



**AGENDA AND MEETING NOTICE  
CHAMBER OF COMMERCE ADVISORY COMMITTEE  
Wednesday, July 20, 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 inclusive of the 9 Rules of Civility**

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

<p><b>Chamber of Commerce Advisory Committee Members</b></p> <p><b><u>NLTRA Board:</u></b> Ron McIntyre Kaliopé Kopley Phil GilanFarr Alex Mourelatos</p> <p><b><u>Committee Members:</u></b> Caroline Ross, Chair Squaw Valley Business Association</p> <p>Justin Broglio Tahoe City Downtown Association</p> <p>Jan Colyer TNT/TMA</p> <p>Sherina Kreul Bank of the West</p> <p>Kay Williams West Shore Association</p> <p>Mike Young Incline Community Business Association</p> <p>Joy Doyle Village at Northstar Association</p> <p>Cheri Sprenger North Tahoe Business Association</p> <p>Michael Gelbman Sierra Sun</p> <p><b><u>County Representative</u></b> Dave Snyder</p> <p><b><u>Quorum</u></b> 2 Board Members 3 Lay Members</p>	<p align="center"><b>ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED</b></p> <p>A. Call to Order - Establish Quorum</p> <p>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. <i>(3 minutes)</i></p> <p>C. Agenda Amendments and Approval <b><i>(motion)</i></b></p> <p>D. Approval of the Chamber of Commerce Meeting Minutes <b><i>(motion)</i></b></p> <ul style="list-style-type: none"> <li>• May 25, 2011 meeting minutes</li> <li>• June 23, 2011 meeting minutes</li> </ul> <p>E. Chamber Program and Project Updates - Kym Fabel <i>(5 minutes)</i></p> <ul style="list-style-type: none"> <li>• Upcoming Chamber Activities</li> </ul> <p>F. NLTRA Marketing Report – Andy Chapman <i>(5 minutes)</i></p> <p>G. Final Event Report – Sick ‘N Twisted Grant <i>(10 minutes)</i></p> <ul style="list-style-type: none"> <li>• Collier Cook</li> </ul> <p>H. Review, Discussion, and Final Draft Approval of 2011/12 Community Marketing Grant Process and Business Association Grants <i>(30 minutes)</i> <b><i>(motion)</i></b></p> <p>I. Committee Member Reports/Updates from Community Partners <i>(10 minutes)</i></p> <p>J. Standing Reports: Monthly Business Plan Implementation Report : Monthly Special Event Report</p> <p>K. Adjournment</p>
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PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

**CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES**

**May 25, 2011 – 1 pm**

**Tahoe City Public Utility District-Conference Room**

PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Jan Colyer, Kali Kopley, Caroline Ross, Mike Gelbman, Justin Broglio and Kay Williams

**RESORT ASSOCIATION STAFF:** Andy Chapman, Judy Laverty, Kym Fabel, Sandy Evans Hall and Emily Sullivan

**OTHERS IN ATTENDANCE:** Pettit Gilwee

**I. MEETING OF THE CHAMBER ADVISORY COMMITTEE**

**1.0 CALL TO ORDER – ESTABLISH QUORUM**

- 1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 1:06 pm by stand-in Chair Deb Dudley and a quorum was established later in the meeting.

**2.0 PUBLIC FORUM**

- 2.1 The CAC meeting scheduled for June 22<sup>nd</sup> will be moved to June 23<sup>rd</sup> at 9 am. There is a board retreat scheduled for June 22<sup>nd</sup>.

**3.0 AGENDA AMENDMENTS AND APPROVAL**

- 3.1 **M/S/C (Kopley/Broglio) (7/0) to approve the Chamber of Commerce Advisory Committee agenda as it stands**

**4.0 APPROVAL OF THE CHAMBER OF COMMERCE ADVISORY COMMITTEE MINUTES FROM THE MEETING ON APRIL 20, 2011**

- 4.1 **M/S/C (Colyer/Broglio) (7/0) to approve the Chamber of Commerce Advisory Committee Meeting Minutes from April 20, 2011**

**5.0 CHAMBER PROGRAM AND PROJECT UPDATES**

- 5.1 Kym reported on the Chamber Program and Project updates.  
Upcoming Chamber Mixers:

- May 31<sup>st</sup> -Historic UC Davis Fish Hatchery in Tahoe City
- June 9<sup>th</sup> -Tahoe World/Sierra Sun at the Cobblestone in Tahoe City
- June 22<sup>nd</sup>- Tahoe Rim Trail at the Corporate Center in Incline Village

The Summer Recreation Luncheon is scheduled for June 9<sup>th</sup> at Sunnyside and the Chamber Business Expo is on June 15<sup>th</sup> at the North Tahoe Event Center in Kings Beach. Applications for both the Recreation Luncheon and the Chamber Business Expo can be found on the Chamber's website or by contacting Chamber staff.

**6.0 PRESENTATION FROM PLACER COUNTY OFFICE OF ECONOMIC DEVELOPEMENT, VITAL ASSETS PROGRAM**

- 6.1 Pam Pierce presented the Placer County program "Listen to Businesses" walks. The "Walk" is a survey conducted by physically going into each business without an appointment. Each business owner that they come in contact with is asked three questions:

- What do you like about doing business in Tahoe?
- What would make business better?
- What should be Tahoe's top priorities to improve our economy?

They will be in North Lake Tahoe for the entire week of June 8<sup>th</sup> and are asking the Chamber and the Business Associations to assist in organizing which business are surveyed. They would also like for Committee Members, Chamber staff and NLTRA Board members to come along for the duration of the survey.

- 6.2 The Committee asked Pam what the project goal is. Pam replied that by talking to business owners one on one, not by email or phone, it will give them information about how the County can assist businesses experiencing hard times through their Economic Development program. The information gathered will increase the Chamber's knowledge on what local business are saying about conducting business in Tahoe. Justin suggested conducting the survey by focusing on a different community each day. Kym will follow up with Pam to set up times to visit each community. Staff suggested that Placer County could set up a booth at Chamber Expo and/or attend the Recreation Luncheon for access to a large number of business owners. The Committee asked for the data after the survey is completed. The survey must be completed by June 30, 2011 and they have one week to conduct the survey in North Lake Tahoe. The Committee was concerned that business owners would not available to do the survey with such short notice. For questions you can email Pam Pierce at [placervitalassets@yahoo.com](mailto:placervitalassets@yahoo.com).

## 7.0 NEW CEO AND EXECUTIVE DIRECTOR WELCOME AND INTRODUCTION

- 7.1 Caroline introduced Sandy Evans Hall the new CEO and Executive Director of the North Lake Tahoe Resort Association and Chamber of Commerce to the Committee and guests.

## 8.0 PRESENTATION OF NLTRA MARKETING GRANT SERVICES

- 8.1 Judy presented on the NLTRA Community Marketing Grant Services process. She reviewed the current grant process for the Wanderlust Festival for an example. The Committee asked if all events are treated the same. It depends on the event. Wanderlust is considered a marquee event and there is an extensive amount of services offered to marquee events.
- 8.2 The Committee requested portfolios for each event to include information on; funds granted, NLTRA in kind services provided, staff's opinion on the success of each event and whether or not services provided by the NLTRA benefited the event. The Committee would also like a report stating which event producer was offered services and if they took advantage of those services.
- 8.3 Committee Questions:
- How are event planners notified about the in kind services offered to them?
    - Kym sends them a letter stating that they are encouraged and welcomed to contact Judy for services offered. The letter states that this is a free service offered to the community through the NLTRA.
  - How does staff ensure that the stipulations set by the Committee; such as, logo inclusion in their marketing materials is fulfilled?
    - Could an actual contract be sent out stating exact requirements upon receiving a grant. Or could a form or contract be sent out with the check that must be signed prior to getting funds.

- At the initial meeting with the event producer, staff can clearly review the grant requirements resulting in a signed agreement prior to grant funds being issued.

8.4 Judy asked how the Committee handles the grant funds if an event is cancelled due to weather or extenuating circumstances. The Committee stated that if the funds are already spent on marketing the event then there is nothing that can be done. If the event is cancelled at the last minute there is still a measurement of the events success, such as registrations, pre-events sales ect.

**Action: The Committee asked for a monthly update on the events that staff is working on to be included as a Standing Report in the Monthly Chamber of Commerce Advisory Committee Packet. They also requested a portfolio on each event prior to the next granting process to give them a guideline of the success of each event. The portfolio should include information on; funds granted, NLTRA in kind services provided, staff's opinion on the success of each event and whether or not services that the NLTRA provide benefited the event and a report stating who was offered services and if they took advantage of the NLTRA's services offered.**

## 9.0 REVIEW, DISCUSSION AND WORK SESSION ON 2011/12 COMMUNITY MARKETING GRANT PROCESS AND BUSINESS ASSOCIATION GRANT.

9.1 Andy reviewed the NLTRA Event Policy adopted by the Board in October of 2010. He stated that the Marketing Committee is requesting focus on hiking, biking, paddle-sports and cross country skiing.

9.2 The Committee suggested the following changes to the Community Marketing Grant Application Form:

### Purpose

- Add-In caveat with the North Lake Tahoe Resort Association's event priorities.

### Criteria for Eligibility

- **Number 2**-Explain TOT
- **Number 5**-Add On/Off Lake Strike Zone and Event Impact on Lodging Demand Diagram from the NLTRA Event Policy (Attached to Minutes)

### Grant Program Recipient Obligations-

- **Number 5**- ROI to include staff recommendation form
  - Add-All Grant funds may be contingent upon NLTRA event management approval.

9.3 Staff Questions and Committee Response and Suggestions

- Can a business association apply for a Community Marketing Grant to market events on top of the \$10,000 they all ready receive? YES
- Should the Chamber be included in the Business Association Grant Funding? YES
- Is the Gentleman's Agreement of \$10,000 for each association still applicable? YES
- Should regulations regarding events be put on the \$10,000 Business Association Grant funds? NO
- The Committee questioned if the focus of the NLTRA marketing efforts in the areas of hiking, biking, paddle-sports and cross country skiing should or should not be considered in the grant process? NEEDS REVIEW
- The Committee discussed creating a Community Marketing Grant Sub Committee.

**Action: Staff to rewrite the draft application including all changes and suggestions resulting from the review and discussion and present the updated draft at the next CAC meeting.**

## **10.0 COMMITTEE MEMBER REPORTS-**

- 10.1 TMA-** Clean up day on June 2, 2011. Summer increased transit services start June 30<sup>th</sup>. They are 90% sure that there will be a West Shore night service.
- 10.2 NTBA-**Clean up day. The first annual yard sale day coming up soon.
- 10.3 TCDA-**Farmers Market start this Thursday and the Heart and Solstice Festival is in 30 days.
- 10.4 West Shore-**Opening day at the lake kicks off this weekend with Chambers Landing, The Westshore Café, Sunnyside and Bridgetender having their deck opening parties. There is also a Contractor's Fair at Granlibakken scheduled for this Saturday with a Home Improvement Expo for homeowners to connect with local contractors. Entry is Free.

## **11.0 STANDING REPORTS**

The following reports were posted on [www.nltra.org](http://www.nltra.org):

- **MONTHLY BUSINESS PLAN IMPLEMENTATION REPORT**

## **12.0 COMMITTEE COMMENTS**

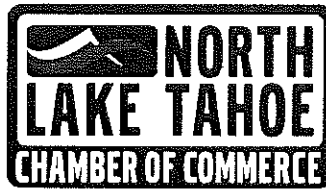
- 12.1 The Ambassador's Program is scheduled to be on next months agenda. Alex would like to see how the Chamber is going to promote the use of the Amgen assets.

## **13.0 ADJOURNMENT**

- 13.1 The Chamber of Commerce Advisory Committee meeting adjourned at 3:10 pm.

Submitted By:

Emily Sullivan, Programs Assistant  
North Lake Tahoe Resort Association



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

## CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

June 23, 2011 – 2:00 pm

Tahoe City Public Utility District-Conference Room

### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Sherina Kreul, Mike Gelbman, Justin Broglio, Mike Young, Cheri Sprenger, Alex Mourelatos and Kay Williams

**RESORT ASSOCIATION STAFF:** Kym Fabel, Andy Chapman, Sandy Evans Hall 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 2:16 pm by stand-in Chair Justin Broglio and the Committee was two NLTRA Board Members short of a quorum.

#### **2.0 PUBLIC FORUM**

- 2.1 Pettit Gilwee reminded the Committee that the 2<sup>nd</sup> Annual Restaurant Week is scheduled for October 2<sup>nd</sup>-9<sup>th</sup>. This year they have over 60 restaurants signed up.

#### **3.0 AGENDA AMENDMENTS AND APPROVAL**

- 3.1 Due to the lack of a quorum the Committee accepted the agenda by acclamation.

#### **4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES**

- 4.1 The minutes from May 25, 2011 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. The Chamber hosted a mixer at The Corporate Center in Incline on June 22<sup>nd</sup>. On the calendar for the next month is:

- June 27-Public Forum on SR89/Fanny Bridge Project-TCPUD Board Room from 5:30-7 pm
- July 7-Mixer at the Mark Twain Cultural Center in Incline Village from 5:30-7pm
- July 19-Contractors Association of Truckee Tahoe from 5-7 pm

Kym reported that there are quite a few ChamberED classes scheduled in the future and referred to the Event Schedule in the Chamber Packet.

#### **6.0 NLTRA MARKETING REPORT-ANDY CHAPMAN**

- 6.1 Andy stated that High Notes marketing campaign has begun with \$42,000 focused on marketing High Notes through Radio and Print. There are 4 radio remotes scheduled in the following locations:
- Kings Beach on July 8th
  - Tahoe City on July 17th

D-5

## **NLTRA Chamber Advisory Committee Meeting Minutes**

- Northstar-at-Tahoe on July 21<sup>st</sup>
- Squaw Valley on August 2<sup>nd</sup>

He reminded the Committee to enter any music events on the Chamber of Commerce Website so it can be linked to [www.gotahoenorth.com/highnotes](http://www.gotahoenorth.com/highnotes). The Committee suggested marketing on the radio in the Bay Area in the future.

- 6.2 Andy reported on the Lake Tahoe Basin Prosperity Plan. He stated that the board now consists of 25 people. They are looking at how to sustain the plan into the future by trying to obtain different grants at this time. The LTBPP aims to analyze existing and emerging economic clusters and identify strategic actions to diversify the Basin economy, facilitate the growth of locally grown businesses/entrepreneurs, and create well-paying jobs building on the region's unique assets. The Board meets monthly.

## **7.0 NLTRA UPDATE-SANDY EVANS HALL**

- 7.1 Sandy stated that she conducted a Board Retreat on June 22<sup>nd</sup> where they came up with four strategic goals under the following; Infrastructure/Transportation, Membership Services/Economic Development/ Business Advocacy, Marketing/Sales, Visitor Information/Lodging Liaison and Community Relations. The goals that pertain to the Chamber of Commerce Advisory Committee are:

- Community Development, increasing dues and non-dues revenue in the next five years.
- Taking a lead on the Lake Tahoe Basin Prosperity Plan and the redevelopment plan.
- Looking at advocacy projects and developments that occur around the lake.
- Visitor Information, reassessment of physical locations and virtual capacity.

The NLTRA will be signing a lease on a kiosk at the Reno International Airport for visitor services and the North Tahoe Express. Jan stated that this is an amazing opportunity. Justin asked about the Welcome Center in Auburn. Andy stated that the NLTRA is looking to contract with the Auburn Welcome Center to create a virtual display at their new location.

## **8.0 REVIEW, DISCUSSION AND WORK SESSION ON 2011/12 COMMUNITY MARKETING GRANT PROCESS AND BUSINESS ASSOCIATION GRANTS**

- 8.1 **The Chamber of Commerce Advisory Committee gave recommendation to staff to present the Grant Application with the following recommendations to the NLTRA Board of Directors:**

- Should special considerations (additional points on rating form) be given to events that support the NLTRA's Marketing efforts. In the next 3-5 years the adopted focus for the NLTRA events is: hiking, biking, paddle-sports and cross country skiing. The Committee suggested having the application (self rating sheet) include a statement similar to, "Special consideration will be given for events that are focused on hiking, biking, paddle-sports and cross country skiing (events that are in-line with the NLTRA's marketing plan)."
- The Committee discussed if applicants should be required to be a Chamber member: The Committee said yes. Regarding out of area event producers (such as Wanderlust) Andy stated that big events that come from out of town that apply for the Community Marketing Grants should be required to be a Chamber Member. Sandy recommended that the Chamber would work with the out of town promoters on Chamber Membership. Mike Young asked about Incline Village and how they can ask for Grant Money due to them being outside of Placer County. Andy replied that it is valid to discuss this with Bill Hoffman to see if the LTVA/RSCVA could offer any assistance.
- The Committee discussed the ROI report and how to increase the consistency of the results. The Committee suggested simplifying the current ROI report and having a staff member assist with the ROI process. Staff currently works with

## NLTRA Chamber Advisory Committee Meeting Minutes

event managers on ROI results, such as, number of room nights resulting from the event through the creation of "Cool Deals."

- Kym stated that in the last granting process there was an application that was lost via email. To avoid this in the future Kym added verbiage to the application stating, "Grantees must follow up to ensure that their application has been received by the Chamber."
- The Committee discussed the Chamber's ability to request \$10,000 of Business Association grant funds like the other five Business Associations. If Placer County approves the funding then the Chamber will come forth to the Chamber Advisory Committee with a plan on how the funds will be used. Cheri suggested the Chamber create a fund raiser. Cheri is opposed to the Chamber Requesting \$10,000 if there wasn't a plan in place. After discussion, the majority of the Committee recommends that staff move forward with increasing the Business Association fund to \$60,000 and include the Chamber. Sandy stated that an example of how the funds could be used is by creating a recreation guide that would encompass the entire region.
- Andy suggested changing the dates on the self rating sheet to match the strike zone period-Kym will incorporate in the final draft
- Judy asked if a grantee could use some of the Granted Funds to purchase an E-blast out to the NLTRA Marketing database (\$1,500). The Committee suggested staff use their discretion.

### 10.0 COMMITTEE MEMBER REPORTS-

- 10.1 **TNT/TMA**-Jan stated that the Summer Trolley starts next Tuesday. There is a new West Shore Night Rider. The Emerald Bay connection has started. New schedules are being distributed.
- 10.2 **IVCBA**-Mike stated that they will be having their Red, White and Tahoe Blue 4<sup>th</sup> of July Celebrations next weekend they also have a new bar in Incline called the Incline Beaches Tiki Club.
- 10.2 **NTBA**-Music Series kicks off Friday with the Blues Monster. There will be Fireworks on the beach on July 3<sup>rd</sup>, July 4<sup>th</sup> Pancake Breakfast.
- 10.3 **TCDA**- They had record attendance at the first Commons Beach concert of the season. They are also in the process of conducting public forums on the old Tahoe City Fire Station. July 19<sup>th</sup> the TCDA is having the Farm to Table Dinner at Commons Beach Dinner Fund Raiser.
- 10.4 **Kym-Conducted** a radio interview today and she discussed all of the 4<sup>th</sup> of July Festivities on the North Shore.

### 11.0 ADJOURNMENT

- 11.1 The meeting was adjourned at 4:10 pm

Submitted by,  
Emily Sullivan  
Programs Assistant





[www.NorthLakeTahoeChamber.com](http://www.NorthLakeTahoeChamber.com)

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

## Event Schedule

### July

**19** Mixer – Contractors Assoc of Truckee Tahoe 5-7pm  
Truckee

### August

**4** Mixer – David Bradley Maintenance 5-7pm  
Incline Village

**9&16** ChamberED – QUICKBOOKS 9am-4pm  
Incline Village

**9** Mixer – Northstar 5-7pm  
Joint Mixer with Truckee Chamber

**10** ChamberED: Noon – 1:30pm   
Is Your Business Protected Against Identity Theft? Incline Village

**18** ChamberED: Noon – 1:30pm   
Grow the Green (\$\$) by Going Green, Incline Village

**24** ChamberED: Sexual 24 Harassment Awareness 9-11am  
Cedar House Sport Hotel, Truckee

**25** ChamberED: Noon – 1:30pm   
How to Start a Business, Incline Village

**30** ChamberED: Noon – 2pm   
Internet Marketing (Beginner), Incline Village

**31** ChamberED: Noon – 1:30pm   
Thinking of Selling Your Business? , Incline Village



# CATT MIXER

with Truckee Donner Chamber  
of Commerce and North Lake  
Tahoe Chamber of Commerce

Tuesday

July 19, 2011

5:00 to 7:00 PM

CATT office (12313 Soaring Way,  
first floor, Truckee)

Sliders and Dogs BBQed

by Full Belly Deli

Drinks - Raffle - Music

Displays - Networking



This Mixer is brought to you by the CATT Membership Committee – Members helping Members! Chairman Gary Crosswhite (Meridian Concrete), Deb Kelly (Kelly Brothers Painting), Jason Hooper (Pella Windows & Doors), Norin Mack and Tim Kawelmacher (Ferguson Enterprises), and Julie Johnson Holland (Interior Design by Julie Johnson-Holland). And thanks to Full Bell Deli for supporting CATT!

Fill out the form on the next page if you want to donate a RAFFLE PRIZE or reserve a space for a VENDOR DISPLAY.

North Lake Tahoe Chamber of Commerce and Sierra Economic Development Corporation present:

# Grow the Green (\$\$\$) By Going Green

with  
Sustainametrics'  
Kristin York



### *How much do you know about your business going green?*

This class is designed to help you understand what it means to be green and set you on course for growing your business by going green. We'll start with a brief overview of sustainability - the hottest business topic since the technology revolution and take a look at how the most successful businesses approach greening their operations and marketing their efforts.

Then, its time to roll up your sleeves. We'll walk you through how to perform a green business assessment and how to tap into valuable incentives and rebates that can help you save money.

Finally, we'll explore green marketing techniques. We'll look at how you can

- Reap the benefits of your sustainability efforts
- Use cost effective social media to target new and existing customers
- Connect with customers in a meaningful way and,
- Increase revenues by marketing to a huge emerging demographic
- You'll come away from the class with a basic toolkit of checklists and resources to get you started!

**Classes Available:** All Classes are \$55 per person

**Date:** Thursday - August 18, 2011

**Location:** Mark Twain Cultural Center, 760 Mays Blvd Ste. 10, Incline Village, NV

**Time:** 12:00pm-1:30pm



**Bring Your Lunch**

**Date:** Wednesday - September 7, 2011

**Location:** Tahoe City PUD Board Room, 221 Fairway Drive, Tahoe City CA 96145

**Time:** 12:00pm-1:30pm

**Date:** Thursday - October 20, 2011

**Location:** North Tahoe Event Center, 8318 North Lake Blvd, Kings Beach CA 96143

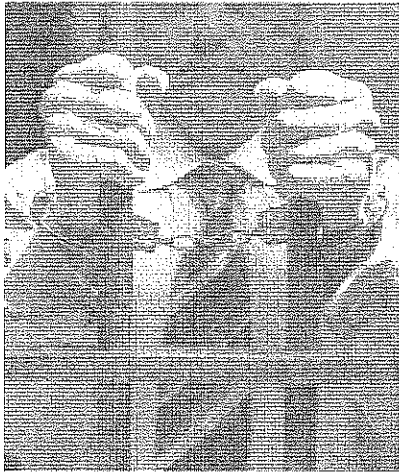
**Time:** 12:00pm-1:30pm

**Don't miss out on this valuable class!**

Call today to reserve your seat: (530) 823-4703, or email: [info@sedcorp.biz](mailto:info@sedcorp.biz)

Payable in advance by mail or credit card. Space is limited, so don't delay.





The North Lake Tahoe Chamber of Commerce & Sierra Economic Development Corporation are proud to present:

# Business Identity Theft Compliance Workshop

*Calvin and Toni Ryan founded Ryan and Associates in 1989. Combined, they bring over 50 years of experience in the banking, medical and mortgage industries. Their primary focus has been with the business owners and organizations regarding identity theft compliance to current federal and state laws. Calvin and Toni Ryan carry the distinction of*

*CITRMS - Certified Identity Theft Risk Management Specialist.*

## In this class you will learn:

- What you need to know if you bill customers.
  - How much you will be fined if...
- What you can be held personally liable for...
  - Laws & How They Affect Businesses.
  - Business Liability when there is a Breach.
- Types of Identity Theft and Behavior Awareness.
- Tools for Creating a Policy to Protect Your Business.
- Identity Theft Awareness & Prevention Education.

Is your business protected?

Starting December 1, 2010 the FTC Identity Theft Laws (Red Flags Rule) will be enforced.

**Keep Your Business Out of Jeopardy! Avoid the FINES and Protect Your Bottom Line**

All Classes are \$55 per person , Noon—1:30pm

**Date:** Wednesday – August 10, 2011

**Location:** Mark Twain Cultural Center, 760 Mays Blvd Ste. 10, Incline Village, NV

**Date:** Thursday – September 22, 2011

**Location:** Tahoe City CA 96145

**Date:** Wednesday – October 26, 2011

**Location:** North Tahoe Event Center, 8318 North Tahoe Blvd, Kings Beach CA 96143



Bring your lunch

**Don't miss out on these valuable classes!**

**Call today to reserve your seat: (530) 823-4703, or email: [info@sedcorp.biz](mailto:info@sedcorp.biz)  
Space is limited, so don't delay. Must Pay in Advance by Credit Card or Check!**



E-4

North Lake Tahoe Chamber of Commerce and  
Sierra Economic Development Corporation  
present:

# HOW TO START A BUSINESS

**INSTRUCTOR: BRENT SMITH**  
*Sierra Economic Development Corporation*

- Minimize your risks and walk through the steps in the business start-up process.
- Learn of the many resources available to you - many are free!

All Classes are \$55 per person

**Date:** Thursday – August 25, 2011

**Location:** Mark Twain Cultural Center, 760 Mays Blvd Ste. 10, Incline Village, NV

**Time:** 12:00pm-1:30pm

**Date:** Friday – September 23, 2011

**Location:** Tahoe City PUD Board Room, 221 Fairway Drive, Tahoe City CA 96145

**Time:** 12:00pm-1:30pm

**Date:** Thursday – October 13, 2011

**Location:** North Tahoe Event Center, 8318 North Lake Blvd, Kings Beach CA 96143

**Time:** 12:00pm-1:30pm



Bring your lunch

**Don't miss out on this valuable class!**

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Payable in advance by mail or credit card. Space is limited, so don't delay.

Non-Refundable for no-shows.

SEDCorp is a non-profit local leader in the business of supporting the growth of small businesses through training workshops and small business loans.

Questions? Please contact Kym Fabel, North Lake Tahoe Chamber  
530.581.8764, [kym@PureTahoeNorth.com](mailto:kym@PureTahoeNorth.com)



Sierra Economic Development Corporation

E-S



North Lake Tahoe Chamber of Commerce and  
Sierra Economic Development Corporation are proud to present:

# Internet Marketing...

The Superhighway to Success & the Road to ROI  
*Beginners Class*

Instructor, Coryon Redd, is a successful entrepreneur who has grown an e-commerce business to over 3 million in annual sales of cell phone batteries and accessories. Batteries4less.com has grown at double digit rates every year since it started in 1999 because of search engine marketing, link building, comparison shopping and on-going website development. Coryon has been consulting with businesses and teaching classes on Internet Marketing for several years. He will help you develop a blueprint for online success through advanced techniques to build your online traffic and convert more shoppers into buyers.

### In the Beginner class you will learn:

- How to get top rankings on Google.
- How to pick the right keywords for your business.
- Free tools to improve your business and track website visitors.

#### All Classes are \$65 per person

**Date:** Tuesday – August 23, 2011

**Location:** Mark Twain Cultural Center, 760 Mays Blvd Ste. 10, Incline Village, NV

**Time:** noon -2pm

**Date:** Wednesday – September 21, 2011

**Location:** Tahoe City PUD Board Room, ,221 Fairway Drive, Tahoe City CA 96145

**Time:** noon -2pm

**Date:** Tuesday – October 4, 2011

**Location:** North Tahoe Event Center, 8318 North Lake Blvd, Kings Beach CA 96143

**Time:** noon -2pm



**Bring Your Lunch**

### Don't miss out on this valuable class!

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Payable in advance by mail or credit card. Space is limited, so don't delay.

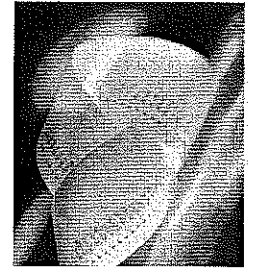
**Non-Refundable for no-shows.**



The North Lake Tahoe Chamber of Commerce and Sierra Economic Development Corporation are proud to present:

# QuickBooks Classes!

QuickBooks Pro is one of the most widely used small business accounting software in the market. **DON'T FIGHT IT. USE IT.**



*Marie Gibson, an Advanced QuickBooks ProAdvisor and a member of Intuit's National Speaker and Writer Network, will be teaching you the basics of QuickBooks. She is a professional educator, speaker and author with over 25 years of extensive and varied business experience and has taught Managerial Accounting (job costing) at University Nevada, Reno. Marie's company specializes in helping busy business owners transform their financial systems to give them timely and accurate financial reports, so that they can focus on running their business with certainty in an uncertain world.*

## SEDCorp Workshops

**Date:** Tuesday – August 9, 2011 and August 16, 2011  
**Time:** 9:00am-4:00pm (Sign in starts at 8:30am)  
**Location:** Mark Twain Cultural Center, 760 Mays Blvd, Suite 10, Incline Village, Nevada

**Date:** Tuesday – September 6, 2011 and September 13, 2011  
**Time:** 9:00am-4:00pm (Sign in starts at 8:30am)  
**Location:** Tahoe City

**Date:** Tuesday – October 11, 2011 and October 18, 2011  
**Time:** 9:00am-4:00pm (Sign in starts at 8:30am)  
**Location:** Kings Beach

**Just \$225 – Which includes 12 hours of instruction and handbook**

- **What is included in the fee:**
  - Workbook that illustrates the exercises demonstrated in class
  - **Expert QuickBooks training and advice**
  - Learn to set-up and understand your simple, inexpensive, hassle-free accounting system
  - Understand your reports for business decision-making, governmental and other purposes
  
- **In this workshop, you will:**
  - Master the fundamentals of QuickBooks accounting software
  - Learn the simplest way to track income and expenses
  - Learn how to complete accounting tasks quickly and accurately
  - Don't waste time thru trial and error
  - Use financial reports to improve your profitability
  - Become a **CONFIDENT USER**

MAC users are welcome. Laptops not required.

## Don't miss out on these valuable classes!

Call today to reserve your seat: (530) 823-4703, or email: [info@sedcorp.biz](mailto:info@sedcorp.biz)  
 Payable in advance by mail or credit card. Space is limited, so don't delay.  
 Non-Refundable for no-shows.

SEDCorp is a non-profit local leader in the business of supporting the growth of small businesses through training workshops and small business loans.  
 560 Wall St., Suite F, Auburn, CA 95603  
 Phone: 530-823-4703, Fax: 530-823-4142  
[www.sedcorp.biz](http://www.sedcorp.biz)



North Lake Tahoe is taking 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.  
 380 North Lake Blvd, Tahoe City, CA 96145  
 Phone: 530-581-6900  
[www.laketahoechamber.com](http://www.laketahoechamber.com)





**North Lake Tahoe Chamber of Commerce &  
Sierra Economic Development Corporation proudly present:  
THINKING OF SELLING YOUR BUSINESS?**

Presenter: David Frazier is a partner at B2B CFO, the largest financial consulting firm in the US, with 184 partners in 39 states. Prior to B2B, Frazier spent over 25 years in various executive positions in finance and operations at large publicly traded companies. Most recently, Frazier successfully sold a commercial construction company after a complete turnaround. Combining hands on experience in “selling a business” with years of wisdom and wit garnered in work settings of all kinds, Frazier brings non-stop energy to his teaching

If you're thinking of taking the leap and selling your business, or perhaps received an offer you can't refuse, this course is designed to address the issues from deciding to sell to depositing the check. Selling your business is about planning, preparation, communications, and execution, which will lead to a positive, profitable life transition.

You do not need to be a “financial expert” to enroll. This course will provide a comprehensive list of issues and activities that should be addressed as you consider and execute this life changing event. The course is quick paced, thought provoking, with a touch of humor.

**All Classes are \$55 per person , Noon—1:30pm**

**Date:** Wednesday – August 31, 2011

**Location:** Mark Twain Cultural Center, 760 Mays Blvd Ste. 10, Incline Village, NV

**Date:** Wednesday – September 14, 2011

**Location:** Tahoe City PUD Board Room, 221 Fairview Dr, Tahoe City CA 96145

**Date:** Wednesday – October 12, 2011

**Location:** North Tahoe Event Center, 8318 North Tahoe Blvd, Kings Beach CA 96143



Bring your lunch

**Don't miss out on this valuable class!**

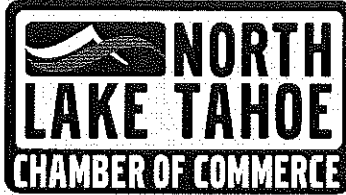
Call today to reserve your seat: (530) 823-4703, or email: [info@sedcorp.biz](mailto:info@sedcorp.biz)

Payable in advance by mail or credit card. Space is limited, so don't delay.

Non-Refundable for no-shows.







July 14, 2011

To: Chamber Advisory Committee (CAC)  
From: Chamber Staff

RE: ROI report from Grant Applicant – Snowbomb- Sick 'N Twisted Freestyle Tour, *Collier Cook*

**Background:**

The CAC granted funds to Snowbomb, Sick 'n Twisted Freestyle Tour. The total of \$3,050 was granted for specific marketing projects:

- \$865 for the school letter
- \$580 for poster printing
- \$1600 for poster distribution

After meeting with Collier, it was agreed that NLTRA/Chamber would:

- List each individual event on [GoTahoeNorth.com](http://GoTahoeNorth.com) with each event linking to [SnowBomb.com](http://SnowBomb.com) (done)
- Produce an on-hill banner (done)
- Include Sick n' Twisted Series in upcoming snow sports related press releases (done)

In that meeting, it was agreed that [SnowBomb.com](http://SnowBomb.com) would:

- Include NLTRA/Chamber logo on collateral, marketing materials and whenever appropriate. (done)
- Include [GoTahoeNorth.com/lodging](http://GoTahoeNorth.com/lodging) on the Sick n' Twisted website to drive potential overnight stays for each event of the series. (done)

The overall goals of these events were:

- 600 participants at 6 resorts
- 17,000 unique visits

On July 20, the ROI final event report will include information on:

- Overnight stays
- Attendance and registration numbers – comparisons over previous yrs
- Web Statistics
- PR ROI equivalency
- Did this event meet the above goals as stated in the grant application

**Requested Action: None**

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July 14, 2011

To: Chamber Advisory Committee (CAC)

From: Chamber Staff

RE: After Review and Discussion, Staff Recommends Possible Motion to Approve the Final Draft of the 2011/12 Community Marketing Grant Process/Application and Business Association Grant Application.

### **Background**

Three major changes are up for review in this final draft of the Community marketing Grant Process and Application:

- 1) Remove the requirement of the applicant to be a Chamber Member because these are public funds that are being distributed.
- 2) Change the requirement of grant fund pay-out **from** the beginning of the meeting process with NLTRA/Chamber special event staff, **to** upon receipt to Chamber staff of final event report with invoices attached for review of appropriate charges.
- 3) Develop a Special Event Grant Task Force to review and allocate funds to special event applicants. This task force would include:
  - 2 Marketing committee members
  - 2 Chamber Advisory committee members
  - 1 Lodging committee member
  - 1 NLTRA/Chamber Board of Directors member

Chamber staff has incorporated all of the above points in draft form in the grant. Additional suggestions by staff are in red for ease of reading.

Business Association Grant Funding Application and Process would remain with the Chamber Advisory Committee with no changes to the current process.

### Possible Time Line:

7/20: CAC application recommendation

8/3: NLTRA/Chamber Board application approval

8/5: Promotion of grants

9/7: Application deadline

9/14: Presentations & allocation recommendation by Task Force

10/5: NLTRA/Chamber Board approval

**Requested Action:** Recommendation of Approval for both the Business Association and Chamber Marketing Grant, with incorporation of all changes made at this meeting. CAC recommendation will be scheduled for NLTRA Board Approval on August 3, 2011.



## 2011-12 Community Marketing Grant Program For Special Event Development

### **Purpose:**

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 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.

### **Criteria for Eligibility**

Special Event grant funds are open to any community organization or business with an event or program that meets the following criteria:

- Targeted at visitors to the region that generate local and business revenue.
- Revenue and other benefits generated must accrue principally to areas within Placer County since the funding for this grant program comes from Placer County Transient Occupancy Tax (TOT)
- Opportunities for public relations and local and regional media exposure

CMP grants are designed to provide marketing and promotional support including, but not limited to, the design, development and distribution of marketing collateral, promotional efforts, and/or advertising efforts which help generate local and regional business revenue (including Sales Tax and Transient Occupancy Tax).

### **Grant Eligible**

- Geographic area advertising (TV, radio, print, Internet)
- Production and printing of promotional materials (brochures, flyers, posters, etc.)
- Production and printing of signage used to direct and/or inform visitors.
- Marketing and promotion in support of special events which benefit more than one geographic area of the region, or the region as a whole.

### **Grant Ineligible**

- Capital Investments
- Salaries
- Operational Overhead
- Vehicle expenses (Fuel, etc.)
- Food, Beverage, Entertainment & Transportation
- Supplies, Equipment, Telephone, Security, Clean-up, Facility Rental

**Rating form to help you see if you meet the criteria for eligibility:**

- 1) Does your event take place in Placer County? Yes =1 No = 0 # \_\_\_\_\_
- 2) Does the event have potential to generate overnight lodging tax?  
1 - 10 (1=none, 10=Very Strong ) # \_\_\_\_\_
- 3) Is this a first time event? Yes =1 No = 0 # \_\_\_\_\_
- 4) Does your event have opportunities for local & regional media exposure?  
Yes =1 No = 0 # \_\_\_\_\_

5) When and where does your event occur?  
There is special consideration for events occurring during the slower times listed below  
and especially during the listed "strike zones"

**On the Lake** # \_\_\_\_\_  
Jan 1 – Jun 15 = 1  
Aug 15 – Dec 15 = 1

**Off the Lake** # \_\_\_\_\_  
May 1 - Dec 15 = 1

**"Strike Zone"** # \_\_\_\_\_  
Jan 4 - Jan 13 = 2  
May 15 – Jun 15 = 2  
Aug 15 - Oct 15 = 2

**Special Consideration** for new key initiative recreation events. # \_\_\_\_\_  
Does your event showcase one or more of the following:  
Paddle spoers, biking, hiking Nordic skiing (one point for each)

If you have 8 points or more you may qualify **TOTAL # \_\_\_\_\_**

## Grant Program Process and Deadlines:

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

- **Process**

- - Complete application by deadline. Please contact the Chamber to confirm that the application has been received.
  - All applications are reviewed by Chamber staff then reviewed by **the Special Events Grant Task Force for allocation recommendations. The grant allocation recommendations must then be approved by the Board of Directors of the North Lake Tahoe Resort Association, typically as a Consent Calendar item on a regular Board agenda.**
  - You will be notified by Chamber Staff as to your application status after the NLTRA Board has approved the funding.
  - Once approved, the applicant sets a meeting with the NLTRA's Special Event Manager **and Chamber Manager** to review the events' marketing plan and discuss action plans.
  - **Grant funds will be paid upon receipt of the Event Final Report and will reimburse itemized expenses and receipts for all appropriate expenses up to the grant total.**
  - **Event Final Report is due to the North Lake Tahoe Chamber within 60 days of the event.**

### Dates:

- **Deadline :** September 7, 2011
- **Presentations:** September 14, 2011
- **Approval:** October 5, 2011
- **Notification:** October 6, 2011

Please send application and invoices to:

Kym Fabel

North Lake Tahoe Chamber of Commerce

PO Box 884

Tahoe City, CA 96145

[kym@puretahoenorth.com](mailto:kym@puretahoenorth.com), fax: 530.581.1686

### Dollar amounts to be awarded:

The majority of grant awards given will be in the \$500 to \$2,500 range. Requests for more than \$5,000 should be for a large-scale event and/or program targeted toward a large visitor audience. **Unused or unclaimed funds will be reallocated with a deadline of February 1, 2012.**

**Grant Program Recipient Obligations:**

Recipients of the Community grant Program must comply with the following:

- 1) Use of the North Lake Tahoe Resort Association / Chamber of Commerce logo, indicating sponsorship and/or support on printed promotional materials, including brochures, flyers, advertising, and on signage as appropriate.
- 2) The North Lake Tahoe Chamber 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.
- 3) 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.
- 4) Grantee agrees to no less than two meetings with the NLTRA Special Events and Chamber staff to review
  - a) The event plan and provide suggestions and recommendations.
  - b) Event Final Report to ensure all information requested at the initial meeting is available and covered in the final report. Once the Event Final Report is approved by staff, grant funds will be released.
- 5) Accountability and Documentation of the Event Final Report  
All grant recipients must file a complete Event Final Report to the office of the North Lake Tahoe Chamber of Commerce prior to the release of grant funds to reimburse appropriate expenses. (See Section B for Final Event Report requirements).

**SECTION A:**

**Special Event Application:**

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 (**E. Placer County**), as further defined by the service area of the requesting organization.
2. The timing of the event **is encouraged to** follow the 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 **are encouraged**.

<b>Date Submitted:</b>		
<b>1. Event Date</b>	<b>Event Name:</b>	
<b>2. Grant Amount Requested</b>		
<b>3. Name of Applicant Organization:</b>		
<b>4. Contact Name</b>		
<b>Mailing Address</b>	<b>City/State</b>	<b>Zip:</b>
<b>Telephone:</b>	<b>Email:</b>	
<b>Website:</b>		
<b>5. When was organization founded?</b>	<b>Is organization non-profit?</b>	
<b>6. Purpose/Mission of organization</b>		
<b>7. Tax ID Number:</b>		
<b>8. What is your organization’s annual net revenues (less expenses):</b>		

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9. Narrative description and purpose of the event?
10. How is your special event consistent with your organization's mission or purpose?
11. How does your event enhance visitation to the are or improve the visitor experience?



12. Submit (attach) complete proposed budget of the event	
13. If not provided in event budget, please provide (attach) complete marketing and promotional plan. EXAMPLE:	
<b>Type</b>	<b>\$Spent – or describe what you are doing with each category below</b>
Newspaper/Magazine	\$ <u>500</u> or \$0: Complimentary Ad in TQ
Internet/Website	\$ <u>500</u> or \$0: free listing in calendar of events
Radio	\$ <u>500</u>
TV	
Rack Cards	
Brochure	
Direct Mail	
Printed Program	
Other	
14. Grant Amount Requested: \$ _____	
15. Percentage of total budget requested _____ %	
16. Sources of other funding to support the special event budget, including proposed sponsors.	
17. Description of how the success of your event will be measured:	
_____	_____
Signature	Date
_____	
Print Name and Title	

**SECTION B:**

**Final Event Report:**

The following information must be submitted before grant funds can be released. Required report must be submitted to the office of the North Lake Tahoe Chamber of Commerce. Please attach additional documentation and materials, as necessary.

Although each event is unique, many measurements of success are standard. Your specific measurements of success will be clearly defined at your initial meeting with NLTRA/Chamber staff.

**Please attach your Profit & Loss report, itemized expenditures and receipts for reimbursable items**

Your Final Event Report should also include the following information:

<b>MARKETING</b>		
Did you include your event on <a href="http://www.GoTahoeNorth.com">www.GoTahoeNorth.com</a> calendar?	Yes	No (Please circle)
Did you use NLT Chamber e-mail blast service?	Yes	No
Did you use "Cool-Deals" to generate event/lodging packages?	Yes	No
Please provide samples of all marketing materials.		
<b>RESULTS</b>		
Did your event generate overnight lodging tax?	Yes	No
If so, how many room nights did your event generate in East Placer County?		
How did you measure this information?		
How many unique visitors did your website produce?		
Other measurements (online surveys, YouTube hits, etc).		
Public Relations results?		
Total attendees: _____		
Participants _____		
Spectators _____		
If applicable, how does this compare to previous years attendance?		
What would you do differently to make this event even more successful in the future?		



## 2011-12 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 for Business Association Partners (BAP). 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 (CAC) during a regular public meeting. If approved by the CAC, 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**

A specific amount of total funding is set aside for organizations annually. These organizations are: the North Tahoe Business Association, West Shore Association, Squaw Valley Business Association, Tahoe City Downtown Association, Village at Northstar Association and the North Lake Tahoe Chamber of Commerce..

### **Grant Program Deadlines:**

**Business Association Program (BAP)** grant deadlines apply within the fiscal year (July 1 - June 30).

### **Deadline: Open**

**Grant Program Eligibility Criteria:**

**BAP** 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 of **each specific region** for special events **and programs of the designated Business Association**

**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:**

Use of the North Lake Tahoe Resort Association/ 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.

Accountability and Documentation of Return on Investment (ROI) presentation to the Chamber Advisory Committee is required before any other grants can be considered..

**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:**

**Business Association Marketing Grant**

**Application form**

Date Submitted:		
1. Event Date	Event Name:	
2. Grant Amount Requested		
3. Name of Applicant Organization:		
4. Contact Name		
Mailing Address	City/State	Zip:
Telephone:	Email:	
Website:		
5. When was organization founded?	Is organization non-profit?	
6. Purpose/Mission of organization		
7. Tax ID Number:		
8. What is your organization's annual net revenues (less expenses):		
9. Narrative description and purpose of the grant funding?		
10. How is your grant request consistent with your organization's mission or purpose?		

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11. Submit (attach) complete proposed budget of the grant funding	
12. If not provided in budget, please provide (attach) complete marketing and promotional plan.	
EXAMPLE:	
<b>Type</b>	<b>\$Spent – or describe what you are doing with each category below</b>
Newspaper/Magazine	\$ <u>500</u> or \$0: Complimentary Ad in TQ
Internet/Website	\$ <u>500</u> or \$0: free listing in calendar of events
Radio	\$ <u>500</u>
TV	
Rack Cards	
Brochure	
Direct Mail	
Printed Program	
Other	
13. Grant Amount Requested: \$ _____	
14. Percentage of total budget requested _____ %	
15. Sources of other funding to support the business association budget.	
16. Description of how the success of your grant will be measured:	
_____ Signature	_____ Date
_____ 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. 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.)

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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.
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 Business Plan Progress Report

JUNE 2011

**Goal: Promote Business and Tourism with emphasis on promoting and supporting Chamber members**

- June 9 —Summer Recreation Luncheon
- June 22—Mixer hosted by IV Corporate Center
- June 23—Chamber Sales Event at McBride’s Nursery

**Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community**

- June 7—Breakfast Club
- June 15—Business Expo

**Goal: Create, promote and deliver improved value, marketing and delivery of Chamber Member services**

**Goal: Develop, advocate and take specific actions to help improve the year-round economic climate of the greater North Lake Tahoe community: Economic Development, Redevelopment, Diversification and Sustainability**

- June 14—Public Forum—Winter Games Coalition

Percentage of Membership by Location							
	Dec '10	Jan '11	Feb '11	Mar '11	Apr '11	May '11	Jun '11
Incline/Crystal Bay	26%	25%	25%	25%	25%	25%	25%
Tahoe City	27%	26%	26%	26%	26%	27%	27%
Truckee	14%	15%	15%	15%	15%	14%	14%
KB/CB/ Tahoe Vista	12%	12%	12%	12%	12%	13%	13%
Reno/Sparks/Carson	6%	6%	6%	6%	6%	5%	5%
South Shore	5%	5%	5%	5%	5%	5%	5%
Squaw Valley	3%	3%	3%	3%	3%	3%	3%
Other	5%	6%	6%	6%	6%	6%	6%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Total Members</b>	<b>638</b>	<b>601</b>	<b>601</b>	<b>575</b>	<b>555</b>	<b>525</b>	<b>520</b>

17-15

