



north lake tahoe

Chamber | CVB | Resort Association

AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, March 13, 2014 – 2:00pm

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

?

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**)
 - January 9, 2014 Meeting Minutes
 - February 13, 2014 Meeting Minutes
- E. Review of Community Pages in the Visitor Guide-Emily Detwiler
- F. North Tahoe Business Association Marketing Grant Presentation -Joy Doyle
- G. Touch the Lake Presentation-Eric Brandt
- H. Product Development- (High Notes, Peak Your Adventures)
-Year-Round Shop Local Pitch-Joy Doyle & Ginger Karl
- I. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- J. Adjournment



north lake tahoe

Chamber | CVB | Resort Association

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

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Wednesday, January 9 – 2pm

North lake Tahoe Visitor Information Center

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Kali Kopley, Eric Brandt, Steve Lamb, Joy Doyle, Steve Hoch, Caroline Ross, Michael Gelbman, Dave Snyder, and Mike Young

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Ginger Karl, and Jessica Walker

OTHERS IN ATTENDANCE:

A. CALL TO ORDER – ESTABLISH QUORUM

1. The Business Association and Chamber Collaborative meeting was called to order at 2:11pm by Caroline Ross and a quorum was not established.

B. PUBLIC FORUM

1. There was no public forum

C. AGENDA AMENDMENTS AND APPROVAL

1. Steve Hoch would like to add an agenda item on Holiday Lighting, it will go after Item G.

D. APPROVAL OF THE MEETING MINUTES

1. There was not quorum to approve the minutes

E. CEO Update – Sandy Evans Hall (5 minutes)

1. Sandy said that there was a BOD meeting yesterday and the new officer is David Titman from JMA Ventures. The rest of the Board is the same.
2. The new committees were appointed by the Board.
3. There will be a Board Development retreat in February in place of the regular Board Meeting.
4. Working on Transportation Vision and there is an outreach subcommittee that is starting to meet. There is a trip to Park City to explore transportation systems planned for April.
5. We are coming up to a funding threshold with NLTE. Working to avoid a shutdown of the service. Cost is currently \$180 to run each shuttle.
6. Andy discussed the USA cycling program that will be coming to NLT. It will be the last week in June 2015 and 2016, a 5 day program. Andy discussed some of the different routes. 1200 athletes participating who will all come with entourage of families.
7. Andy also mentioned another event on the table, called Winter Wondergrass. It has occurred in Colorado. Looking at a 2015 start, end of March/April. Most likely to happen in Squaw. It will be 3-day festival.
8. Also working with IRONMAN to bring a 70.5 in the second week of June 2015.
9. Andy discussed the current Snow Message, lots of discussion with PR etc. There was a PR summit with all of the resorts before Christmas to get consistent message out there. The message is that there is a snow product out there. Looking at using some marketing reserve dollars for a current state of conditions campaign.

F. \$30,000 Lakeshore Funding – Criteria and Metrics

1. Campaign is in motion. Photo contest starts tomorrow. 1 prize already and more to be collected. The Board heard report on campaign yesterday and their only direction is to update photos.
2. Thank you to Eric Brandt and Michael Gelbman for all their work in getting this program going in such a timely basis.

G. \$50,000 Product Development – Scope of Work

1. The sub committee has not met since the last meeting

2. Steve Hoch has some ideas. Likes Shop Local, Opening Day at the Lake. May be two different approaches. BACC members to bring ideas to committee and maybe distribute funds need based to different areas.
3. Sandy clarified that these funds are not designed to fund operations, intended for product development.
4. Caroline Ross, has a proposal regarding shop local. Would like to move forward with the remittance envelope idea that was discussed in the fall. Caroline brought a quote and spreadsheet
5. There was a discussion about whether or not it is good to do year round. It seems like a balance to do it in the summer as well so that both Mountainside and lake side businesses can benefit.
6. There was discussion about an event punch card/loyalty program. The group likes the idea, however putting together and maintaining a loyalty program can be a lot of work.
7. In Davis UT, a 'treasure map' is handed out to kids at end of school year with all the events of the upcoming summer. Gets families out to the events. Would we like to do something like that?
8. It would be a kid designed product that would encompass all communities. The group likes this idea.
9. All Business Associations to send Michael Gelbman 5 summer attractions from their areas by the 17th. He will put together a sample idea for the map/activity map for Kids
10. Caroline Ross to lead Shop Local, Michael Gelbman to lead Kids Map.
11. There was also a discussion about additional in market advertising for High Notes campaign.
12. Group would like to look at last summer's High Notes Campaign.
13. Three good ideas have come out of this discussion; Shop Local, Treasure Map for Children, and High Notes.

H. Holiday Lighting

1. The agreement with NLTRA included development of a a long term plan. Steve would like to form a sub-committee to start working on this program for next year and beyond.
2. The program was very successful this year.

I. Shop Local - Joy Doyle & Team (5 minutes)

1. Caroline reminded the group about prizes. The drawing will be at Blue Agave next Monday.

J. Committee Member Reports/Updates from Community Partners (5 minutes – 1 Minute each)

1. There were no Committee Member Reports.

K. Adjournment

1. The meeting was adjourned at 4pm.

Submitted By:
 Jessica Walker
 Executive Assistant
 NLT Chamber/CVB/Resort Association



north lake tahoe

Chamber | CVB | Resort Association

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

BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Wednesday, February 13 – 2pm

North lake Tahoe Visitor Information Center

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Kali Kopley, Steve Lamb, Joy Doyle, Caroline Ross, Michael Gelbman, Amber Burke, Nate Burch, and Mike Young

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Ginger Karl, and Jessica Walker

OTHERS IN ATTENDANCE:

A. CALL TO ORDER – ESTABLISH QUORUM

1. The Business Association and Chamber Collaborative meeting was called to order at 2:02pm by Caroline Ross and a quorum was not established. Kali later phoned in to establish a quorum.

B. Public Forum

1. Caroline Ross introduced Nate Burch, the new Marketing Manager at Northstar.

C. Agenda Amendments and Approval

1. The agenda was approved by acclamation

D. Approval of the Meeting Minutes

1. The January meeting minutes were not voted on. Will include in March packet to be approved

E. \$30,000 Lakeshore Funding – Update

1. Michael Gelbman gave a recap of where the money came from. The winter campaign is designed to get visitors who are primarily visiting the mountains to visit the lake and vice versa in the winter. This is the 2nd month of the campaign this winter; there are print, radio and TV spots. The winter campaign will run through April
2. There will be an additional presentation at next month's meeting with more details.

F. Shop Local - Joy Doyle & Team (5 minutes)

1. The results were passed out to the group and there was a short discussion about why the number of participating locations declined.
2. Gave a recap of how the program worked.
3. Caroline talked about the remittance envelope idea.
4. We always say we are starting early and yet always scrambling. Would like to keep on agenda year round.
5. Ginger didn't feel posters were effective.

G. Product Development – (High Notes Campaign, Kids Adventure Map, Shop Local, Other)

1. At the last meeting four ideas were discussed. The four ideas are:
 - i. Augmenting High Notes Campaign for summer. NLTRA currently spends about \$30,000 to promote summer music and concert series out-of-market. A thought was to use some of the \$50k to extend the campaign in-market.
 - ii. Kids Adventure Map that could help move families around the different communities.
 - iii. Shop Local funding. Improve and expand the program. Nate thought that maybe the Business Association's still buy-in as they have in the past, but enhance the program with the product development money from the fund balance
 - iv. Resort Summer proposal, something to mirror the "Touch the Lake" program for resorts in the summer.
2. There was discussion in previous meetings about using the money in a more event focused way. Either staffing or enhancing an existing event. Still some confusion about the purpose of this money.

3. Steve Lamb, we all have different niches. How can we collectively put the message out to the visitor of what, when, and where to do things.
4. Spend 2k a month on the collective message. 5 top things a month the group wants to get out.
5. Come up with creative quarterly that gets out a message from the group.
 - i. Summer – high notes – July- Sept
 - ii. Winter – ski/recreate
 - iii. Oct/Nov- shop local
 - iv. May/June – local message
6. Nate will put together some initial ideas about a summer Mountain message.

H. Committee Member Reports/Updates from Community Partners (5 minutes – 1 Minute each)

1. There were no Committee Member Comments

I. Adjournment

1. The meeting was adjourned at 4:02pm.

Submitted By:
Jessica Walker
Executive Assistant
NLT Chamber/CVB/Resort Association

Incline Village/Crystal Bay

Go big on the mountain bike trails or playing at the casinos.

AT ONE TIME, Incline Village stood at the site of the Comstock Era's Great Incline Railway. Today, it boasts great galleries and restaurants, boutique shops and some of the state's most expensive properties.

Just out of town, the Flume Trail offers mountain bikers a thrilling perch high above the lake; below, Sand Harbor's fabulous beaches are the place to spend a perfect Tahoe day, and catch a Shakespeare play by night.

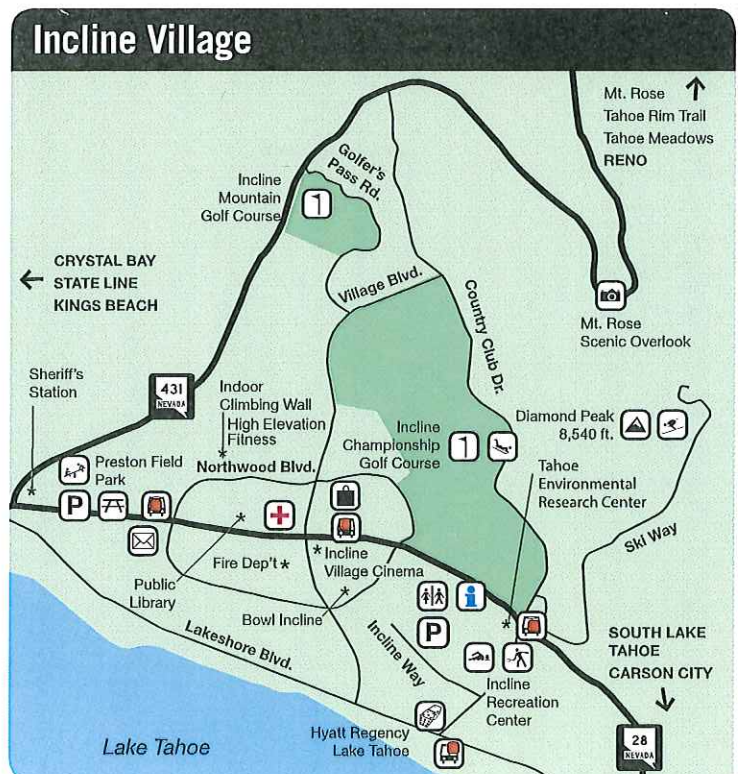
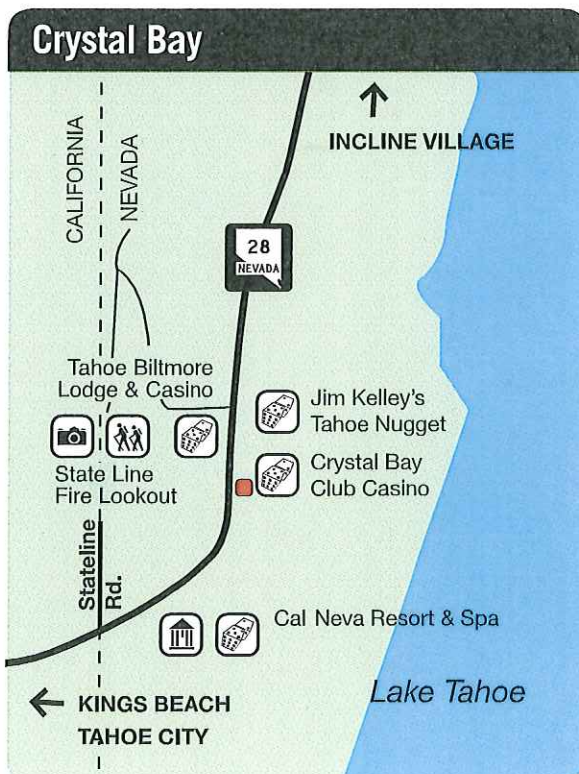
Looking for a little more history? Head to the Thunderbird Lodge down the road to see the eccentric estate created by the millionaire who owned this entire side of the lake during the 1940s.

Straddling the California-Nevada border, Crystal Bay's sparkling, boulder-strewn water certainly lives up to its descriptive name. Casinos along the state line offer dining, gaming and live music. Frank Sinatra once owned the legendary Cal Neva; take the tunnel tour to see how the singer spirited his celebrity and gangster friends to and from the casino without drawing attention.



Hiking above Incline Village affords excellent views of the lake, photo by Kyle Magin

For nightlife, head to the Crystal Bay Club, which regularly features live music on two different stages. 



Kings Beach/Tahoe Vista

Sandy beaches, quirky shopping and good eats make for a great time.

THIS FUN AND funky stretch of North Lake Tahoe is perfect for laid-back family time.

A number of beachfront shops offer kayaks, kite boards, stand-up paddleboards or other water toys to rent if you're up for cruising past the beach and onto the lake. Paddle-boarding is particularly popular here, with great excursions up or down the water's edge, including the rocky shoreline of Crystal Point. Or just jump in: The sandy lake bottom and shallow water often warms up on a summer afternoon to an entirely swimmable temperature.

North Tahoe Regional Park offers miles of trails for hiking and biking, as well as big playing fields for flying a kite. There's both a mini and real golf course in town, too.

When hunger and thirst hit, Kings Beach and Tahoe Vista offer a selection from fine dining to take-out and from lakefront tables to sports bars. If you love Mexican food, you'll find a number of excellent options here, from upmarket to authentic. Or simply bring a picnic and settle into the sand for a lazy summer day at one of several beaches and coves. 



Sun, swim, picnic or take a paddle on the North Shore's long, sandy beaches, photo by Chaco Mohler




Northstar California

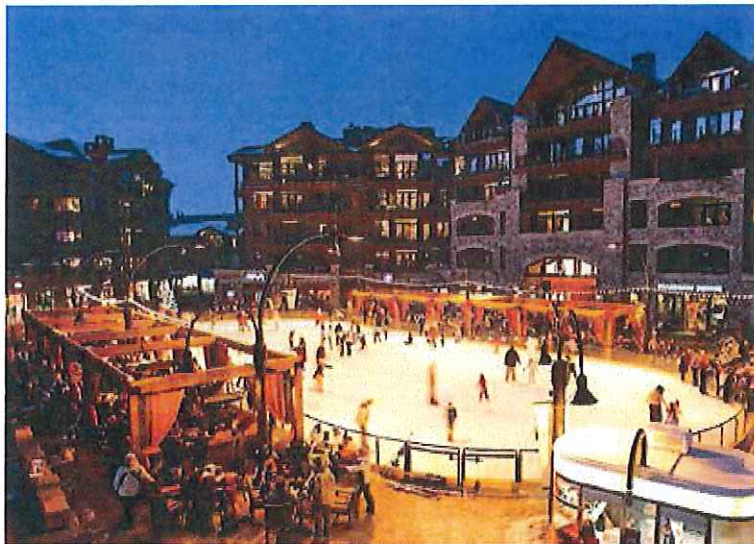
Snow isn't necessary for a good time at this all-season resort.

FOR OUTDOOR ADVENTURE, hit the mountain bike park at Northstar California or access hiking trails (complete with geo-cache stashes) via gondola or chairlift. Northstar's mountain bike terrain ranges from scenic pedals to advanced-only and is one of the largest mountain bike courses in Northern California.

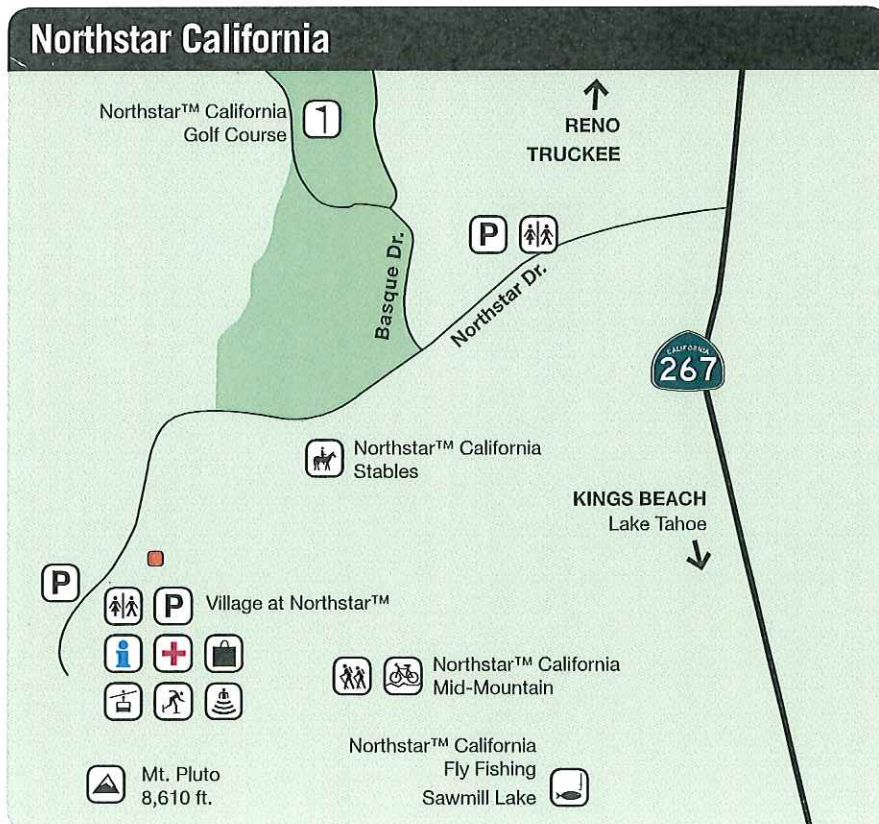
Hiking trails leaving the resort lead you to lake views or sweeping panoramas of neighboring Martis Valley. Leashed dogs are welcome on lifts and trails. If you're only in the mood for sightseeing, take a gondola ride to the top of the mountain—it offers wide-reaching views of the Sierra.

Visitors can find family activities like a ropes course and roller-skating rink in the Village at Northstar, as well as a movie theater, shopping and multiple restaurants.

Northstar has a number of concerts scheduled this summer, as well as frequent live music at the Village Center. Or cozy up in one of the quiet fire pits surrounding the rink, the perfect place to cook up a few s'mores under the night sky. 



Northstar's roller skating rink is open to the public all summer long—and the adjacent fire pits are perfect for late night s'more sessions, photo by Aaron Rosen



Olympic Valley

Shop, take a tram ride or golf at the site of the 1960 Winter Olympics.

FROM HIGH CAMP tram tours to valley floor bike rides, there's something for everyone in Olympic Valley. The Squaw Valley USA ski resort and its lively base village occupy the far end of the valley, drawing generations of visitors. Skiers and snowboarders flock here in winter, though Squaw Valley still buzzes in the summer. The Village at Squaw offers a great selection of restaurants and shops, with outdoor patios and stellar people watching.

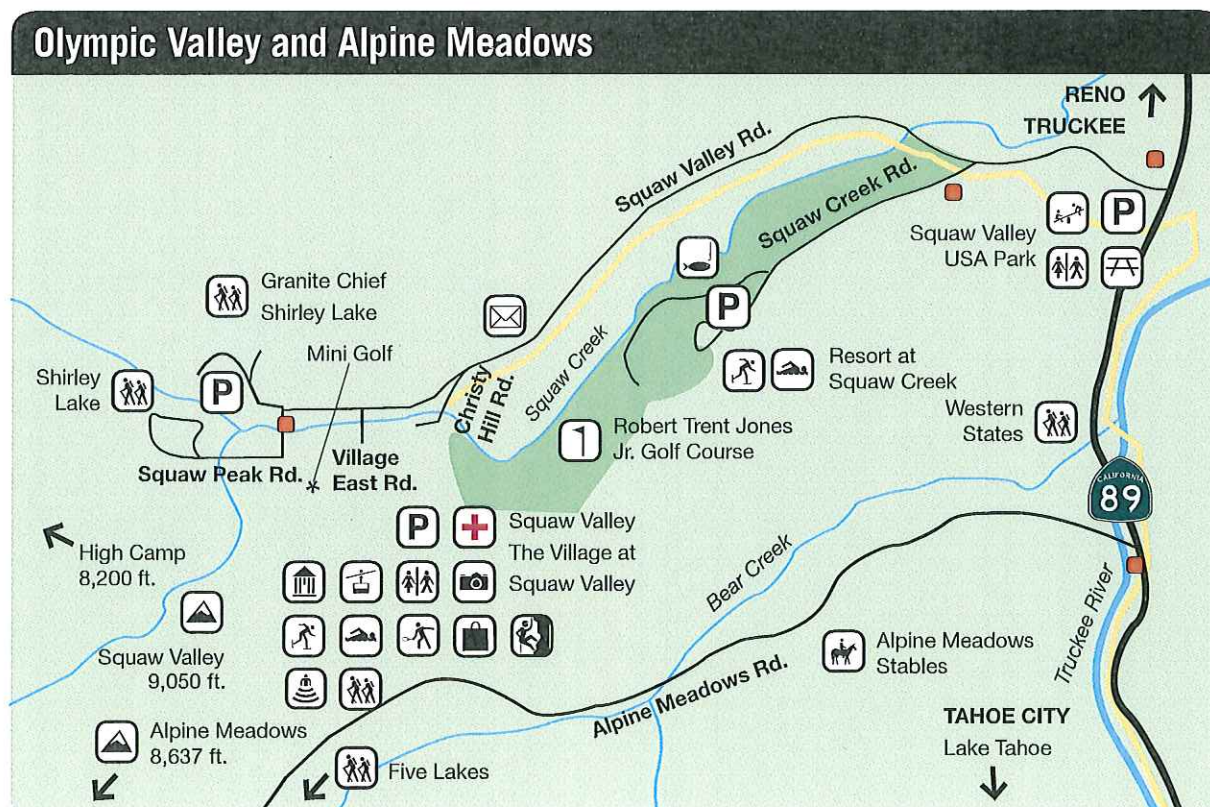
No trip to Squaw Valley is complete without a tram ride up to High Camp, which features a museum chronicling the story of the 1960 Games. Walt Disney headed up the Opening Ceremony and a highlight of the Games was the "Forgotten Miracle"—USA Hockey's first Gold Medal win. Once you've taken in the history, head out to the High Camp pool and hot tub, where you can grab a drink and relax at 8,200 feet.

Hikes in the valley include the trek up Shirley Canyon or from the top of the tram to Squaw Peak and its views of Granite Chief Wilderness. Looking for more options? Try fishing, climb-



Tram rides lift visitors to High Camp and its skating rink, pool and Olympic museum, photo by Tom O'Neill

ing, mountain biking and road cycling. Resort at Squaw Creek also offers golf and a spa. [\[u\]](#)



Tahoe City

This lakeside town offers endless entertainment and activities.

THIS CHARMING TOWN is the historic entry point to the Tahoe Basin, located at the lake's only outlet, the Truckee River. With a large marina, beach, numerous shops, great outdoor dining, cruises and boat rentals, Tahoe City is summer-central. Rafting the Truckee River, a family favorite, also has its starting point here.

The Truckee River outlet is controlled by a dam and surrounded by a small park that includes the Gatekeeper's Museum and its excellent Indian basket collection. Nearby, the North Lake Tahoe Visitor Center—the area's latest attraction—opened in June 2012 at the "Y" intersection of Highways 89 and 28. With a knowledgeable staff, interactive maps and entertaining displays, the center is a must-stop for area visitors.

Also newly completed is a link in the local bike trail, which now stretches along the entire lakeshore, connecting trails from both ends of town and the river.

Tahoe City's shopping options center around the main



The dam in Tahoe City controls Lake Tahoe's only outlet—the Truckee River, photo by Allison Monroe

street and a handful of malls. The outstanding assortment of dining options here includes everything from gourmet lakeview eateries to burgers and pizza on the river. Bike, walk or drive, Tahoe City is a fun journey. [N]



West Shore

Long, quiet bike paths, great hikes and lakeside dining

HIGHWAY 89, winding south from Tahoe City toward Emerald Bay, runs through a string of relaxed, small burgs known as Tahoe's West Shore. From Sunnyside to Homewood to Tahoma and Meeks Bay, you'll find a collection of memorable lakefront dining, small shops, marinas and resorts.

Scenery and history intertwine at Sugar Pine Point State Park, where the Hellman-Ehrman Mansion dates to 1903. D.L. Bliss State Park has a reputation for stunning blue waters, a sandy beach and one of Tahoe's most popular hikes extending south along the shoreline toward Emerald Bay.

Another bit of "history" was created on the West Shore in 1974 with the filming of the famous lake house scenes for the cinema classic, *The Godfather Part II*. Visitors to the West Shore these days are guaranteed a sunnier time than Fredo Corleone.

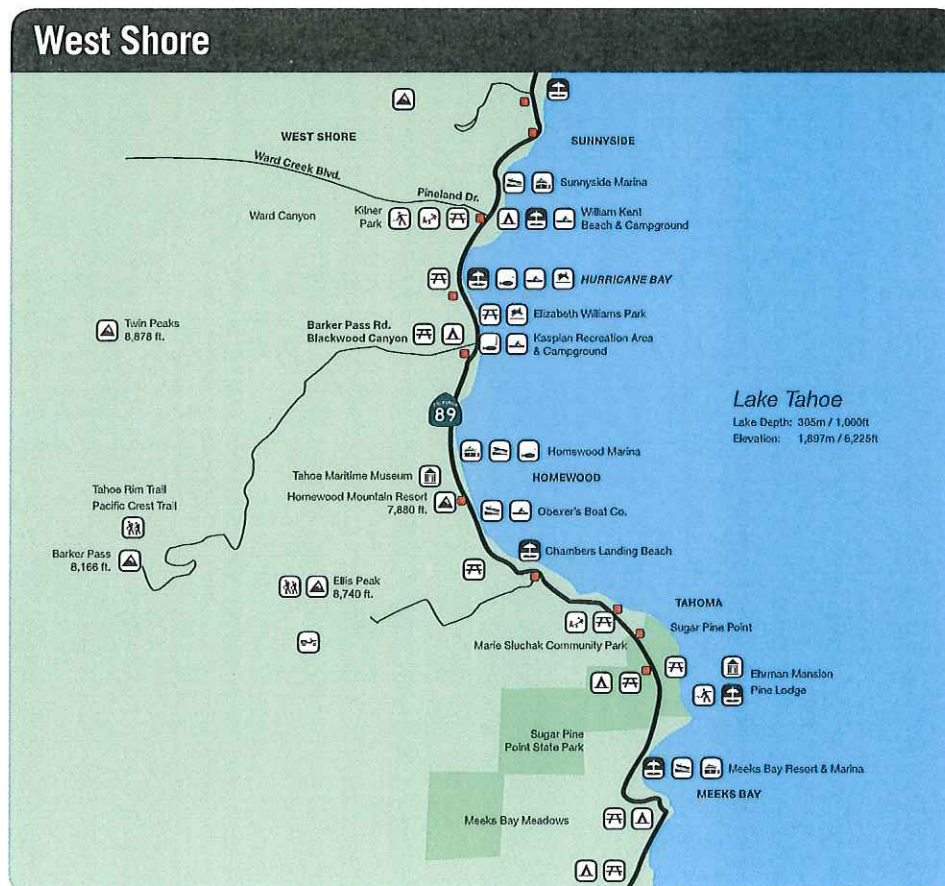
A beautiful bike path runs much of the length of the West



The West Shore provides magnificent views from one end of the lake to the other, photo by Gary Moore

Shore, and great hiking trails head from numerous points over the adjacent Sierra Crest to National Forest or wilderness. With the mountains towering over the turquoise and deep blues of the lake, this scenery begs to be explored, whether by foot, bike, paddle or ski boat.

As a "boaty" shore of the lake (the Tahoe Maritime Museum is in Homewood), it seems appropriate that the water shuttle program carries passengers, and their bikes or paddle boards, along the West Shore. The shuttle connects Chambers Landing, Sunnyside and Tahoe City in a hassle-free and gorgeous alternative to exploring this part of Lake Tahoe. [n](#)



NLTRA Community Marketing Partner Grant for fiscal year July 2013 – June 2014

Date Submitted/Presented: March 13, 2014

1. Name of Applicant / Organization: North Tahoe Business Association

PO Box 1023, Kings Beach CA 96143

530.546.9000 fax 530.546.7116

info@northtahoebusiness.org

www.NorthTahoeBusiness.org

2. Joy M. Doyle, Executive Director

Mailing Address: same as above

530.546.9000 / 530.386.3657

joy@northtahoebusiness.org

3. Project Director: Joy Doyle

530.546.9000 / 530.386.3657

joy@northtahoebusiness.org

4. How long organized? 1979

Is organization non-profit? Yes, 501 (c) 6

5. Purpose / mission of organization: The mission of the North Tahoe Business Association is to improve the economic vitality and quality of life in the communities of North Lake Tahoe. We focus specifically on Carnelian Bay, Tahoe Vista, Kings Beach and Crystal Bay.

Tax ID Number: 94-2803387

Total annual budget: \$235,000

6. What is your organization's annual net revenues (less expenses): NTBA's annual net revenues/surpluses vary greatly year to year based primarily on the success of NTBA-produced events. As a non-profit organization, NTBA budgets to break even annually while putting aside up to \$5,000 surplus if possible annually to protect the organization during years where we fall short of budget.

7. Narrative description of how the funds will be used.

\$3,550 for marketing and advertising of NTBA-produced events including Kings Beach Snowfest Parade in March, Community Clean Up Day in June, July 3rd Fireworks & Beach Party, Music on the Beach June 27-August 29 excluding July 4, and Passport to Dining in November. Event marketing and advertising includes print, online, email, social media, radio and TV advertising as well as banners, posters, handbills, signage and possibly direct mail for July 3rd.

\$5,740 for marketing and advertising NTBA's District in general; summer marketing (June-September) will focus on the Open for Business Campaign that we are working on to make sure people know that Kings Beach is open for business during KBCCIP construction and in winter months marketing dollars will support the Touch the Lake and Shop Local Contest.

\$710 for graphics and/or other marketing services

8. How is your funding request consistent with your organization's mission or purpose?

To improve NTBA's district as a vibrant town center and to draw visitors to the district, we produce 14 annual events throughout the year. Events contribute to the economic vitality of the community as folks who attend events, patronize other businesses and generate sales tax and TOT tax. NTBA promotes the communities of Carnelian Bay, Tahoe Vista, Kings Beach and Crystal Bay through the Lake Tahoe Visitor Network platform to build awareness for community assets and amenities to draw visitors to visit and spend money in the district. NTBA partners on co-op programs such as the Touch the Lake as in the winter 2013-14 issue of the Official Visitor Guide which is designed to entice visitors from the ski resorts to visit the lake. NTBA partners on the Shop Local Contest to stimulate local shopping late November through December. With Kings Beach Commercial Core Improvement Project breaking ground in spring 2014, NTBA is putting together an Open for Business marketing and promotion campaign to give visitors and locals a reason to continue to come to Kings Beach and patronize businesses during construction. All of these activities contribute to North Lake Tahoe's economic vitality and quality of life.

9. How does your program enhance visitation or improve the visitor experience?

NTBA is responsible for in-market promotion of Carnelian Bay, Tahoe Vista, Kings Beach and Crystal Bay with the goal of increasing visitation to North Lake Tahoe. Visitors that experience all that North Lake Tahoe has to offer by spending time in Tahoe City, on the West Shore, in Squaw Valley and Northstar as

well as NTBA's district get the most rounded and best Tahoe experience because each district has diverse offerings and attributes. NTBA's events, while they don't necessarily drive visitation to the region, they satisfy visitors while they're here and encourage visitors to venture to areas they otherwise may not be motivated to visit.

10. Submit (attach) complete proposed budget of the program:

<u>General Advertising:</u>	
Official Visitors Guide - Summer 2014 (Open for Business creative)	1,500
Tahoe Magazine - Summer 2014 (Open for Business creative)	900
Official Visitors Guide - Winter 2013-14 Touch the Lake Co-Op ad	200
Lake Tahoe Visitor Network / tahoetopia.com	2,800
Shop Local Contest 2013	340
Subtotal	\$5,740
<u>Event* Advertising / Marketing:</u>	
Official Visitors Guide - Summer 2014 (MOTB creative)	800
Tahoe Magazine - Summer 2014 (MOTB creative)	600
Event Advertising	1,600
Event Marketing inc. banners, posters, handbills, signage	550
Subtotal	\$3,550
<u>Other Marketing Expenses:</u>	
Graphics Services for advertising & marketing	710
Total	\$10,000

11. Grant Amount Requested: \$10,000

12. Percentage of total budget requested 4 %

13. Sources of other funding to support your budget, including proposed sponsors.

NTBA funding sources include our general fund, membership, NTBA-produced events, donations, and cash and in-kind event sponsorships. NTBA successfully leverages paid advertising with trade

advertising whenever possible. NTBA received a \$1,000 NLTRA Special Event Grant for Passport to Dining 2013.

14. Description of how success of project will be measured (if applicable):

NTBA will measure its success through website visits, membership, Enewsletter subscriptions, Facebook likes, event attendance, ticket sales for ticketed events, event sponsorship, event profits, event participation, event media coverage, number of volunteers and hours donated, event participant surveys, and anecdotal feedback.

Respectfully submitted,

Joy M. Doyle
March 11, 2014



NTBA Community Marketing Partner Grant Request

July 2012-June 2013

Requested January 2013

ROI Report March 2014

General Advertising:

Official Visitors Guide - Winter 2012-13 & Summer 2013

Tahoe Magazine - Winter 2012-13 & Summer 2013

Official Visitors Guide - Winter 2012-13 Touch the Lake Co-Op ad

Lake Tahoe Visitor Network / tahtoetopia.com

Shop Local Contest

Subtotal

Event* / Program Advertising / Marketing:

Event/ Program Advertising

Event Marketing inc. banners, posters, handbills, signage

Subtotal

Other Marketing Expenses:

Graphics Services for advertising & marketing

Open During Construction Marketing

Public Relations contractor for MOTB & July 3

Facebook management fees

Total

	July 2012- Jun-13 Request	July 2012- Jun-13 Expenditures	Variance
	1,590	1590	-
	1,150	1150	-
	200	200	-
	2,800	2800	-
		222	222
\$	5,740 \$	5,962 \$	222
	1,000	1228	228
	1,200	1412	212
\$	2,200 \$	2,640 \$	440
	600	678	78
	1,460	0	(1,460)
		600	600
		120	120
\$	10,000 \$	10,000	

*NTBA produces the following annual events:

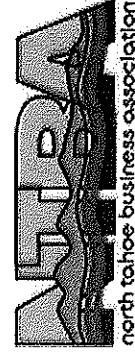
Kings Beach Snowfest Parade, first Saturday in March

Community Clean Up Day, first Saturday in June

July 3 Fireworks Celebration & Beach Party

Music on the Beach, every Friday in July & August (9-weeks)

Passport to Dining, second Thursday in November



North Lake Tahoe & Truckee Year-Round Shop Local Campaign
"Shop North Tahoe Truckee"
Created through the North Lake Tahoe-Truckee Leadership Program

1) This request is for a grant for a new program and has no previous application.

GOAL:

A self-sustaining, easily recognized, broadly adopted, supported, measurable Year-Round Shop Local North Lake Tahoe & Truckee Branding & Awareness Campaign & Programs which stimulates the local economy and keeps money flowing into the local businesses.

We are requesting initial funding to launch this campaign that will begin with sales of a branded sticker and will provide a \$2.00 profit per sticker to each business.

OBJECTIVES:

1. Develop an easily recognizable and loved brand & logo that depicts North Lake Tahoe & Truckee and shopping locally.
2. Create a self-sustaining, effective awareness campaign that will be accomplished with a marketing plan with measurable results that is underwritten by 3 organizations.
3. By the end of year 1, secure 125 North Lake Tahoe and Truckee businesses including retail, lodging, restaurants, bars, financial institutions, beauty/wellness services, and recreational rentals/providers.
4. By the end of year 1, Create and sell at least 2,500 branded stickers in one year that the businesses will profit from and allows us to measure the amount of consumer support.
6. Through year 1, Develop a business tool kit with complementary informative collateral and optional merchandise for purchase.

ELEVATOR SPEECH:

We are a branding and awareness campaign that promotes shopping locally to help grow north Lake Tahoe and Truckee business volumes year round. The campaign will create business and consumer buy-in through a sticker and marketing campaign that will ultimately influence spending decision making and habits.

2) Program Purpose:

- Promote/market North Lake Tahoe & Truckee as a place to locate a business
- Promote/Market North Lake Tahoe & Truckee as a place to visit
- Create or enhance a sense of place
- Improve the perception and/or practice of North Lake Tahoe & Truckee as business friendly

3) Projected Outcome/Benefit:

The goal of this project is to create a program with a website, merchandise, etc. such as ShopNorthTahoeTruckee.com, that consumers recognize and physically and emotionally support.

The program provides benefit to the North Lake Tahoe & Truckee Town/community by promoting and marketing North Lake Tahoe & Truckee as a place to visit and a "must do" to shop the area's businesses.

4) Leverage of Funds:

The initial budget for the program launch is \$5,000.00. The BACC is being asked to fund \$2,500.00. We are also requesting funds from the Town of Truckee, North Lake Tahoe Business Association Chamber Collaborative and Tahoe Dave's Skis & Boards.

5) Sustainability:

Yes, our organization plans to become self-sustaining and this is a one-time commitment request.

6) CALENDAR:

- MARCH/APRIL: Request Seed Money from the Business Association Chamber & Collaborative (BACC), Town of Truckee & Tahoe Dave's Skis & Boards // Finalize Branding // Year 2 hire part-time coordinator
- MAY: Order Merchandise & Marketing Collateral
- JUNE: Launch Marketing Campaign // Sell & Promote to businesses
- JULY: Sell & Promote to businesses // Create Consumer Awareness
- AUGUST: Sell & Promote to businesses // Create Consumer Awareness // Begin to Coordinate with BACC about Shop Local Holiday Contest
- SEPTEMBER: Coordinate efforts with Hospitality Holidays Event
- OCTOBER: Start shaping best fit program for Spring Event
- NOVEMBER: Finalize the Spring Event
- DECEMBER: Holiday Contest Ends - Break
- JANUARY: Selling & Coordinating Spring Event
- FEBRUARY: Selling & Coordinating Spring Event
- MARCH: Promoting the Spring Event (April/May/June)

BUDGET:

Year One Expenses: \$5,000.00

•BRANDING - \$1400

Graphics - \$750 // Printing/Collateral -\$650

•MERCHANDISE – \$1500

Stickers: Gross cost: \$1500.00. Profit: \$2500.00, net profit \$1000.00 back to Shop North Tahoe Truckee program, based on sales of 20 stickers to 125 participating businesses.

•MEDIA - \$2100

The ROI to each business participating in this program and the area of North Lake Tahoe & Truckee is immeasurable in some ways as its primary purpose is awareness.

The “Shop North Tahoe Truckee” program is designed to be a *potential* umbrella campaign to the existing North Lake Tahoe “Shop Local” holiday contest and the “Hospitality Holidays” Shop-Local event.

