprenger has been a wonderful chair for the last 3 years and she is ready to "pass the baton".

Currently we have 4 NLTRA Board Members on our committee – Ron McIntyre (NLTRA Chair), Phil GilanFarr (Restaurant Seat), Kaliope Kopley (Retail Seat), and Alex Mourelatos (Ex-Officio, non-voting seat).

Each committee can set their requirements for Quorum. Currently we must have 2 board members and 1 Lay member to establish a quorum.

Requested Action

Discussion and Possible Action to Elect a New Chair, serving a one-year term, for the Chamber Advisory Committee.



January 24, 2011

To: Chamber Advisory Committee
Fr: Chamber Manager
Re: Discussion and Possible Action to Set a Permanent Monthly Meeting Date

Background

Two years ago our monthly meeting date was just one day before the NLTRA Board Meeting. We were unable to present the NLTRA Board with information within legal time limits making the Board unable to research and vote on Chamber Advisory Committee issues.

Last year we moved our meetings to be one week prior to the NLTRA Board Meetings. They are currently set for the last Wednesday of every month. We have struggled to establish a Quorum every month.

Requested Action

Discussion and Possible Action to set a date that is more convenient for committee members. Possibly set new meeting date within the third week of every month.



NLT Chamber Business Plan Implementation Report January 2011

| Business plan Objective | Activity Description | Staff Involved | Date |
|-------------------------|--|--|---|
| 1.1 | On-going General Chamber Staff Activities. | | |
| | <ul style="list-style-type: none"> • Attended weekly Tahoe Bonanza Community Meetings | Kym | January |
| 1.2 | Provide staff support for the Chamber of Commerce Advisory Committee and the Community Marketing Grant Program, including the Community Marketing Grant Program Subcommittee, and any related Chamber ad hoc or other committees that may be established. | | |
| | <ul style="list-style-type: none"> • Provided ongoing staff support for Committee meetings | Staff | January |
| 1.3 | Grow and expand the duties of the Chamber Ambassador Program, consistent with the needs of Chamber programs for volunteer support, including, but not limited to, staffing support for an expanded network of NLT Visitor Centers. | | |
| | <ul style="list-style-type: none"> • Maintaining membership services in Incline Village Visitors Center | Kym | January |
| 2.1 | Promote business and tourism, with an emphasis on promoting and supporting Chamber members. | | |
| | <ul style="list-style-type: none"> • Party Like it's SnowFest Fundraiser | Staff | 20-Jan |
| 2.3 | Continuously work to improve the value, marketing and delivery of Chamber member services. | | |
| | <ul style="list-style-type: none"> • Planning Community Awards Dinner • Planning Mixer Schedule 2011 • Continued updates of the online Business Membership Directory • Updated Community Calendar with mixers and meetings | Kym Kym Kym Staff | January January January January |
| 3.2 | Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Workforce Development and Training. | | |
| | <ul style="list-style-type: none"> • Finalized 2011-ChamberEDucation Class Schedule • Breakfast Club Meeting • Conducted NLT Leadership Program Interviews • Attended First Day of the Leadership Program • Attended ADA Workshop • ChamberEducation- Employment Law | Kym Ron/Kym Staff Kym Kym Kym | January 4-Jan 7-Jan 12-Jan 13-Jan 20-Jan |

| | | | |
|------------|--|-------|--------------------------------|
| 3.3 | Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Enhanced Transit and Improved Community Mobility. | | |
| | • Continued to help market and promote North Lake Tahoe Express and other local/regional transit services (on-going) | Staff | January |
| 3.5 | Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Economic Development, Redevelopment, Diversification & Sustainability. | | |
| | • Launching Tahoe Fund License/Lift Ticket Program | Kym | 6-Jan |
| | | | Total new members |
| | | | 2 |
| | | | Total renewed members |
| | | | 6 |
| | | | Total number of members |
| | | | 601 |

| Percentage of Membership by Location | | | | | | | |
|---|-----------------|----------------|-----------------|----------------|----------------|----------------|----------------|
| | July '10 | Aug '10 | Sept '10 | Oct '10 | Nov '10 | Dec '10 | Jan '10 |
| Incline/Crystal Bay | 28% | 28% | 28% | 26% | 26% | 26% | 25% |
| Tahoe City | 26% | 26% | 26% | 27% | 27% | 27% | 26% |
| Truckee | 13% | 13% | 13% | 14% | 14% | 14% | 15% |
| KB/CB/ Tahoe Vista | 11% | 11% | 11% | 12% | 12% | 12% | 12% |
| Reno/Sparks/Carson | 7% | 7% | 7% | 6% | 6% | 6% | 6% |
| South Shore | 5% | 5% | 5% | 5% | 5% | 5% | 5% |
| Squaw Valley | 3% | 3% | 3% | 3% | 3% | 3% | 3% |
| Other | 5% | 5% | 5% | 5% | 5% | 5% | 6% |
| Homewood/Tahoma | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Total Members | 640 | 628 | 628 | 641 | 638 | 638 | 601 |



www.NorthLakeTahoeChamber.com

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

Event Schedule

FEBRUARY

- 3** Mixer – Granlibakken Cedar House Pub 5-7pm
Tahoe City
- 10** Mixer – Sierra State Parks Foundation/The Store 5-7pm
Tahoe City
- 16** Community Awards Dinner 6pm
Resort at Squaw Creek, Olympic Valley
- 17** Chamber Ed: The Manager as Coach 8:30am-11:30am
Cedar House Sport Hotel, Truckee

MARCH

- 3** Mixer: Snowfest Kick-off Party 5pm
Gar Woods, Carnelian Bay
- 17** Chamber Ed: Time Management 8:30am-11:30am
Cedar House Sport Hotel, Truckee



57th Annual Community Awards Dinner & Presentation

Wednesday, February 16, 2011
Resort at Squaw Creek, Olympic Valley

6-7 p.m. Beverages* & Music
7-9 p.m. Champagne Toast, Dinner & Awards Program
**Beverages Hosted by "Google"*

AWARDS WILL BE PRESENTED IN THE FOLLOWING CATEGORIES:

- | | |
|-------------------------------|--------------------------------------|
| Large Business of the Year | Non-Profit Organization of the Year |
| Small Business of the Year | Arts Supporter of the Year |
| Citizen of the Year | Hospitality |
| Positive Environmental Impact | Volunteers and Employees of the Year |
| Organizational Leadership | Distinguished Community Service |

Presenting Sponsor



Please Confirm Your Reservation by
Monday February 7, 2011

\$80 Per Person in Advance
\$95 At The Door
\$775 Per Table of 10

Awards Courtesy of the North Lake Tahoe
Chamber of Commerce

Contact: Kym Fabel-Phone 581.8764
Kym@PureTahoeNorth.com
Fax 530.581.8762

Make Checks Payable to North Lake Tahoe Chamber
PO Box 884 * Tahoe City * CA * 96145

Name(s) _____

Company _____

Cardholder Name _____

Card Billing Address _____

City _____ State _____ Zip _____

Credit Card # _____

Security Code _____ / Exp. Date _____

\$ _____ / Signature _____

Total to be Charged _____

No Shows Will Be Billed)



“The Manager as Coach”

How to Deliver Feedback,
Correct Behavior

&

Conduct an Effective Performance Review

SHRA Leadership Skills for Success Series

When: Thursday, February 17, 2011
8:30 a.m. to 11:30 a.m.
Registration & Snack 8:00 a.m.

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

While it is nearly impossible to predict the next issue that will walk through your door, we do know that as the manager that issue will likely land in your lap. How you choose to juggle your priorities, give feedback, handle concerns and difficult situations can affect not only your team, but your entire company. Get the tools and take away the confidence to take appropriate action!

You’ve made it through the holiday season and you are on the threshold of President’s Week. The days are becoming longer and the promise of Spring is already around the corner. Team members may become restless, less focused and more mischievous than usual. As the leader you may find yourself in the Hot Seat. While it is nearly impossible to predict the next issue that will walk through your door, we do know that the issue will likely land in your lap. Your action (or inaction) directly influences the total effectiveness of your team. Now is a good time to challenge and assess your leadership effectiveness.

Do you agree with the following statement?

“I have been waiting for busy high volume days to mellow out so I can chase staff performance issues and other important issues that need my attention.”



Early Bird and volume discounts apply until February 10, 2011

Registration Fees: Early Bird registration (before February 10th): \$49 Chamber & SHRA members
\$59 for non members
Last Minute registration (after February 10th): \$59 Chamber & SHRA members
\$69 for non members

Easy Online Registration at www.sierrahra.com at the Online Store. Seating is limited for this popular event.
No refunds; substitutions welcome.

For more information call Laura Moriarty, SHRA President-Elect 530 573 0224 or write to Laura@tahoetrainingpartners.com.



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



January 24, 2011

To: Chamber Advisory Committee
Fr: Chamber Manager
Re: Presentation, Discussion, and Possible Approval of the ROI for Squaw Valley Institute's 2009-10 Community Marketing Grant

Background

Community Grants have a requirement that a recipient must present an ROI report to the committee within 90 days of the event.

Last year the Chamber Advisory Committee granted the Squaw Valley Institute a marketing Grant for \$2,000 for the printing of rack cards. These rack cards were used to market Squaw Valley Institute's Annual Event Calendar.

Requested Action

Presentation, discussion and possible approval of Squaw Valley Institute's ROI report

SECTION C: SVT- FINAL ROI REPORT

Required Accountability and ROI Documentation Report:

The following information must be submitted within 90 days of the completion of the project, program or special event (or no later than September 15), funded all or in part by a grant from the Community Marketing Grant Program. Required reports must be submitted to the office of the North Lake Tahoe Chamber of Commerce. Please attach additional documentation and materials, as necessary.

| |
|--|
| 1. Complete breakdown of all advertising and media campaigns executed, including ad cost, size frequency, circulation, distribution and gross impressions, if available. Since our original grant request was for \$10,000 and we were awarded \$2,000, we had to trim our plan to use the \$ amount received. We chose to print a rack card listing dates, subjects, and locations of 25 events spanning the period of October 2010 through October of 2011. Printing Cost for 4000 rack cards = \$1,238. We also ran a half page ad four times in Sierra Sun Newspaper, Oct. 15, 20, 22 and 27, 2010. Circulation = 26,000 copies for the four issues. Total ad cost = \$780, total funds spent for rack card printing plus ads = \$2,018. Of the 4000 rack cards, 2000 were given to NLTRA for Chamber distribution and 2000 are being distributed by us. |
| 2. Presentation/examples of collateral, advertisement sample(s), and printed materials produced. Enclosed are a copy of the rack card and a copy of the half page newspaper ad. |
| |
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| |
| 3. Summary of public relations efforts and results. We are distributing rack cards by mail, as handouts at our events and many other public meetings including monthly breakfast club meetings in both Tahoe City and Truckee. At the rate the cards are going out, we expect all 2000 cards we are distributing will be in other hands or on refrigerator doors by January or February of 2011. |
| 4. Website/ Internet Statistics (e.g. online surveys, Internet postings, YouTube hits, etc.) |
| |
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| |

If the grant was for a special event, please also provide the following report:

| |
|---|
| A. Event attendance statistics and results of participant surveys, if taken. |
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| B. Copies/examples of press releases and media coverage. |
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| |
| |
| C. Summary information on: |
| • Post Event Summary: |
| |
| |
| • Your experience in raising funds for this event from other sources. |
| |
| |
| • Final actual expenditures and revenue statement. |
| |
| |
| |
| • Is it your intention to request a North Lake Tahoe Chamber Community Marketing Program Grant next year? |
| |
| |



January 24, 2011

To: Chamber Advisory Committee
Fr: Chamber Manager
Re: Presentation, Discussion, and Possible Action to Approve the 2010-2011
\$10,000 Grant Request for the West Shore Association

Background

Per the NLTRA contract with Placer County, the NLTRA administers a \$50,000 Marketing Grant Program involving 5 business associations. The "gentleman's agreement" between the business associations is that each association is granted \$10,000. These grants differ from the Community Marketing Grants by not requiring a deadline for submission. They do require an ROI before being granted new funds.

Requested Action

Presentation, discussion and possible action to approve the 2010-2011 West Shore Association Grant.

Applications for the Community Marketing Program and any invoices for payment, based on an approved application, shall be sent to the Chamber as follows:

Kym Fabel, Manager
 North Lake Tahoe Chamber of Commerce
 PO Box 884
 100 North Lake Blvd.
 Tahoe City, CA 96145
 Ph: 530-581-8764 Fax: 530-581-7686
 Kym@PureTahoeNorth.com

SECTION A

| Community Marketing Grant Program for Business Association Partners Application Form | | |
|---|---|-----------------|
| Date Submitted: 1-13-2011 | | |
| 1. Name of Applicant Organization: West Shore Association | | |
| Mailing Address: P. O. Box 844 | | |
| City: Homewood | State: CA | Zip: 96141-0844 |
| Telephone: 530-525-0139 | Email: wcedic@att.net | |
| Website: Tahoewestshoreassoc.com | | |
| 2. Chief Executive Officer: Gary Chaney | | |
| Mailing Address: (if different from above) | | |
| City: | State: | Zip: |
| Telephone: 530-525-7333 | Email: gary@chaneyhouse.com | |
| 3. Project Director: Rob Weston | | |
| Telephone: 530-525-9920 | Email: westshoresports@sbcglobal.net | |
| 4. How long organized? 26 years | Is organization non-profit? 501(1)(c)(3) | |
| | | |
| Purpose of organization: Non-profit local business association that supports the general | | |

| |
|---|
| Welfare and prosperity of all businesses and promotes awareness of Lake Tahoe's |
| West Shore. The WSA also acts as a support group for all local West Shore businesses. |
| |
| Tax ID Number: 68-0381292 |
| Total annual budget: Approximately \$20,000 |
| |
| How is project consistent with organization's mission or purpose? The WSA's projects |
| (Opening Day at the Lake, Obexer's 100 th year anniversary) greatly contribute to the WSA's |
| ability to deliver benefit's to West Shore businesses and bring visitors to the West Shore. |
| How are projects consistent with the <i>North Lake Tahoe Tourism and Community Investment Plan</i> ? |
| Marketing, promotional, and physical support of Opening Day at the Lake, Obexer's 100 th year anniversary. New directory and complete revamp of website. |
| |
| Total budget of projects: \$10,000 Please submit copy of complete final budget |
| Promotional Plan: (Specify detailed media schedule. Indicate number of printed collateral and distribution plan . If item is sponsored, please describe sponsorship.) |
| See Attached |
| |
| |
| |
| North Lake Tahoe Resort Association funds requested: \$10,000 |
| Percentage, of total budget, requested from the NLTRA Community Marketing Program <u>50.00</u> % |
| Sources of other funding to support the project budget: |
| TCPUD, member dues |
| |
| Description of how success of project will be measured (if applicable): |
| Estimate of number of visitors to the events, the Splash in, visitors to the Maritime Museum, number of lunches served by Obexer's. |
| |
| |

| | | |
|----|-------------|---|
| \$ | 4,600 | "Opening Day at the Lake" |
| \$ |2,000 | Newspaper/Magazine |
| \$ | 200 | Radio |
| \$ | 300 | Posters |
| \$ | 500 | Email |
| \$ | 1,600 | EAA Seaplane, marketing, photos, refreshments, staging, PA system |
| \$ | 2,650 | "West Shore Directory and Marketing" |
| \$ | 1,000 | Produce and distribute new Directories |
| \$ | 750 | Advertisements in Tahoe Guides |
| \$ | 900 | Other Marketing |
| \$ | 2,750 | "Internet/Website Revamp" |

William C. Edie
Signature

1-13-11
Date

William C. Edie Treasurer
Print Name and Title

West Shore Association

P.O. Box 844
Homewood, CA 96141
Phone/Fax 530-525-0139

January 13, 2011

The West Shore Association respectfully requests \$10,000 from the Community Marketing Program to assist us with projects that will support and promote the region. We feel all of these projects are well within the criteria set up by the Chamber of Commerce Advisory Committee.

Proposed Grant Request Items & Amounts:

| | Grant Funds | WSA Matching |
|---------------------------|-------------|--------------|
| “Opening Day at the Lake” | \$4,600 | \$2,000 |

The WSA is again coordinating all the existing West Shore Memorial Day events as a major “shoulder season” marketing promotion to attract visitors to the region over the traditional four day holiday. We will feature the annual Mike Brown Splash In, an EAA seaplane gathering of airplanes from all over the Western United States. We will host one of the major historic impacts on the West Shore, Obexer’s Boat Company 100th Year Anniversary. Obexer’s was the first full service marina and gas dock on Lake Tahoe. The WSA will be e-mailing over 100,000 “event e-post cards” to all West Shore homeowners. These will list events, times and locations. The WSA has prepared a dedicated web page on our website, will create the fourth poster (now a series), issue a press release, and create print advertising to identify participating businesses. 2010 was a moderate success due to mixed weather, yet we had over 450 visitors to the area. We are planning for another great series of events for both locals and visitors.

The funds requested will be used for a variety of much needed support items including, but not limited to: banners, tents, tables, chairs, port-a-potties, a PA system, directional signs, posters, awards.

| | Grant Funds | WSA Matching |
|--------------------------------|-------------|--------------|
| “West Shore Marketing Program” | \$2,650 | \$1,500 |

The WSA will produce and distribute a West Shore Association Directory of Businesses which will provide a tremendous service for businesses, visitors, and locals alike. This will include pictures of all listed businesses and a brief synopsis of what they do. We also will include a refrigerator magnet with the West Shore Association contact information and website address. WSA will place advertisements in the North Lake Tahoe Guide and the Tahoe Winter Guide and the Sierra Sun’s Tahoe Winter and Summer Guides.

The WSA will promote and host events in Sugar Pine State Park to celebrate the Olympic Heritage Celebration January 14,- 16, 2011. These will consist of a North Lake Tahoe and Kings Beach 3rd Grade Classes Learn to X/C Ski Day, a Citizens Against the Clock Biathlon Day and Tours of the 1960 Nordic Trails and Biathlon site.

The WSA will be working with Homewood Mountain Resort and the West Shore Café to assist in setting a Viewing Area for the Amgen tour.

| | Grant Funds | WSA Matching |
|---|----------------|----------------|
| “Complete Internet and Website Revamp” | \$2,750 | \$1,500 |

The WSA needs to completely revamp the WSA website and move it to a different host. The WSA website host is now Sierra Web Design and the site administrator is now Dick White, owner of Tahoma Meadows Cottages. We want to make it much more user friendly with links to events such as Opening Day at the Lake and services. It needs visual enhancements to our Business Directory as well as informational related services to make the website a more valuable tool for businesses. This will include adding a photo of each WSA member’s business as well as Yahoo Maps directions to each member’s location, current California and Nevada road conditions and weather forecasts to aid travelers to our region. The WSA added links to dedicated web pages for events such as the “Opening Day at the Lake”

| | | |
|---|-----------------|----------------|
| Total Chamber Advisory Grant Request FY 7/1/10 through 6/30/11 | \$10,000 | \$5,000 |
|---|-----------------|----------------|



January 24, 2011

To: Chamber Advisory Committee
Fr: Chamber Manager
Re: a) Presentation, Discussion and Possible Approval of the Village at Northstar ROI for the 2009-10 Business Association Grant
b) Presentation, Discussion, and Possible Action to Approve the 2010-2011 Business Association Grant Request for the Village at Northstar.

Background

Per the NLTRA contract with Placer County, NLTRA administers a \$50,000 marketing grant program that involves 5 business associations. The "gentleman's agreement" between the associations is that each association is granted \$10,000. These grants differ from the Community Marketing Grants by not requiring a deadline for submission. They do require an ROI before being granted new funds.

Requested Action

Presentation, discussion and possible action to approve the Village at Northstar ROI for 2009-2010.

Presentation, discussion and possible action to approve the 2010-2011 Grant Request for the Village at Northstar

NLT Community Marketing Partner Grant Request
Submitted by Joy M. Doyle on behalf of Village at Northstar™ Association

Submitted January 13, 2011 / Presented January 26, 2011

Submitted by: Northstar® Resort / Village at Northstar™ www.NorthstarAtTahoe.com

ADDRESS/PHONE: PO Box 129, Truckee, CA 96160 jdoyle@vailresorts.com 530.562.8026

How long organized? 37 years

Is organization non-profit? No

Tax ID: 84-1359604

Purpose of Organization:

Northstar Resort is a four-season destination offering lodging and a wealth of recreational activities centered around a world-class Village.

Project Name:

Village at Northstar™ Magazine

Project Description:

Northstar Resort will reprint a 4-color, glossy stock, 10-page Village at Northstar magazine. The magazine will be distributed through Certified Folder in North Lake Tahoe, Truckee and Reno and in-room at most lodging units at Northstar Resort on a year-round basis. The center of the magazine features a spread of the village directory map. Each village restaurant and retailer has a write-up and photo. Recreational activities will be included such as skating, bungee trampoline, candle making, pottery studio, bead studio, etc. Also included will be an annual calendar of events as well as overall write-up about the shopping and dining experience in the Village at Northstar.

Project Purpose:

The Village at Northstar Magazine will market the Village to Northstar to lodging guests as well as others visiting the Reno, Tahoe and Truckee area.

- The magazine will be distributed in check-in packages for those staying at Northstar Resort and Northstar lodging partner guests and homeowners including the Ritz-Carlton Destination Club, Northstar Club, Tahoe Mountain Resort, and Northstar Lodge Hyatt Residences.
- The magazine is available to guests visiting the Village shops and restaurants.
- The magazine will inform guests of Village offerings.
- The Village directory map, in the center-fold of the magazine, will assist guests in navigating their way around the Village.
- The magazine will be distributed through Certified Folder to market the Village to potential new guests. An important goal with this high-end collateral piece is to drive new visitation to the Village. Those who pick up the magazine and have never been to the Village at Northstar, will be enticed to visit or make a return visit to the area to experience it. Many people, even locals, have yet to discover the Village at Northstar.

How is project consistent with organization's mission or purpose?

This marketing collateral piece will create stand-alone awareness for and information about the Village at Northstar. The magazine will highlight what the Village at Northstar has to offer locals and guests including 35 shops and restaurants, events, and activities. Our goals are:

- 1) increase new and return Village at Northstar visitation year-round
- 2) present Village at Northstar information to existing guests enhancing the quality of their stay and encouraging them to return.

How is this project consistent with the North Lake Tahoe Tourism and Community Investment Plan?

The Village at Northstar is like no other Village in Tahoe. In one central location, visitors can dine, shop and participate in recreational and relaxing activities. Increased visitation to the Village at Northstar generates significant sales tax and transient occupancy tax for Placer County which can be reinvested

marketing and sustaining the North Lake Tahoe community. The NLTRA/Chamber logo will be included in the centerfold of the magazine near the village directory map.

Total Project Budget \$13,800

Expenses:

Printing \$9,200

Design \$3,000

Certified Folder Distribution \$1,680

NLTRA Grant Funds Requested \$10,000

Percentage of total project budget: 72 %

Additional sources of funding: Back page advertising

Promotional Plan:

- **35,000 printed copies of Magazine**
- **Certified Folder Distribution in 92 specialized magazine size rack locations in North Lake Tahoe, Truckee and Reno on a seasonal basis;** contracted to January-April and July-September, however often receive extra distribution based on availability and supply of magazines.
- **In-Room Distribution** to Lodging Guests at check-in at Northstar Resort, Tahoe Mountain Resort Lodging, Northstar Club, Northstar Lodge Hyatt Residences and Ritz-Carlton Destination Club.

Description of how success will be measured:

Magazine usage is a key measurement of success as well as an increase in Village at Northstar and Northstar Resort sales revenue. A unique toll-free telephone number is included in the 2011 Village at Northstar Magazine. We will track the number of phone calls we receive to this phone number. We are aware that many people will not use this phone number, however it will allow an additional measurement of success.

Village at Northstar™ Community Marketing Partner Grant ROI Report

Village at Northstar Magazine - Production Quantity and Costs Dec 09-Dec 10

| | Qty | Projected Cost | Actual Cost |
|--------------|-----|----------------|-------------|
| Design | | 3,000 | 3,000 |
| Printing | 34K | 7,000 | 9,065 |
| Distribution | | 3,000 | 1,680 |
| | | \$ 13,000 | \$ 13,745 |

Distribution is ongoing at the following locations:

Northstar Resort lodging guests, check-in packets

Tahoe Mountain Resort lodging guests

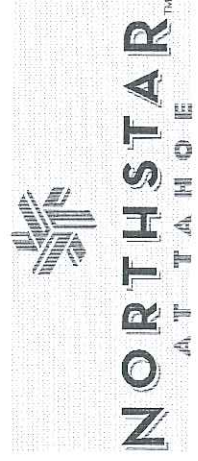
Hyatt Residence lodging guests

Village at Northstar - throughout stores, restaurants, season pass and ticket office, information tents, rentals, children's ski school, etc.

Certified Folder 92 specialized magazine rack locations in North Lake Tahoe, Truckee & Reno

contracted January-April and July-September, however often receive extra distribution based on availability and supply of magazines
see Certified Folder testimonial regarding the popularity of the Village at Northstar magazine

With the addition of a unique toll-free phone number, we will be able to track phone calls generated in 2011



-----Original Message-----

From: Linda Anderson [mailto:LindaA@certifiedfolder.com]

Sent: Wednesday, August 25, 2010 12:16 PM

To: jdoyle@boothcreek.com

Subject: RE: Testimonial

Hi Joy,

Certified Folder in Lake Tahoe has been distributing our magazine, 101 Fun Things To Do, at Lake Tahoe for many years. Recently, due to demand from clients to distribute their magazines, we have added add-a-racks to some of our brochure racks in North Lake Tahoe, South Lake Tahoe and Reno to better display these larger publications.

In addition to our publication, we have contracted to distribute three other magazines, one being the Village at Northstar magazine. I personally have been helping with distribution this summer, and have noticed how popular the Village at Northstar magazine is. It has to be refilled at every site. We love the Village at Northstar magazine and know that it is being picked up consistently from our racks.

Linda Anderson
District Sales Manager/Tahoe
775-832-2002
lindaa@certifiedfolder.com