



**AGENDA AND MEETING NOTICE  
CHAMBER OF COMMERCE ADVISORY COMMITTEE  
Thursday, June 23, 2011 – 2pm  
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">ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED</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. (3 minutes)</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> </ul> <p>E. Chamber Program and Project Updates - Kym Fabel (5 minutes)</p> <ul style="list-style-type: none"> <li>• Upcoming Chamber Activities</li> </ul> <p>F. NLTRA Marketing Report – Andy Chapman (15 minutes)</p> <ul style="list-style-type: none"> <li>• Update on High Notes</li> <li>• Update on LTBPP Board Selection</li> </ul> <p>G. NLTRA Update – Sandy Evans Hall (10 minutes)</p> <ul style="list-style-type: none"> <li>• Board Strategic Retreat</li> </ul> <p>H. Review, Discussion, and Work Session on 2011/12 Community Marketing Grant Process and Business Association Grants (<b><i>motion</i></b>) (1 hour)</p> <p>I. Committee Member Reports/Updates from Community Partners (5 minutes)</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



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

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

## Event Schedule




### June

- 27** Public Forum – SR89/Fanny Bridge Project 5:30-7pm  
Tahoe City PUD Board Room

### July

- 7** Mixer – Mark Twain Cultural Center 5-7pm  
Incline Village
- 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 Harassment Awareness 9-11am  
Cedar House Sport Hotel, Truckee
- 25** ChamberED: Noon – 1:30pm   
How to Start a Business, Incline Village



## PUBLIC FORUM

JUNE 27, 5:30pm – 7pm

# SR 89/Fanny Bridge Community Revitalization Project Presentation, Q & A

**Who:** Tahoe Transportation District (TTD); Alfred Knotts, principal project planner with the TTD; Mark Rayback, lead engineer with Wood Rodgers.

**What:** Presentation and Q & A about the SR89/Fanny Bridge Community Revitalization Project

**Where:** Tahoe City Public Utility District (TCPUD), 221 Fairway Drive, Tahoe City

**Why:** To inform the public and to receive feedback

The presentation will cover:

- The project's main objectives and goals to resolve safety concerns related to the deteriorating historic Fanny Bridge; improve pedestrian, cyclist and driver safety; reduce vehicle emissions and allow for positive water quality impacts; provide a second viable emergency evacuation route from the West Shore; improve vehicle mobility for commerce needs and to lessen traffic back-ups through Tahoe City, along SR 89 and the West Shore.
- An explanation of the current situation
- An explanation of each design concept and project alternatives
- A review of the preliminary timeline and milestones

For more information, please contact TTD Community Outreach Specialist, Margaret Skillicorn, at 530.550.7578 or at [suggestions@fannybridge.org](mailto:suggestions@fannybridge.org).



## How Do YOU See It?



### Respect Gets Respect

# “The Generations and Sexual Harassment”

Awareness and Prevention for Business Owners and Managers

**When:** Wednesday, August 24, 2011  
9:00 a.m. to 11:00 a.m.  
Registration & Snack 8:30 a.m.

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

This workshop, required as per California’s AB 1825 will bring your business into compliance regarding sexual harassment awareness in the workplace. This topic is presented in an engaging and provocative way, from the perspective of generations working side by side. Prevent unwelcome behavior and increase and harmony during our busy summer season.

**Satisfy California AB 1825 required training!**

Generational Perceptions

The 5-step method for assessing the conduct – Is it or isn’t it?

Handling Complaints

The Investigation and Interviews

Privacy Issues

Documenting and Resolving the Complaint

Prevention Awareness



**Speaker: Laura Moriarty, SPHR President, Tahoe Training Partners**

Laura Moriarty, SPHR, is a seasoned HR executive, nationally known corporate trainer and frequent presenter of Sierra Human Resources Association workshops.

**Registration Fees:** Early Bird registration (before August 10<sup>th</sup>): \$49 for SHRA members  
\$59 for Chamber members  
\$69 for non members  
Last Minute registration (after August 10<sup>th</sup>): \$59 for SHRA members  
\$69 for Chamber members  
\$79 for non members

Easy Online Registration at [www.sierrahra.com](http://www.sierrahra.com) at the Online Store. Pay safely by check or by credit card through PayPal. Seating is limited for this popular event.

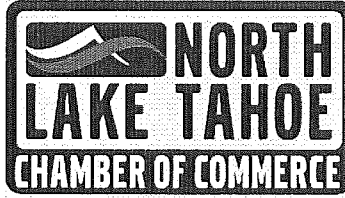
*No refunds; substitutions welcome.*



For more information, contact Laura Moriarty, SPHR at 530-573-0224 or Linda Pendleton at the Truckee Chamber at 530-587-8808 or Kym Fabel, North Lake Tahoe Chamber Manager at 530 581 8764.

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





June 20, 2011

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

RE: Review, Discussion, and Work Session on 2011/12 Community Marketing Grant Process and Business Association Grants

**Background:**

The CAC annually reviews and makes adjustments to the next year's Community Marketing Grant Process. Each year, as different scenarios occur, there are opportunities to implement improvements in the application and its process.

At the May 25, 2011 CAC meeting, the committee made the following recommendations that have been included in the attached final draft. The main discussions and changes were:

- Can a Business Association apply for Community Marketing Grant for a Special Event? CAC consensus: YES
- Is the "Gentleman's Agreement" of \$10,000 for each association still applicable? CAC consensus: YES
- Should the Chamber be included in the Business Association Grant Funding? CAC consensus: YES
- Should we include a self-rating form as part of the application that helps the applicant decide whether their event meets all criteria of the grant? CAC consensus: YES
- Should special considerations (additional points on rating form) be given to events that support NLTRA's Marketing efforts. In the next 3-5years, the adopted focus for NLTRA events are in the areas of hiking, biking, paddlesports and cross country skiing  
CAC consensus: NEEDS REVIEW

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

NLTRA is required to include the Community and Business Association grants in final budget processes to Placer County this month.

**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 July 6, 2011.



## 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**

<b>Community Marketing Grant Program for Business Association Partners Application Form</b>		
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:	<b>Please submit copy of complete final budget</b>
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. 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.





## 2011-12 Community Marketing Grant Program Grant Funding Criteria and Application Form

### **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 Chamber Member 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, 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 Produce TOT?  
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 Does Your Event Occur? June 15 – Aug 21, 2011 = 0 # \_\_\_\_\_  
Aug 22 – Dec 15, 2011 = 1  
Dec 16 – Jan 4, 2012 = 0  
Jan 5 - Feb 16, 2012 = 1  
Feb 17 – 26, 2012 = 0  
Feb 27 – June 14, 2012 = 1

If you have 7 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 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.
- 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 to review the events' marketing plan, discusses action plans
- After this meeting, the grant funds are released to the event
- Applicant reports the event ROI to Chamber Advisory Committee within 90 days of the event.

• **Deadline: September 7, 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, 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 within a deadline of mid-fiscal year 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 staff to review

- a) the event plan and provide suggestions and recommendations before grant funds can be released.
- b) ROI report to ensure all information requested at the initial meeting is available and covered in the final ROI report to CAC.

5) Accountability and Documentation of Return on Investment (ROI)

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) within 90 days of the event completion.

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

Purpose of organization:
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Tax ID Number:
Total annual budget:
How is special event consistent with organization's mission or purpose?
How is special event consistent with the <b>North Lake Tahoe Tourism and Community Investment Plan</b> ?
Narrative description of the event:
Purpose of event:

Total budget of event:	<b>Please submit copy of complete final budget</b>
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.

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.
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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?



North Lake Tahoe Chamber of Commerce

# 2010-11 Business Plan Progress Report

MAY 2011

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

- May 10—Completed and delivered Volunteer bags with Chamber Member coupons
- May 18—Mixer at Pullen Realty, Truckee (joint mixer with TDCC)
- May 20—Mixer TERC, Incline Village

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

- May 3 —Breakfast Club
- May 4—Co-sponsored Seminar: Tahoe Prosperity Center at Parasol

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

- May 3—Chamber Education Seminar: Disabled Access Seminar

**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**

- May 6—KTKE interview regarding AMGEN & ideas on what businesses can do to achieve success during this event.
- May 11—Leadership Program Graduation day

**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%	26%
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%	5%
Homewood/Tahoma	2%	2%	2%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%
Total Members	638	601	601	575	555	525	515