



**north lake tahoe**

Chamber | CVB | Resort Association

**AGENDA AND MEETING NOTICE  
BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE**

**Wednesday, June 11 2014 – 9:00am**

**Tahoe City Visitor Information Center**

**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*

**Business Association  
and Chamber  
Collaborative Members**

**NLTRA Board:**

**Kaliopé Kopley**

**Eric Brandt**

**Committee Members:**

**Caroline Ross, Chair**

*Squaw Valley Business Assoc.*

**Stephen Lamb**

*PlumpJack Inn*

**Stacie Lyans**

*Tahoe City Downtown Assoc*

**Dave Wilderotter**

*Tahoe Dave's*

**Kay Williams**

*West Shore Assoc.*

**Rob Weston**

*West Shore Sports*

**Mike Young**

*Incline Community Business Assoc.*

**Blane Johnson**

*Sun Bear Realty*

**Amber Burke**

*Northstar California*

**Nate Burch**

*Northstar California*

**Joy Doyle**

*North Tahoe Business Assoc.*

**Michael Gelbman**

*Sierra Sun*

**County Representative**

**Dave Snyder**

**Quorum**

*3 members including 1 NLTRA*

*Board Director*

**ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED**

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Membership Advisory Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Committee on items addressed under Public Forum. (3 minutes)
- C. Agenda Amendments and Approval
- D. Approval of the Meeting Minutes (**Motion**)
  - May 29, 2014 Meeting Minutes
- E. 2013/2014 50K Product Development Spend Discussion Update
  - High Notes & Peak Your Adventures (Summer 2014)
  - Administration of Campaigns
- F. 2014/2015 70K Product Development Discussion
  - Year Round Campaigns to include: Shop Local, Touch the Lake, Peak Your Adventures, High Notes & Administration
- G. Special Event Grant 50K Discussion-Judy Laverty
- H. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- I. Adjournment



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PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

### BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Wednesday, May 29, 2014

North Lake Tahoe Visitor Information Center

#### MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Kaliopé Kopley, Caroline Ross, Stephen Lamb, Stacie Lyans, Rob Weston, Amber Burke, Nate Burch, Joy Doyle, Michael Gelbman

**RESORT ASSOCIATION STAFF:** Ginger Karl, Judy Lavery, Andy Chapman, Kalie Ceglia

**OTHERS IN ATTENDANCE:** None

#### A. CALL TO ORDER – ESTABLISH QUORUM

- The Business Association and Chamber Collaborative meeting was called to order at 9:13 by Caroline Ross and a quorum was established.

#### B. Public Forum

- Request for the Special Event grant Process to be placed on the agenda for next meeting
- Judy informed the committee that the Ironman athlete food tent is no longer and \$25 food vouchers will be issued instead to use at a restaurant participating in the voucher program-1 per athlete
- Judy is reaching out to every restaurant possible to participate
- Restaurants will be refunded \$20 for each voucher
- Rob requested the minutes from the April meeting at Granlibakken
- Rob would like help with promoting Nordic skiing in our area
- Judy agreed to follow up and noted that we do have Cross-Country initiative in Human Powered Sports

#### C. Agenda Amendments and Approval

- Ginger asked to take off "Proposal Deadline" on G.

**M/S/C (Ross/Kopley) (9-0-0) to approve the BACC agenda for May 29, 2014**

#### D. Approval of the Meeting Minutes (Motion)

- Change to I-2, Joy and Ginger to collect prizes from the Touch the Lake drawing

**M/S/C (Doyle/Burch) (9-0-0) to approve the BACC minutes from April 9, 2014**

#### E. Tahoe City Downtown Association Marketing Grant Presentation-Stacie Lyans

- 2 minute video on TCDA
- Outlined TCDA events, benefits, and objectives
- 2013 Grant Review
- 2014 TCDA Marketing Grant Proposal
- Reviewed TCDA principles
- Reviewed 2014/15 Preliminary Calendar

**M/S/C (Doyle/Ross?) (9-0-0) to approve the TCDA 10K Marketing Grant Request for 2014/15**

D-1

#### **F. 2013/2014 50K Product Development Spend Discussion Update**

- High Notes & Peak Your Adventures (Summer 2014)
  - Amber booked High Notes ads in the Visitor Guide and Tahoe magazine Summer Edition
  - Amber to speak to School of Thought about destination campaign (10K) for Sacramento and Reno markets
  - Amber to update the spreadsheet on monies spent
  - Nate working with Abbi Agency on Peak Your Adventures, will bring more information to committee after he has more information
- Administration of Campaigns
  - Ginger will be in charge of signing all contracts with Moonshine, Action and Tahoe Weekly

#### **G. 2014/2015 70K Product Development Discussion**

- Proposed Deadline
  - Ginger announced that the 70K grant was approved
- Year Round Campaigns to include: Shop Local, Touch the Lake, Peak Your Adventures, High Notes & Administration
  - Lead people to create a spend for each campaign, by July or August- deadline
    - Touch the Lake: Eric, Joy, Michael, Nate
    - Shop Local: Caroline
  - Discussion on a synergy between the two Shop Locals in order to streamline the brand
  - Ginger and Caroline agree to start a sub-committee for Shop Local

#### **H. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)**

- Joy brings attention to the Special Events Grant Process Task Force and making changes as to the process of applications
- Judy agrees to provide the board with copies of the current Special Event Process Criteria and the current policy that includes the role and responsibility of the BACC as they take over from the Task Force
- Deadline for a High Notes quarter page ad in Moonshine Ink is June 3<sup>rd</sup>
- Next meetings to be June 11, July 9, August 13, September 10, October 8 at 9am
- June 11 agenda to include Special Event Review Grant Process Review
- Comments regarding second members who have not been attending meetings, need to attend in future

#### **I. Adjournment**

- The meeting was adjourned at 10:34am.

Submitted By:  
Kalie Ceglia  
Executive Assistant  
NLT Chamber/CVB/Resort Association

D-2







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## 2013-14 Special Event Grant Funding Program

### **Purpose:**

The North Lake Tahoe Chamber/CVB/Resort Association has an established Special Event Grant Funding Program. The purpose of this program is to provide seed money for marketing and promotional support for special events targeted at visitors to the region that assist in establishing local and regional business revenue; provide local and regional public relations and media exposure and generates overnight visitation.

### **Criteria for Eligibility**

Special Event grant applications are available to community organizations or businesses, located in Eastern Placer County, with an event or program that meets the following criteria:

- Drives overnight visitation
- Targeted at visitors to the region and generates local business revenue
- Revenue and other benefits generated must accrue principally to areas within **Eastern Placer County** since the funding for this grant program comes from Placer County Transient Occupancy Tax (TOT).
- Generates opportunities for public relations, local and regional media exposure
- If an event which has been previously funded, or has been declined funding, has a full date change and refocus of the event it will be considered a new event and can apply for grant funding

Special event 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 Expenses**

- Geographic area advertising: TV, radio, print, Internet
- Production and printing of promotional materials: Brochures, flyers, posters
- Production and printing of directional/informational signage
- Marketing and promotion in support of events which benefit more than one geographic area of the region, or the region as a whole

### **Grant Ineligible Expenses - Not a complete list**

- Capital Investments
- Salaries
- Operational overhead: Rent, utilities, telephone
- Vehicle expense: Fuel, payments, maintenance, etc.
- Food, beverage, entertainment, transportation
- Supplies, equipment, security, clean up, facility rental

G-1





## Special Event Grant Funding Criteria for Eligibility

**Event must score a minimum of seven points to move forward in the application process**

1. Does your event take place in **Eastern** Placer County?  
Yes = 1   No = 0   # \_\_\_\_\_
2. Does the event have potential to generate overnight lodging tax?  
Yes = 1   No = 0   # \_\_\_\_\_  
  
What is your estimate of potential room nights? \_\_\_\_\_ (No points)  
What is your estimate of visitor attendance? \_\_\_\_\_ (No points)
3. Do you have a lodging partner   Yes \_\_\_\_\_ No \_\_\_\_\_ (No points)
4. Does this event take place in our strike zone or "shoulder" periods? A strike zone is defined as a slow period where lodging occupancy is low.  
  
Midweek: Monday-Thursday   Yes = 3   # \_\_\_\_\_  
Weekend: Friday – Sunday (only)   Yes = 0   # \_\_\_\_\_  
  
Does this event take place during our most desirable target dates?  
  
January 4-13   Yes = 2   # \_\_\_\_\_  
May 15-June 15   Yes = 2   # \_\_\_\_\_  
October 1-December 15   Yes = 2   # \_\_\_\_\_  
  
Where/when does your event take place?  
  
On the Lake - January 1- June 15<sup>th</sup>   Yes = 3   # \_\_\_\_\_  
On the Lake - August 15-Dec 15<sup>th</sup>   Yes = 1   # \_\_\_\_\_  
Off the Lake May 1- December 15   Yes = 3   # \_\_\_\_\_

6-2



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5. Is this a first year event?

Year 1    Yes = 2    # \_\_\_\_\_

Year 2-3    Yes = 1    # \_\_\_\_\_

Year 4+    Yes = 0    # \_\_\_\_\_

6. Does your event have opportunities for local & regional media exposure?

Yes =1    No = 0    # \_\_\_\_\_

7. Does your event have broader statewide, national or international media coverage?

Yes =2    No = 0    # \_\_\_\_\_

8. **Special Consideration** is given for new NLTRA defined key initiative recreational events. Does your event showcase one or more of the following?  
Paddle sports, biking, hiking, Nordic skiing

One point for each (Maximum 4)    # \_\_\_\_\_

**TOTAL POINTS AVAILABLE: 19    APPLICATION TOTAL POINTS \_\_\_\_\_**

9. Will this event take place without funding from this program? Yes \_\_\_\_\_ No \_\_\_\_\_

10. Does this event duplicate an existing event?    Yes \_\_\_\_\_ No \_\_\_\_\_

11. What percentage of your overall budget are the requested grant funds.

Total % \_\_\_\_\_

12. Do you have one or more funding partners? If so, how many and what is the total funding from these partners?

Completed by \_\_\_\_\_ Title \_\_\_\_\_  
(Signature)

6-3



10/13

## 2013-14 Special Event Grant Funding Program

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- Production and printing of directional/informational signage
- Marketing and promotion in support of events which benefit more than one geographic area of the region, or the region as a whole

### Grant Ineligible Expenses - Not a complete list

- Capital Investments
- Salaries
- Operational overhead: Rent, utilities, telephone
- Vehicle expense: Fuel, payments, maintenance, etc.
- Food, beverage, entertainment, transportation
- Supplies, equipment, security, clean up, facility rental

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## Special Event Grant Funding Criteria for Eligibility

**Event must score a minimum of seven points to move forward in the application process**

1. Does your event take place in **Eastern** Placer County?  
Yes = 1 No = 0 # \_\_\_\_\_
2. Does the event have potential to generate overnight lodging tax?  
Yes = 1 No = 0 # \_\_\_\_\_  
  
What is your estimate of potential room nights? \_\_\_\_\_ (No points)  
What is your estimate of visitor attendance? \_\_\_\_\_ (No points)
3. Do you have a lodging partner Yes \_\_\_\_\_ No \_\_\_\_\_ (No points)
4. Does this event take place in our strike zone or "shoulder" periods? A strike zone is defined as a slow period where lodging occupancy is low.  
  
Midweek: Monday-Thursday Yes = 3 # \_\_\_\_\_  
Weekend: Friday – Sunday (only) Yes = 0 # \_\_\_\_\_  
  
Does this event take place during our most desirable target dates?  
January 4-13 Yes = 2 # \_\_\_\_\_  
May 15-June 15 Yes = 2 # \_\_\_\_\_  
October 1-December 15 Yes = 2 # \_\_\_\_\_  
  
Where/when does your event take place?  
On the Lake - January 1- June 15<sup>th</sup> Yes = 3 # \_\_\_\_\_  
On the Lake - August 15-Dec 15<sup>th</sup> Yes = 1 # \_\_\_\_\_  
Off the Lake May 1- December 15 Yes = 3 # \_\_\_\_\_

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5. Is this a first year event?

Year 1    Yes = 2    # \_\_\_\_\_

Year 2-3    Yes = 1    # \_\_\_\_\_

Year 4+    Yes = 0    # \_\_\_\_\_

6. Does your event have opportunities for local & regional media exposure?

Yes = 1    No = 0    # \_\_\_\_\_

7. Does your event have broader statewide, national or international media coverage?

Yes = 2    No = 0    # \_\_\_\_\_

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**TOTAL POINTS AVAILABLE: 19    APPLICATION TOTAL POINTS \_\_\_\_\_**

9. Will this event take place without funding from this program? Yes \_\_\_\_\_ No \_\_\_\_\_

10. Does this event duplicate an existing event?    Yes \_\_\_\_\_ No \_\_\_\_\_

11. What percentage of your overall budget are the requested grant funds.

Total % \_\_\_\_\_

12. Do you have one or more funding partners? If so, how many and what is the total funding from these partners?

Completed by \_\_\_\_\_ Title \_\_\_\_\_  
(Signature)

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**Grant Funding Application 2013-14  
Revised March 13, 2014**

**Grant Program Process and Deadlines:**

Grant deadlines apply within the fiscal year (July 1, 2013 - June 30, 2014)

- **Process**

- Complete application by deadline. **Please contact the NLTRA to confirm that they have received the application.**
- All applications are reviewed by NLTRA 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 Staff as to your application status after the NLTRA Board has made recommendations on funding.
- Once approved, the applicant sets a meeting with the NLTRA's Special Event 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. Some events may need some funds before the final event report can be written. In these cases, the NLTRA can pay vendors from the granted funds. This will be reviewed on a case by case basis.
- Event Final Report is due to the North Lake Tahoe Chamber/CVB/Resort Association within 60 days of the event.

**Dates:**

- **Application Deadline : April 16, 2014 Email preferred**
- **Presentations to Task Force: April 25, 2014 Time: TBA**
- **Recommendations to Board of Directors: May 7, 2014**
- **Applicant Notification: May 8, 2014**

Please send application and invoices to:

Judy Lavery

Special Event Programs Manager

North Lake Tahoe Chamber/CVB/Resort Association

PO Box 884

Tahoe City, CA 96145

[Judy@GoTahoeNorth.com](mailto:Judy@GoTahoeNorth.com) Fax: 530.581.8702

Gr-7





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Special Event Grant Application  
Fiscal Year 2013/2014

**Dollar amounts to be awarded:**

There is a total of \$9,000 funding available for fiscal 2013-2014.

The majority of grant awards given will be in the \$500 to \$2,500 range.

**Grant Program Recipient Obligations:**

Recipients of the Special Event Grants must comply with the following:

1. The North Lake Tahoe Chamber/CVB/Resort Association logo OR the N Logo (used for out of market materials) must be used on printed promotional materials, including brochures, flyers, ads, and on signage as appropriate. **Use of Association logos MUST BE APPROVED IN ADVANCE BY NLTRA STAFF TO ENSURE PROPER LOGO IS UTILIZED. Association logos will be supplied to producer by NLTRA staff.**
2. The North Lake Tahoe Chamber/CVB/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. Event producers must be prepared to provide the NLTRA with copies of all approved event permits and licenses, as may be required by local or state agencies, upon the request of the NLTRA.
4. Grantee agrees to no less than two meetings with the NLTRA Special Events and Chamber staff to review:
  - The event plan, marketing and promotional strategies.
  - Event Final Report to ensure all information requested at the initial meeting is 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 NLTRA 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 **Special Event Grant Funding Criteria**.

1. The event must be held in the North Lake Tahoe area, defined as Eastern Placer County.
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, regional and national exposure and public relations value are encouraged.

Date Submitted:		Award (Office use) _____	
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 event? Use additional sheet if necessary.			

10. How is your special event consistent with your organization's mission or purpose?
11. How does your event enhance visitation to the area 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 media plan</b>
Newspaper/Magazine	\$
Internet/Website	\$
Radio	\$
TV	
Rack Cards	
Brochure	
Direct Mail	
Printed Program	
Other	
14. Grant Amount Requested: \$ _____	
15. Percentage of total event 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:	
<div style="display: flex; justify-content: space-between;"> <div>           _____ Signature         </div> <div>           _____ Date         </div> </div> <div style="margin-top: 10px;">           _____ Print Name and Title         </div>	

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**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/CVB/Resort Association. 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 staff.

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

Your Final Event Report should also include the following information:

EVENT NAME	SUBMITTED BY	
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, approximately 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?		

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## EVENT GRANT FUNDING EVALUATION/SCORING SHEET (Rev. 10/13)

Date of Grant Review \_\_\_\_\_ Funding Requested \_\_\_\_\_ Recommended \_\_\_\_\_

Event Name \_\_\_\_\_ Event Date \_\_\_\_\_

Date(s) of Event \_\_\_\_\_ Number of Days of Event \_\_\_\_\_

Presented By \_\_\_\_\_ Company \_\_\_\_\_

.....

	POINTS	SCALE
First year event or new development/expansion with existing event	_____	0-5
Event scheduled for strike zone period	_____	0-20
Ability to sell overnight accommodations & generate TOT within Placer County	_____	0-20
Media plan submitted with application	_____	0-10
Marketing plan submitted with application	_____	0-10
Ability to create regional and beyond media exposure	_____	0-10
Clear description of how event will be evaluated for success (TRACKING)	_____	0-10
Sponsorship potential and funding sustainability within three years	_____	0-10
Event Producer Expertise	_____	0-5
TOTAL POINTS	_____	(100)

Projected number of event participants? \_\_\_\_\_ Spectators? \_\_\_\_\_

Projected number of room nights \_\_\_\_\_

How many years has the NLTRA funded this event? \_\_\_\_\_

Is this the final year for funding? Yes \_\_\_\_\_ No \_\_\_\_\_

6-13