



**AGENDA AND MEETING NOTICE
CHAMBER OF COMMERCE ADVISORY COMMITTEE
Wednesday, July 28, 2010 - 9 a.m.**

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 that all NLTRA and Chamber meetings are conducted in a respectful manner, 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.

**Chamber of Commerce
Advisory Committee
Members**

NLTRA Board:

*Debra Dudley
Alex Mourelatos
Deanna Gescheider
Kaliopi Kopley
Phil GilanFarr*

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*

*Heather Leonard
Tahoe Maritime Museum*

*Kay Williams
West Shore Association*

Mike Young

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 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 – June 30, 2010
- E. Chamber Program and Project Updates - Kym Fabel *(10 minutes)*
 - Monthly Business Plan Implementation Report
 - Upcoming Chamber Mixers and Activities
 - Map Update
- F. Tourism Director's Report – Andy Chapman *(10 Minutes)*

*Incline Community
Business Association*

*Joy Doyle
Village at Northstar
Association*

*Elizabeth Hill
Squaw Valley
Neighborhood Company*

*Ryan Slabaugh
Sierra Sun*

County Representative
Ron Yglesias

Quorum
2 Board Members
1 Lay Member

-
- G. Presentation of ROI Report – 2009 Community Marketing Program Grant to Olympic Heritage Celebration – Rob Weston (15 minutes)
 - H. Presentation of ROI Report – 2009 Community Marketing Program Grant to Squaw Valley Institute – Marc Sapoznik (15 minutes)
 - I. Review, Discussion and Possible Action on Grant Application 2010/11 Revision (20 minutes)
 - J. Committee Member Reports/Updates from Community Partners (5 to 10 minutes)
 - K. Adjournment

This meeting site is wheelchair accessible.

Posted and e-mailed,



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

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

June 30, 2010 at 9 am

Parasol Tahoe Community Foundation, D.W. Reynolds Center

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Jan Colyer, Sherina Krueel, Ron Yglesias, Cheri Sprenger, Joy Doyle, Heather Leonard, Kaliopie Kopley and Elizabeth Hill.

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

OTHERS IN ATTENDANCE: Ruth Schnabel and 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 am by Chair Cheri Sprenger. The committee was one board member short of a quorum.

2.0 PUBLIC FORUM

2.1 Andy reported that the 3rd quarter TOT dollars have increased by 30% over last years. Last year \$2.668 million was collected for the 3rd quarter and we are currently at \$3.508 million for the same period this year.

2.2 Jan said that the summer transit starts tomorrow and they have added a new night service between Northstar and Crystal Bay.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 Kym would like Andy's presentations moved up to agenda item G. Joy noted that the approval date for the minutes is incorrect on the Agenda.

3.2 Due to the lack of a quorum, the agenda was accepted by acclamation

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

4.1 The approval of the minutes of the April 21, 2010 meeting were tabled until next month

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

5.1 Kym Fabel reported on the Chamber Program and Project Updates. She said that June was a very busy month for the Chamber. The 24th Annual Chamber Business Expo was held on June 2nd and it was very successful there was an increase of 22% in attendance and 12% more booths this year. The Chamber held a Yacht Club Mixer on June 4, 2010. Kym said that she attended the Pig Roast at CB's on June 5th and she was also a judge for the River Ranch" Dogz in Dudz." There was a joint mixer with the Truckee Chamber of Commerce at The Tahoe Donner Lodge on June 9th and another successful mixer at Coldwell Banker in Incline Village on June 10th with over 125 in attendance. The Chamber staff also had another joint mixer with the Truckee Chamber at the Porter Simon Law Firm in Truckee on June 18th. Kym reported that the Summer Recreation Lunch held at Sunnyside on June 9th was sold out. She informed the committee that Chamber of

Commerce has Adopted A Highway and staff conducted a Highway clean-up day on June 16th. The Chamber is steadily increasing in memberships and at this point there are 640 members. Kym said that the Chamber will be at Parasol on July 14th for a ChamberED class called "Establishing a Business Value." There will be a mixer on July 8th at the Mark Twain's Cultural Center in Incline Village and another mixer for the Historic Fish Hatchery Grand Opening on July 10th. There was an order for 150,000 Resorts and Towns maps and they will arrive in two weeks. Kym thanked the committee for all of their input updating the map. The maps will be distributed by Certified Folder on the North and South shore and by individuals in the Truckee and Auburn Welcome Centers. Cheri asked why the partner logos are not included on the map. Andy replied that it is because the funds came from TOT dollars.

6.0 EXECUTIVE DIRECTOR'S REPORTS – RON TREABESS

- 6.1 Ron reported on the NLTRA Update. He stated that there are many projects going on at this time, staff has taken on extra tasks and it is working out well. Kym has stepped up to take more responsibility for the Chamber of Commerce. Andy is working with the Chamber on some different functions such as outreach and business development. Ron reported that the Chamber will be making bigger efforts in providing service to its members. The NLTRA Board Meeting is next week and the Resort Association Auditor will be at the meeting to make a presentation concerning the results of the audit. North Lake Tahoe will also be receiving a Bicycle Friendly Award at the meeting. Joy asked about the progress of replacing the Executive Director. Ron replied that the Board is debating about the search for a new director. Ron stated that staff suggests operating through the summer with current staffing. He said that if we go through summer as staffed and it works, we may not need to search for a new ED; if it doesn't work out then the search for a new ED will occur in this fall. Alex said that the NLTRA Board's first priority is to maintain the high standards of the Resort Association. He said we are headed in a good strategic direction and the staff has stepped up at all levels.

7.0 TOURISM DIRECTORS REPORT-ANDY CHAPMAN

- 7.1 Andy reported on the Lake Tahoe Basin Prosperity Plan. He said he stepped in as the representative for the Chamber and the NLTRA. He reported that there was a meeting on the 24th in South Shore. The four topics reviewed at the meeting were, enhancing the visitor experience, marketing the destination; promote environmental redevelopment and infrastructure and business attraction and development. The next step is on July 15, 2010 to present the draft initiatives at the North Tahoe Event Center. On August 16, 2010 there will be an Economic Forum, location is to be determined, and another meeting is tentatively set for August 25th or 26th where a presentation will be given to the TRPA. Alex reaffirmed the importance of the LTBP to the committee. Ron said one of the advantages is this plan can be implemented prior to the regional plan. The plan could be implemented as early as this fall. Ron said the Lake Tahoe Forum occurring in August is looking at using this plan as one of the key note subjects to be discussed. Cheri requested that the committee be at the presentation on July 15th. Andy said once they produce a flyer for the July 15th meeting he would like the business associations to distribute it out through their databases. Alex said that everyone needs to be at the meeting on July 15th this is a collaborative basin-wide plan that will have a significant impact on the region.

***Action-Chamber Committee members requested notification to attend the meeting on July 15, 2010 at the North Tahoe Event Center from Kym**

***Action-Community Member to forward LTBP flyers (once created) through databases**

8.0 PRESENTATION AND UPDATE ON "HIGH NOTES"- ANDY CHAPMAN

- 8.1 Andy is here to present "High Notes," a North Tahoe Summerlong music series, designed to promote awareness of all of the free music and ticketed music during the summer. Andy showed the committee the current ad and website www.TahoeHighNotes.com. The media is focused more on drive than destination marketing. The media placements for print are in Reno News and Review, Sacramento news and Review, SF Weekly and Wave Magazine. The radio buys are with Reno Radio on station KTHX where they conduct weekly live interviews every Wednesday and there are also radio buys in the Bay Area. "High Notes" is being marketed on the Internet through Sacbee.com, LocalGetaways.com, Zvents.com, KFOG, Google/Yahoo and Sfstation.com. The total media budget for "High Notes" is \$42k. Alex would like to get a report at the end of the series to review clickthroughs to each of the music events.

9.0 REVIEW, DISCUSSION AND POSSIBLE RESOLUTION OF SUPPORT OF AMGEN TOUR-ANDY CHAPMAN

- 9.1 Andy gave a presentation on the Amgen Tour; it has become the largest bicycle race in the USA. It is an 8 stage race underwritten by the Cal Tourism Commission and AEG is the production company behind the race. The Amgen Tour is an international, world-class cycling road race that features athletes from more than 27 countries (17 eight member teams). The NLTRA and the LTVA have been working to secure the bid to host the overall start/finish and stage two start for 2011. If the bid is secured in Lake Tahoe the race would start on May 15, 2011 in South Lake Tahoe and the cyclists would do a loop and a half around the lake. The race ending location has been discussed and it could be in Squaw Valley USA or Northstar. The race offers: 42 hours of broadcast to 10.2 million total viewers in U.S., International broadcast to over 200 countries in 20 different languages, two million on-site spectators and over 1.5 million visitors to the official website, \$400 million in overall economic impact and 3.5 billion impressions world-wide. The CTTC is a major sponsor of the race. Andy stated the host city benefits would include revenue generation opportunities, race hospitality, publicity and marketing and inbound tourism and tourism development. The Local Organizing Committee (LOC) would consist of two co-chairs, one from the NLTRA and one from the LTVA. Staff working with the NLTRA and the LTVA is putting together a statement of interest that says we are interested in submitting an RFP, we have the facilities to do it and we want to do it. The time line is as follows, a letter of intent is to go out on June 10th, letters of support and the RFP submittal will go out on June 15th, the 2011 race stage will be announced in July and the 1st meeting of the regional LOC will commence in July.
- 9.2 The north shore partners at this time are the NLTRA, Northstar, The Ritz, The Resort at Squaw Creek, The Squaw Valley Lodge and The Village at Squaw there are 540 comp rooms from these partners at this time. Andy is looking for a letter of support from the Chamber. Cheri asked if Andy will need letters from the community partners. Andy said that he would like letters and he would like to be added to the community partners meeting agendas in the near future. Alex asked if there is a budget for this event, Andy replied that there is \$115k for event development, \$50k of that is a loan from infrastructure that will be paid back from carryover funds. Joy asked what the overall goal is. Andy said that it would offer national and international TV coverage. He would like for this to be more than a one year deal.

***Action-Andy would like a letter drafted from the NLT Chamber Supporting The Amgen Tour**

10.0 PRESENTATION OF ROI REPORT-2009 COMMUNITY MARKETING PROGRAM GRANT TO SNOWFEST-RUTH SCHNABEL

- 10.1 Ruth Schnabel reported on the ROI Report for SnowFest. She said they ran 430 spots on Charter Cable and Comcast Cable that pointed to a SnowFest video on demand infomercial; 428K people watched the infomercial. Ruth said that they produced 60,000 rack cards, 7,000 pocket calendars and 500 posters. The Weekly and The Sierra Sun/Tahoe World were both sponsors for SnowFest. The PR was conducted by the NLTRA and Pettit Gilwee. Ruth reported that there was an estimated attendance of 25,500 people. This year Birchhill Enterprises of Port Angeles, Washington conducted an Economic Impact Study on SnowFest and out of the 536 people surveyed 58% were local, 27% listed SnowFest as a important factor in their decision to visit North Lake Tahoe, 4.01 was the average number of days visitors stayed in the area, 25% of the people were first-time festival goers, 63% of participants said they would come back next year. The surveys results concluded that there was an estimated \$178,671 of local dollars that would have left North Lake Tahoe if SnowFest had not been held. The average spending per day per visitor was estimated at \$91.77 which equals an average on \$3,439,655 direct and indirect overall economic impact. Ruth said that obtaining sponsorship money is very difficult at this time and SnowFest gives a lot of money back to the community. Kali asked Ruth about the Grant breakdown. Ruth replied they received \$8k from NLTRA, \$5k from Placer County, \$500 from the Kiwanis Club and \$500 from Rotary. Kali asked if the parades grew in attendance this year. Ruth replied that the Tahoe City Parade was big this year and Cheri said the last two years Kings Beach parade numbers have been up. Kali stated that she feels the event is a "bit of a booze fest." Ruth said that SnowFest does not produce the events and she would like to have more child friendly events in SnowFest. Sherina said that their event "Human Bowling" is becoming more of a child friendly event. Ruth stated that that her goal is to have SnowFest be a line item on the budget so they don't have to request funds every year from this committee. Kali said that the money brought

in for the businesses is not enough. She believes the event should be more successful after 30 years. Ruth described the history of SnowFest. She said SnowFest went belly up in 1999 where it lost a lot of support and she has been rebuilding SnowFest and getting sponsorships back since that time. Ruth said that SnowFest has the biggest economic impact out of any event in North Tahoe and she feels they should be funded more. Jan said this is a 10 day event and she feels that that Ruth should not have to come back to the committee every year for funding. Cheri agreed. Kali said that she thinks it should be on the agenda for next month.

11.0 REVIEW, DISCUSSION AND POSSIBLE ACTION ON GRANT APPLICATION 2010/11 REVISION

11.1 Kym reported on the Grant Funding for the Community Grant Program for next year. She said it looks like there will be slightly more funds available this year for Grants. Kym said that as she was looking at the Grant Applications and wanted to make some revisions, she created two applications. She created one application for the Community Partners and one for the general event producers. Kym said she would also like to have a discussion about the usage of the Chamber and the NLTRA logos. Cheri stated that she would like this to be clarified to the committee via email and have this item moved to next meeting. She also said she would like to have Placer County's input on the logo inclusion and direction. Ron replied that the inclusion of the NLTRA logo must be used if the event is funded with TOT dollars and the Chamber logo can be used to make an event more valid. Alex stated that the goal is to acknowledge where TOT funds are being spent. Cheri said a year ago they agreed to use the Chamber logo. Ruth suggested that a logo be created with both the Chamber and the NLTRA as one

***Action-This item to be moved to the next meeting with logo discussion and clarification**

12.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

12.1 **NTBA**-Cheri has a request for Chamber assistance to add cross walk traffic calming devices in Kings Beach. Cheri has sweatshirts for sale.

TMA-Summer Transit starts tomorrow.

13.0 ADJOURNMENT

13.1 The meeting was adjourned at 11:12 a.m.

Submitted by,
Emily Sullivan
Program Assistant



July 23, 2010

To: Chamber of Commerce Advisory Committee

Fr: Chamber Staff

Re: Review and Possible Action to Approve New Format for the 2010-11 Community Grant Application

Background

In the constant quest to make our Community Grant Application process more streamlined and easy for our community members to apply, a few changes to the application have been made for your review and comments.

All changes are in red or have an edit line. The two biggest changes are:

- 1) Separation of the Business Association Grant Application and the Community Grant Application. They had both been on the same application and it was confusing to applicants.
- 2) The addition of the NLTRA logo under the "Grant Program Recipient Obligations" section.

Requested Action

That the Committee review, discuss and possible action to approve the Drafts and provide further input in support of updating the 2010-11 Community Marketing Grant Application. The Committees input at this session will be incorporated into the final document.



2010-11

Community Marketing Grant Program for Business Association Partners Grant Funding Criteria and Application Form

Introduction:

The North Lake Tahoe Resort Association, in collaboration with the North Lake Tahoe Chamber of Commerce, has established the Community Marketing Grant Program. **The purpose of this program is to provide community based business organizations specifically identified in the NLTRA/Placer County contract marketing and promotional support for projects and programs targeted at visitors to the region that generate local and regional business revenue; provide local and regional media exposure, and opportunities for public relations.**

All Community Marketing Grant Program applications are reviewed by Chamber staff, then reviewed by the Chamber of Commerce Advisory Committee during a regular public meeting. If approved by the Advisory Committee, the grant applications are then considered by the Board of Directors of the North Lake Tahoe Resort Association, typically as a Consent Calendar item on a regular Board agenda. **(removed references to 'Subcommittee')**

Grant Eligible Organizations

~~As indicated in paragraph one, above,~~ Certain community based business organizations, specifically defined in the NLTRA/Placer County contract, are eligible to submit applications for Community Marketing Program grants. A specific amount of total funding is set aside for these organizations each year. Currently, these organizations are the North Tahoe Business Association, West Shore Association, Squaw Valley Business Association, Tahoe City Downtown Association, and Village at Northstar Association.

Grant Program Deadlines:

Community Marketing Program (CMP) grants deadlines apply within the fiscal year (July 1 - June 30).

Deadline: Open

Note: Applications will be reviewed within 30 days of acceptance with final decision announced shortly thereafter.

Grant Program Eligibility Criteria:

To clearly establish eligibility for your CMP grant application, please comply with the following selection criteria.

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) and promote the commercial/geographic area(s) of the requesting organization/entity.

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

Dollar amounts to be awarded:

A specific amount of total funding is set aside for these organizations each year.

Grant Program Recipient Obligations:

To clearly establish eligibility for your CMP grant application, please comply with the following:

- A. Use of the North Lake Tahoe **Resort Association and** North Lake Tahoe Chamber of Commerce logo, indicating sponsorship and/or support on printed promotional materials, including brochures, flyers, advertising, and on signage as appropriate.
- B. The North Lake Tahoe Chamber of Commerce and North Lake Tahoe 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.
- C. An event sponsors must be prepared to provide the Chamber/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.
- D. Accountability and Documentation of Return on Investment (ROI) - Within 90 days of the project or event completion, all grant recipients must file a full ROI report to the office of the North Lake Tahoe Chamber of Commerce. (See Section B for ROI requirements).

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

1. ~~If this grant application is for a community based business organization specifically identified in the NLTRA/Placer County agreement, please complete Section A of the application.~~

2. ~~If this grant application is for a special event, please complete Section B of the application.~~

SECTION A

North Lake Tahoe Business Association Grant Application Form		
Date Submitted:		
1. Name of Applicant Organization:		
Mailing Address:		
City:	State:	Zip:
Telephone:	Email:	
Website:		
2. Chief Executive Officer:		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone:	Email:	
3. Project Director:		
Telephone:	Email:	
4. How long organized?	Is organization non-profit?	
Purpose of organization:		

Tax ID Number:	
Total annual budget:	
How is project consistent with organization's mission or purpose?	
How is project consistent with the <i>North Lake Tahoe Tourism and Community Investment Plan</i> ?	
Total budget of project:	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.)	
North Lake Tahoe Resort Association funds requested: \$	
Percentage, of total budget, requested from the NLTRA Community Marketing Program_____%	
Sources of other funding to support the project budget:	
Description of how success of project will be measured (if applicable):	

\$	Newspaper/Magazine
\$	Internet/Website
\$	Radio
\$	TV
\$	Rack Cards
\$	Brochure
\$	Direct Mail
\$	Printed Program
<hr/>	
Signature	Date
<hr/>	
Print Name and Title	

SECTION B:

Required Accountability and ROI Documentation Report:

The following information must be submitted **and presented to the Chamber Advisory Committee before the next granting cycle begins.** ~~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.
2. Presentation/examples of collateral, advertisement sample(s), and printed materials produced.
3. Summary of public relations efforts and results.
4. Website/ Internet Statistics (e.g. online surveys, Internet postings, YouTube hits, etc.)

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.
B. Copies/examples of press releases and media coverage.
C. Summary information on:
• Post Event Summary:
• Your experience in raising funds for this event from other sources.
• Final actual expenditures and revenue statement.



2010-11 Community Marketing Grant Program Grant Funding Criteria and Application Form

Introduction:

The North Lake Tahoe Resort Association, in collaboration with the North Lake Tahoe Chamber of Commerce, has established the Community Marketing Grant Program. The purpose of this program is to provide **marketing and promotional support** to: ~~1) community based business organizations specifically identified in the NLTRA/Placer County contract; and 2) to~~ special events or projects and programs targeted at visitors to the region that generate local and regional business revenue; provide local and regional media exposure, and opportunities for public relations.

All Community Marketing Grant Program applications are reviewed by Chamber staff, then reviewed by the ~~Grant Subcommittee of the Chamber of Commerce Advisory Committee~~ during a regular public meeting. ~~The Subcommittee then makes a recommendation for consideration to the full Chamber of Commerce Advisory Committee.~~ If approved by the Advisory Committee, the grant applications are then considered by the Board of Directors of the North Lake Tahoe Resort Association, typically as a Consent Calendar item on a regular Board agenda.

Grant Eligible Organizations

As indicated in paragraph one, above, certain community based business organizations, specifically defined in the NLTRA/Placer County contract, are eligible to submit applications for Community Marketing Program grants. A specific amount of total funding is set aside for these organizations each year. Currently, these organizations are the North Tahoe Business Association, West Shore Association, Squaw Valley Business Association, Tahoe City Downtown Association, and Northstar Village Retailers Association.

The competition for special event grant funds is open to any community organization or business for a program or project targeted at visitors to the region that generate local and business revenue, provide local and regional media exposure, and opportunities for public relations. Since the funding for this grant program comes from Placer County Transient Occupancy Tax (TOT), through the North Lake Tahoe Resort Association, the public revenue and other benefits generated must accrue principally to areas within Placer County.

Grant Program Deadlines:

Community Marketing Program (CMP) grants deadlines apply within the fiscal year (July 1 - June 30).

Deadline: October 8, 2010

Note: Applications will be reviewed within 30 days of acceptance with final decision announced shortly thereafter.

Grant Program Eligibility Criteria:

To clearly establish eligibility for your CMP grant application, please comply with the following selection criteria.

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) and promote the commercial/geographic area(s) of the requesting organization/entity.

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

Dollar amounts to be awarded:

New special event and/or project and program grants requesting “seed” funding will be given priority consideration over returning grant recipients. (See Section A for specific details on special event and/or project and program funding).

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 to a deadline of April 1, 2011 or rolled over to the next grant cycle.

Grant Program Recipient Obligations:

To clearly establish eligibility for your CMP grant application, please comply with the following:

Use of the North Lake Tahoe **Resort Association and** Chamber of Commerce logo, indicating sponsorship and/or support on printed promotional materials, including brochures, flyers, advertising, and on signage as appropriate.

The North Lake Tahoe Chamber of Commerce and North Lake Tahoe 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.

An event sponsors must be prepared to provide the Chamber/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.

If grant is awarded, grantee agrees to no less than one meeting with the NLTRA Special Events staff to review the event plan and provide suggestions and recommendations **before grant funds can be released..**

Accountability and Documentation of Return on Investment (ROI) - Within 90 days of the project or event completion, all grant recipients must file a full ROI report to the office of the North Lake Tahoe Chamber of Commerce. (See Section B for ROI requirements).

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

1. ~~If this grant application is for a community based business organization specifically identified in the NLTRA/Placer County agreement, please complete Section A of the application.~~

2. ~~If this grant application is for a special event, please complete Section B of the application.~~

SECTION A		
Date Submitted:—		
1. Name of Applicant Organization:		
Mailing Address:		
City:	State:	Zip:
Telephone:	Email:	
Website:		
2. Chief Executive Officer:		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone:	Email:	
3. Project Director:		
Telephone:	Email:	

4. How long organized?	Is organization non-profit?
Purpose of organization:	
Tax ID Number:	
Total annual budget:	
How is project consistent with organization's mission or purpose?	
How is project consistent with the <i>North Lake Tahoe Tourism and Community Investment Plan</i> ?	
Total budget of project: _____ 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.)	
North Lake Tahoe Resort Association funds requested: \$	
Percentage, of total budget, requested from the NLTRA Community Marketing Program _____%	
Sources of other funding to support the project budget:	
Description of how success of project will be measured (if applicable):	

\$ _____	Newspaper/Magazine
\$ _____	Internet/Website
\$ _____	Radio
\$ _____	TV
\$ _____	Rack Cards
\$ _____	Brochure
\$ _____	Direct Mail
\$ _____	Printed Program
_____	_____
Signature	Date

Print Name and Title	

SECTION A:

Special Event and/or Project and Program Application:

If the Community Marketing Program application is for a special event, the following information must be provided to complete the application process. To ensure your application is qualified for the review process, please carefully profile your proposal against the eligibility criteria as listed in the **Community Marketing Program Grant Funding Criteria**, as well as the Special Event Criteria listed below.

1. The event must be held in the North Lake Tahoe area, as further defined by the service area of the requesting organization.
2. The timing of the event shall be consistent with the following principle as set forth in the **North Lake Tahoe Tourism and Community Investment Master Plan**.
 - In an effort to reduce pressure on tourism, community resources and infrastructure during periods of peak visitation, the NLTRA should help develop and promote special events during “strike zone” areas of opportunity.
3. Events that generate local and regional exposure and public relations value will be given priority consideration.

Date Submitted:		
1. Name of Applicant Organization:		
Mailing Address:		
City:	State:	Zip:
Telephone:	Email:	
Website:		
2. Chief Executive Officer:		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone:	Email:	
3. Project Director:		
Telephone:	Email:	
4. How long organized?	Is organization non-profit?	

Purpose of organization:
Tax ID Number:
Total annual budget:
How is special event consistent with organization's mission or purpose?
How is special event consistent with the North Lake Tahoe Tourism and Community Investment Plan ?
Actual date(s) of event:
Event Name (title):
Narrative description of the event:
Purpose of event:

Total budget of event:	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.)	
North Lake Tahoe Resort Association funds requested: \$	
Percentage, of total budget, requested from the NLTRA Community Marketing Program _____%	
Sources of other funding to support the special event budget:	
Description of how success of special event will be measured (if applicable):	
\$	Newspaper/Magazine
\$	Internet/Website
\$	Radio
\$	TV
\$	Rack Cards
\$	Brochure
\$	Direct Mail
\$	Printed Program
_____	_____
Signature	Date

Print Name and Title	

SECTION B:

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.

2. Complete breakdown of all advertising and media campaigns executed, including ad cost, size frequency, circulation, distribution and gross impressions, if available.
2. Presentation/examples of collateral, advertisement sample(s), and printed materials produced.
3. Summary of public relations efforts and results.
4. Website/ Internet Statistics (e.g. online surveys, Internet postings, YouTube hits, etc.)

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.
B. Copies/examples of press releases and media coverage.
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?



PETTIT GILWEE

public relations

**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
April 21, 2010**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities in North Lake Tahoe.
- B. Hosting journalists affiliated with the North American Travel Journalist Association conference is in Reno. North Lake Tahoe and Truckee have teamed up for a post-fam press trip May 14-15. Also attending their Writers Marketplace in Reno May 13.
- C. Finalizing summer press kit media materials – planning to distribute stories weekly to targeted media outlets, beginning the week of May 3.
- D. Coordinating last-minute press trip for freelancer Susan Reifer, on assignment with Ski Magazine, as well as the Nevada Commission on Tourism UK Ski Fam.
- E. Advertorial – drafting advertorial copy for LA Magazine, Westways Magazine, Fairways & Greens Magazine, Via Magazine, Meetings Media and editing San Diego Magazine copy.

II. News Releases – 10 news releases in the works

- A. New Snow news releases and appropriate VNRs – drafting
- B. North Lake Tahoe Free Summer Concerts – drafting
- C. Lake Tahoe Autumn Food & Wine Festival Announces Dates – drafting
- D. Opening Day at the Lake – drafting
- E. Chamber Mixer with Wedding & Honeymoon Association - drafting
- F. 24th Annual Chamber Business Expo – drafting

- G. Summer Recreation Luncheon – drafting
- H. Tahoe Yacht Club Chamber Mixer – drafting
- I. Coldwell Banker Chamber Mixer – drafting
- J. Porter Simon Chamber Mixer - drafting

III. News Releases – news releases distributed since our March 20 report

- A. North Lake Tahoe Chamber Mixer is April 1
- B. Spring Storm Ensures Excellent Ski Conditions at Tahoe (VNR)
- C. Chamber’s Social Media Workshop is April 21
- D. North Lake Tahoe Recreation Update – 4 released to media

IV. Media Leads – media requests we’ve responded to since our March 20 report (does not include those journalists we’ve actively pitched)

- A. Marin Magazine – Mimi Towle, Tahoe summer concerts, 3/24
- B. Sacramento Bee – Al Pierleoni, Ski Lake Tahoe interview, 3/24
- C. Freelancer Bob Ecker – ski resort closing dates, 3/25
- D. Whimsy Media – Heather Cassell, gay-friendly properties, 3/25
- E. Nevada Commission on Tourism – Crystal ski fam, 3/25
- F. KCRA-TV - David Bienick, NTBA interview, 3/26
- G. Ski Magazine – Susan Reifer, press trip, 3/26
- H. LA Times – Benoit Lebourgeois, ski resort closing dates, 3/29
- I. Lake Tahoe Action – Tim Parsons, free summer concerts, 3/31
- J. Diablo Magazine – Susan Safipour, summer story ideas, 4/12
- K. San Diego Magazine – Bekah Wright, advertorial ideas, 4/19
- L. Edible Reno-Tahoe Magazine – Amanda Burden, AFW images, 4/19
- M. Adventure Sports Journal – Cathy Claesson, paddleboard images, 4/20