



**AGENDA AND MEETING NOTICE
CHAMBER OF COMMERCE ADVISORY COMMITTEE**

Wednesday, May 25, 2011 – 1pm
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

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

**Chamber of Commerce
Advisory Committee Members**

NLTRA Board:

*Ron McIntyre
Kalope Kopley
Phil GilanFarr
Alex Mourelatos*

Committee Members:

*Caroline Ross, Chair
Squaw Valley Business Association*

*Justin Broglio
Tahoe City Downtown Association*

*Jan Colyer
TNT/TMA*

*Sherina Kreul
Bank of the West*

*Kay Williams
West Shore Association*

*Mike Young
Incline Community Business
Association*

*Joy Doyle
Village at Northstar
Association*

*Cheri Sprenger
North Tahoe Business Association*

*Michael Gelbman
Sierra Sun*

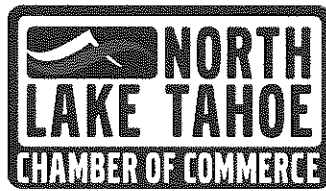
County Representative

Ron Yglesias

Quorum

*2 Board Members
3 Lay Members*

- A. Call to Order - Establish Quorum
 - Introduction of members and guests
- B. Public Forum: Any person wishing to address the Chamber of Commerce Advisory Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Committee on items addressed under Public Forum. (3 minutes)
- C. Agenda Amendments and Approval
- D. Approval of the Chamber of Commerce Meeting Minutes
 - Apr 20, 2011 meeting minutes
- E. Chamber Program and Project Updates - Kym Fabel (5 minutes)
 - Upcoming Chamber Activities
- F. NLTRA Report – Andy Chapman (5 minutes)
- G. Presentation from Placer County Office of Economic Redevelopment, Vital Assets Program – Pam Pierce (20 minutes)
- H. Presentation of NLTRA Marketing Grant Services – Judy Laverty (10 minutes)
- I. Review, Discussion, and Work Session on 2011/12 Community Marketing Grant Process and Business Association Grants. (1 hour)
- J. Committee Member Reports/Updates from Community Partners (5 minutes)
- K. Adjournment
- L. Standing Reports: Monthly Business Plan Implementation Report



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

CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

April 20, 2011 – 9:00 am

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Jan Colyer, Joy Doyle, Cheri Sprenger, Kay Williams, Alex Mourelatos, Phil GilanFarr, Caroline Ross, Mike Gelbman and Kali Kopley

RESORT ASSOCIATION STAFF: Kym Fabel and Emily Sullivan

OTHERS IN ATTENDANCE: Pettit Gilwee, Maria Kiss, Jackie Chandler and guest

1.0 CALL TO ORDER – ESTABLISH A QUORUM

- 1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:10 am by Chair Caroline Ross and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 No public forum

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 Move item F to next meeting due to Andy being out of the office.
- 3.2 **M/S/C (GilanFarr/Colyer) (8/0) to approve the Chamber of Commerce Advisory Committee Agenda as presented.**

4.0 APPROVAL OF CHAMBER ADVISORY COMMITTEE MINUTES

- 4.1 Alex questioned the wording in the minutes concerning the Committee making an informal motion without a quorum. He also questioned the Chamber of Commerce Advisory Committee quorum requirements and stated the requirements need to remain the same at this time even though the Committee has had difficulty establishing a quorum.
- 4.2 **M/S/C (Doyle/Gelbman) (9/0) to approve the Chamber of Commerce Advisory Committee Meeting Minutes from February 16 (Alex abstained). M/S/C (Gelbman/Doyle) (9/0) to approve the Chamber of Commerce Advisory Committee Meeting Minutes from March 16, 2011**

5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL

- 5.1 Kym Fabel reported that there is a Chamber mixer scheduled Thursday at Clearwater Day Spa and another joint mixer with the Truckee Donner Chamber of Commerce on May 18, 2011 at Pullen Realty. There will be a Chamber booth at the Earth Day Festival in Squaw Valley on Saturday. There is a Chamber Education Class; *Internet Bookings* scheduled for April 27, 2011 and another ChamberEd class on May 3, 2011; *Disability Access Compliance*. Kym stated that she is now charging \$25 per person for non-Chamber members for Chamber Education classes.

6.0 REVIEW, DISCUSSION AND POSSIBLE ACTION FOR RECOMMENDATION TO NLTRA BOARD OF DIRECTORS FUNDING OF COMMUNITY MARKETING GRANT APPLICATIONS-ROUND 2

- 6.1 Caroline reported that the date of the Peaks and Paws Festival has been changed to August 27-28 for numerous reasons. She asked the Committee if they still approved of distributing Marketing Grant Funds since the date of the event has changed. Joy approved distributing the funds with the date change, and the Committee agreed. Kym reported that Earth Day has pulled their second Grant Fund request due to SIGBA cancelling the Friday night event prior to the festival. Alpenglow has also pulled their Grant fund request.
- 6.2 There is a total of \$12,367 in Grant Funds to be distributed for the second round. The following grants applications have been submitted:
- **Lake Tahoe Trail 100K, Northstar at Tahoe**-Requesting \$5000. The Committee suggested funding of \$4,600. The Committee agreed that this event supports TOT and it is a new event.
 - **2011 Tahoe Expo, Sustainable Tahoe**-Requesting \$5000. The Committee suggested funding of \$4,600. The Committee agreed that the event supports the Lake Tahoe Basin Prosperity Plan. This is a new event with growth potential.
 - **TV Spots for Attendance, TTUSD**-Requesting \$4000. The Committee agreed that this event does not support TOT. Committee suggested the offer of in-kind services from the NLTRA.
 - **Tahoe Trail Running Series, Big Blue Adventure**-Requesting \$3000. The Committee suggested funding of \$2000. The event promotes North Lake Tahoe Health and Wellness and Big Blue has a proven record of TOT producing events.
 - **North Tahoe Theater Performance, Arts for the Schools**-Requesting \$2500. The Committee agreed that the funds earmarked to market the event in the Bay Area are not enough to make an impact to support the event. Committee suggested the offer of in-kind services from the NLTRA.
 - **Living History Day, California State Parks**-Requesting \$1100. The Committee suggested funding of \$1100. The Committee agreed the event is a part of Tahoe's Cultural history. Committee suggested the offer of in-kind services from the NLTRA.
 - **Truckee Duckee Derby, Granite Chief Communication**-Requesting \$1000. The Committee agreed that this event does not produce enough TOT, it is not a new event and is a predominately a local event. Committee suggested the offer of in-kind services from the NLTRA.
 - **Dog Day in the Park, Wylie Animal Rescue Foundation**-Requesting \$1000. The Committee agreed that this event does not produce TOT. Committee suggested the offer of in-kind services from the NLTRA.
 - **Conversations with History, California State Parks**-Requesting \$500. The Committee agreed that this event is too small to create significant TOT. Committee suggested the offer of in-kind services from the NLTRA.
- 6.3 Jackie Chandler with Sustainable Tahoe was present at the meeting and explained the plan and goals of the 2011 Tahoe Expo event to the Committee. Cheri stated that she feels strongly that the 2011 Tahoe Expo is an important event that the NLTRA needs to support. This is an event that she has worked in conjunction with and she applauded their collaboration efforts. She feels that this event needs the support and backing of the NLTRA. This is an event that has the capability to grow in the future and she believes it fully supports the Lake Tahoe Basin Prosperity Plan. Kym asked where the Expo will

take place. Jackie replied that the Expo will be lake wide with different expos throughout the basin. Kym also questioned how the grant funds will be used to market the Lake Tahoe Expo. Jackie replied that there is an explanation of the budget in the application that was submitted.

- 6.4 Cheri questioned the criteria that Marketing Grant Funds only be given to events producing or increasing TOT. Some events are community fabric events. Kay stated that when there is a greater amount of funds being applied for, than available, then TOT needs to be an important consideration. Community events are important; but, events that produce TOT during the shoulder seasons should be considered first. Kali stated the Committee needs to focus on the application process. It is not fair to grant funds without the applicants input and the process should not take hours to deliberate. Alex stated that when this process started the goal was to meet with all applicants to determine weather they should or shouldn't be given grant funds and to offer in kind services to event planners, ensuring their event is a success. Kali asked if funds could be carried over to the next year if not utilized. Kym replied that the Committee should designate all funds if possible, Cheri agreed. Kym stated that once an event has applied for grant funds the event and contact information is passed on to Pettit for PR production and Judy for NLTRA in-kind service distribution. Whether an applicant receives monetary funding or not, they are welcomed and encouraged to use NLTRA event services.
- 6.5 Cheri would like to review the Marketing Grant Request for Business Associations at the next meeting because she would like to be able to apply for event grant funding in the future. Phil suggested reviewing the grant application process in a sub-committee format to streamline the process. Alex stated that there needs to be a NLTRA Staff Event Manager that actively manages the events in the event portfolio. He believes staff needs to be proactive and creating plans around events. Kym replied that the Committee needs to be informed about Judy's discussions with the applicants. The Committee requested Judy's presence at all of the meetings concerning the Community Marketing Grant Funds.
- 6.6 **M/S/C (GilanFarr/Mourelatos) (9/0) to suggest to the NLTRA Board that Community Marketing Grant Funds be distributed to: Lake Tahoe Trial 100K-Northstar at Tahoe (\$4,600), 2011 Tahoe Expo-Sustainable Tahoe (\$4,600), Tahoe Trail Running Series-Big Blue Adventure (\$2000) and Living History Day-California State Parks (\$1100). See spreadsheet for breakdown.**

Action: Review Marketing Grant Request for Business Associations at the next meeting.
Action: Review Community Marketing Grant Application Process at the next meeting.

7.0 PRESENTATION, DISCUSSION AND POSSIBLE ACTION TO APPROVE THE 2011/12 CHAMBER BUSINESS PLAN GOALS/ACTION PLAN

- 7.1 Phil stated the Chamber Business Plan Goals/Action Plan was well written and thanked Kym for her efforts. Joy questioned why there wasn't a measurement associated with some of the goals, such as Non-Membership Revenue. Alex suggested that in the first 6 months of the fiscal year staff should review the goals/actions. Kay suggested the NLTRA's new CEO review the Chamber Business Plan Goals/Actions to see if she has any suggestions or changes. Kym replied that this is a working document and any suggestions or changes from Sandy or the NLTRA Board will be implemented. Alex stated the Chamber Goals/Action measurements can be used to prove success at the end of the fiscal year. Jan asked about the Enhanced Transit and Improved Community Mobility-she questioned if there was a certain way staff was going to assist in that. Kym replied not at this time but it is something that can be looked at in the future.
- 7.2 **M/S/C (GilanFarr/Sprenger) (9/0) to approve the 2011/2012 Chamber Business Plan Goals/Actions plan with the following modifications. Goal: Generate Non-membership revenue. Committee recommends elaborating on the measurement, explore 3 fundraising event and 3 potential grant opportunities within 6 months of the fiscal year. Goal: Create/Participate/Support programs and events that**

increase business opportunities in North Lake Tahoe for both tourism and non-tourism related businesses. The Committee recommends additional information on the forum specifics; explanation of what and or how the Chamber is going to be involved. *Goal: Grow and expand the duties of the Chamber Ambassador Program, consistent with the needs of Chamber programs for volunteer support, including, but not limited to, staffing support for an expanded network of North Lake Tahoe Visitor Centers.* The Committee recommends the measurement of this goal to be, enrolling 3 Ambassadors by March 2012.

8.0 UPDATE AND DISCUSSION OF THE JOINT MEMBERSHIP CAMPAIGNS WITH THE CHAMBER OF COMMERCE AND BUSINESS ASSOCIATIONS

8.1 Kym stated that the Chamber and the Business Associations have been working to create a Joint Membership Campaign. At this time the Business Associations are working on obtaining approval from their Board of Directors. Cheri stated that the Joint Membership Campaign was discussed at the last NTBA Board meeting and they are still deliberating the logistics. Alex stated that the NTBA Board's deliberation is a good thing. It will create a simplified explanation of roles and regulations of the campaign. This item will be tabled until the next Chamber of Commerce Advisory Committee meeting.

Action: Review Joint Membership Campaign at the next meeting.

9.0 MEMBER UPDATES

9.1 **Caroline Ross-** Amgen Dates are wrong on the Chamber Advocate, they should be 13-16th not the 13-15th. The Earth Day Festival is scheduled this weekend at Squaw Valley.

9.2 **Cheri Sprenger, NTBA-** The NTBA is selling See's Candy for Easter. She also thanked Maria for getting 20+ events on the Amgen Calendar, including a huge bike sale at the event center.

9.3 **Kay Williams-** Granlibakken in conjunction with others will be having an Amgen event on the 15th at McBrides Nursery parking lot with a climbing wall, food, live music from 10-3pm.

10.0 COMMITTEE MEMBER COMMENTS

10.1 The next Chamber of Commerce Advisory Committee meeting is scheduled for March 18, 2011. Mike Gelbman reminded the Committee to send all of their events concerning Amgen to Kevin McMillian at the Sierra Sun.

11.0 ADJOURNMENT

11.1 The meeting was adjourned at 11:14 am.

Submitted by,
Emily Sullivan
Programs Assistant



www.NorthLakeTahoeChamber.com

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

Event Schedule

MAY

- | | | |
|-----------|--------------------------------|-------|
| 31 | Mixer – Historic Fish Hatchery | 5-7pm |
| | UC Davis Lecture, Tahoe City | 7-8pm |

JUNE

- | | | |
|-----------|--|----------|
| 9 | Summer Recreation Luncheon | noon |
| | Sunnyside, West Shore | |
| 9 | Mixer – Tahoe World/Sierra Sun | 5-7pm |
| | Cobblestone Mall, Tahoe City | |
| 14 | Public Forum-Winter Games in 2022? | 5:30-8pm |
| | North Tahoe Event Center | |
| 15 | Business Expo | 5-7:30pm |
| | North Tahoe Event Center | |
| 22 | Mixer –Corporate Center, Tahoe Rim Trail | 5-7pm |
| | Incline Village | |

NORTH LAKE TAHOE CHAMBER MIXER and STEINBECK AT TAHOE: HATCHING HIS FIRST NOVEL

With Scott Lankford, Author "Tahoe Beneath the Surface"

Date: Tuesday, May 31, 2011

Time: North Lake Tahoe Chamber Mixer 5 - 7 p.m. Appetizers and No-Host Bar.
Program begins promptly at 7:00 p.m.

Cost: \$10 donation requested.

Location: UC Davis Tahoe City Field Station (also known as the Historic Fish Hatchery),
2400 Lake Forest Road, Tahoe City, California

John Steinbeck dropped out of Stanford to write his first novel, *Cup of Gold* – a swashbuckling Caribbean pirate romance which he completed at Tahoe's Cascade Lake just prior to taking a job at the State Fish Hatchery in Tahoe City. There he met and wooed his first wife, terrorized visiting females, bragged of his sexual exploits, shot holes in the ceiling with a revolver, and got himself fired (never to return to Tahoe for the remainder of his long career).

Yet Tahoe is just as much "Steinbeck Country" as Salinas or Monterey – because this was the place Steinbeck first struggled to learn and master the lonely craft of writing.

With Steinbeck's once-tarnished literary reputation once again on the rise as a "Green" eco-aware author, his Tahoe years (including his informal biology lessons here at the Fish Hatchery) loom even larger in significance today.



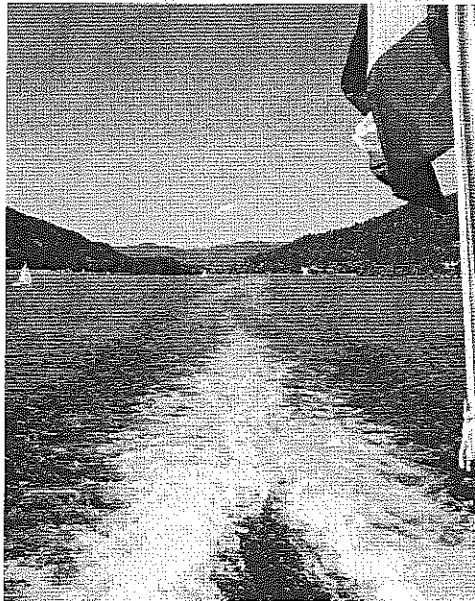
*John Steinbeck wrote his first novel
while working at Lake Tahoe*





Summer Recreation Luncheon

It's SUMMA-TIME!



on the Deck at *Sunnyside!*

JUNE 9, 2011

Noon — 3pm

Chamber Members: \$27 pp

Non-Members: \$37 pp

Why aren't you a member?

EXCELLENT for FRONT DESK and FRONT LINE EMPLOYEES

If you provide a Recreation Activity in North Lake Tahoe—this is the event for you...
Tell 100 of our local businesses what you have to offer
in a fun, welcoming and educational atmosphere!

THIS EVENT SELLS OUT, SO SIGN UP NOW! DEADLINE: MONDAY, JUNE 6, 2011

Who's Comin'? _____
 Business/Organization _____
 Phone _____ E-mail _____
 Billing Address _____
 CC# _____ Exp. Date _____ Code _____

YES, I will be speaking.
 YES, I will provide 90 brochures.
*Brochures are due by 6/06/11
 to the Visitor Information Center
 380 N. Lake Blvd., Tahoe City*

Check Enclosed
*Please Make Checks Payable to
 North Lake Tahoe Chamber of Commerce
 PO Box 884
 Tahoe City, CA 96145*

Kym Fabel 530 581.8764 , fx: 581.1686, KYM@PureTahoeNorth.com



25th Annual Business Expo and Mixer



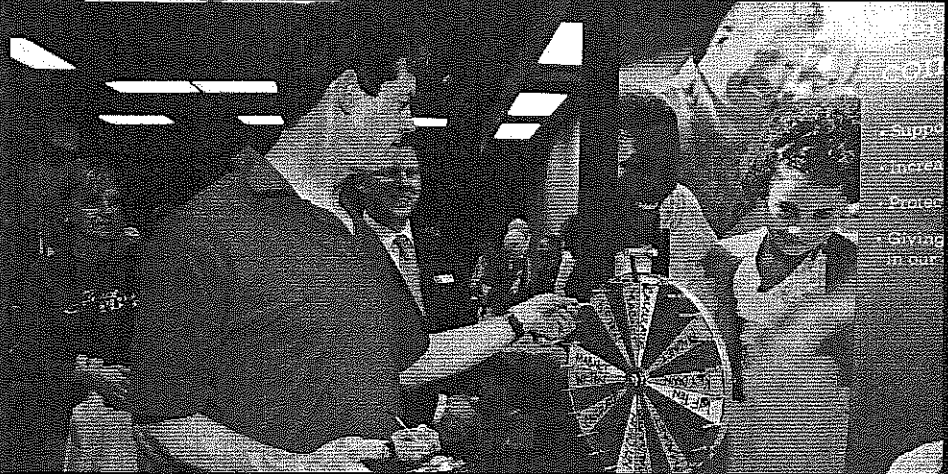
**Wednesday June 15, 2011
From 5 pm to 7:30 pm**

**The North Tahoe Event Center
Located in Kings Beach**

**ADMISSION IS
FREE**

Open to the Public

- Talk with local businesses and non-profits
- Become familiar with local Services and Products
- **FOOD & BEVERAGES**
- **RAFFLE PRIZES**
- **FREE GIVEAWAYS**
- **FREE PARKING**



MEET & NETWORK WITH YOUR LOCAL BUSINESSES

A chance to meet over 50 exhibitors who offer services and products that you use:

- | | |
|------------------------------|-----------------------|
| Restaurants | Catering Services |
| Business and Office Supplies | Interior Design |
| Educational Programs | Financial Planning |
| Weddings & Honeymoons | Entertainment |
| Engineering | Recreation Programs |
| Health Services | Home Maintenance |
| Property Management | Business Associations |
| Environmental Products | Non-Profit Agencies |
| Banking | Photographers |



25th Annual Business Expo Application



ADMISSION IS FREE

Open to the Public

Talk with local businesses and non-profits

Become familiar with local Services and Products

- **FOOD & BEVERAGES**
- **SILENT AUCTION**
- **FREE GIVEAWAYS**
- **FREE PARKING**

**Wednesday June 15, 2011
From 5 pm to 7:30 pm**

**The North Tahoe Event Center
Located in Kings Beach**

Your Registration Fee Includes:

**FREE Electricity, FREE Internet Access, FREE Parking and FREE Publicity
6' table, 2 chairs, table linen, skirting and signage**

Please Register by May 25, 2011

Please select booth type:

- Inner Booth - \$195 Non-Profit Inner Booth - \$125
 Wall Booth - \$245 Non-Profit Wall Booth - \$175

**NO BOOTH FEES FOR RESTAURANTS
& CATERERS SERVING FOOD**

Business Name _____

Contact Person _____

Billing Address _____

CC# _____ Exp. Date _____ Code _____

Phone _____ Fax _____

Email _____

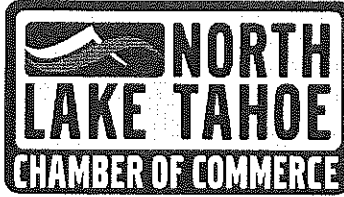
Check Enclosed

Send to: North Lake Tahoe Chamber
PO Box 884
Tahoe City, CA 96145

I will donate a silent auction item Yes No

Questions? Contact Kym Fabel at kym@PureTahoeNorth.com
or by phone: 530.581.8764 or fax application to 530.581.1686





May 19, 2011

To: Chamber Advisory Committee
From: Chamber Staff

RE: Presentation from Placer County Office of Redevelopment (PCOR), Vital Assets Program

Background:

Pam Pierce from PCOR, Vital Assets Program, has asked to do a presentation to the committee on "Listen to Business Walks" the PCOR would like to conduct in our area. PCOR views the "Listen to Business Walks" throughout different communities in the county as a great opportunity to listen to business communities.

"Listen to Business Walks" have been organized by local chambers of commerce in collaboration with local government officials, Placer County Planning and Building Department and Economic Development staff.

The Sacramento-Metro Chamber has been doing these walks for more than 10 years. At least 10 communities have held these walks for many years. In Placer County, 2 major walks have been conducted in the South Placer and Auburn areas.

PCOR is proposing a joint effort to survey businesses in the North and West Shore of Tahoe to see what they are saying and how they can help during these difficult times.

Requested Action

None



May 19, 2011

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

RE: Presentation on NLTRA Marketing Grant Services, *Judy Laverty*

Background:

The Grant funds that are approved by the CAC are to be used to help support marketing efforts of events. Many times event producers are not aware of marketing opportunities in our area. Many events are put on by volunteers and others that have other expertise besides marketing.

In 2009, the CAC required all groups that have been funded by a NLTRA/Chamber Marketing Grant, to meet with NLTRA's Special Event Manager to review their marketing plans. The CAC also welcomed and encouraged ALL applicants to seek the expertise of NLTRA even if they had not been granted funds.

After the grantees have their meeting with NLTRA, they can then invoice the Chamber to receive their funds.

Judy Laverty will present an outline of NLTRA's Marketing Services and describe the goal of these meetings to the committee.

Requested Action

To include the information from this presentation in the CAC review of the Community Market Grant.



May 19, 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.

This year, there were a few new questions that came up that definitely need to be addressed:

- Can a Business Association apply for Community Marketing Grant for a Special Event?
- Should the Chamber be included in the Business Association Grant Funding
- Is the "Gentleman's Agreement" of \$10,000 for each association still applicable?
- Should we include some "what if's" in the application – such as what if the applicant does not spend the entire amount, what if once they start marketing, they change where they want to spend their funding – do they need to come back to ask the CAC if it's OK?
- 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?

Chamber staff has included some suggestions in a draft form of the grant. They are in red for ease of reading.

Requested Action:

Staff will rewrite the draft application including all changes and suggestions resulting from the review and discussion. Staff will present the updated draft to the committee at the next CAC meeting – June 22, 2011.

~ clean version ~



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 with an event or program that meets the following criteria:

- targeted at visitors to the region that generate local and business revenue,
- The public 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,
- provide 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) and promote the commercial/geographic area(s) of the requesting organization/entity.

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

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

TOTAL : (if you have 7 points or more you may qualify)

Grant Program Process and Deadlines:

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

Process

- o Complete application by deadline
- o 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.
- o You will be notified by Chamber Staff as to your application status after the NLTRA Board has approved the funding.
- o Once approved, the applicant sets a meeting with the NLTRA's Special Event Manager to review the events' marketing plan.
- o After this meeting, the grant funds are released to the event

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• **Deadline: September 7, 2011**

Note: 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

Please follow up to confirm that the application has been received.

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

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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:		

I-4

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

Total budget of event:	Please submit copy of complete final budget
Promotional Plan: (Specify detailed media schedule. Indicate number of printed collateral and distribution plan. If item is sponsored, please describe sponsorship.)	
North Lake Tahoe Resort Association funds requested: \$	
Percentage, of total budget, requested from the NLTRA Community Marketing Program _____ %	
Sources of other funding to support the special event budget:	
Description of how success of special event will be measured (if applicable):	
\$	Newspaper/Magazine
\$	Internet/Website
\$	Radio
\$	TV
\$	Rack Cards
\$	Brochure
\$	Direct Mail
\$	Printed Program
_____	_____
Signature	Date

Print Name and Title	

SECTION B:

Required Accountability and ROI Documentation Report:

I-6

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.

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?

~ past version showing actual changes ~



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

Introduction/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.

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

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Grant Eligible Organizations

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

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Criteria for Eligibility

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

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

- targeted at visitors to the region that generate local and business revenue.
- The public 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.
- provide local and regional media exposure.

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

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

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1) Does Your Event Take Place In Placer County? Yes = 1 No = 0 #

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2) Does Your Event Have Potential to Produce TOT? 1-10 (1=none, 10=Very Strong) #

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3) Is This a First Time Event? Yes = 1 No = 0 #

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4) Does Your Event Have Opportunities for Local & Regional Media Exposure?

Yes = 1 No = 0 #

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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

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TOTAL : (if you have 7 points or more you may qualify)

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Grant Program Process and Deadlines:

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

• Process

- o Complete application by deadline
- o 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.
- o You will be notified by Chamber Staff as to your application status after the NLTRA Board has approved the funding.
- o Once approved, the applicant sets a meeting with the NLTRA's Special Event Manager to review the events' marketing plan.
- o After this meeting, the grant funds are released to the event

• Deadline: September 7, 2011

Note: 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

Please follow up to confirm that the application has been received.

Grant Program Eligibility Criteria:

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

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

Grant Eligible

- Geographic area advertising (TV, radio, print, Internet)
- Production and printing of promotional materials (brochures, flyers, posters, etc.)
- Production and printing of signage used

Grant Ineligible

- Capital Investments
- Salaries
- Operational Overhead
- Vehicle expenses (Fuel, etc.)
- Food, Beverage, Entertainment &

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~~to direct and/or inform visitors. Transportation
Marketing and promotion in support Supplies, Equipment, Telephone,
of special events which benefit more Security, Clean-up, Facility Rental
than one geographic area of the region,
or the region as a whole.~~

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Dollar amounts to be awarded:

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

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

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

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

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~~Applications for the Community Marketing Program and any invoices for payment, based on an approved application, shall be sent to the Chamber as follows:~~

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_____ 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: 530-581-1686
_____ Kym@PureTahoeNorth.com

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

Total budget of event:	Please submit copy of complete final budget
Promotional Plan: (Specify detailed media schedule. Indicate number of printed collateral and distribution plan . If item is sponsored, please describe sponsorship.)	
North Lake Tahoe Resort Association funds requested: \$	
Percentage, of total budget, requested from the NLTRA Community Marketing Program _____%	
Sources of other funding to support the special event budget:	
Description of how success of special event will be measured (if applicable):	
\$	Newspaper/Magazine
\$	Internet/Website
\$	Radio
\$	TV
\$	Rack Cards
\$	Brochure
\$	Direct Mail
\$	Printed Program
Signature _____	Date _____
Print Name and Title _____	

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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.
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?



NLT Chamber Business Plan Implementation Report April 2011

Business plan Objective	Activity Description	Staff Involved	Date
1.1	On-going General Chamber Staff Activities.		
	<ul style="list-style-type: none"> • Attended weekly Tahoe Bonanza Community Meetings 	Kym	April
1.2	Provide staff support for the Chamber of Commerce Advisory Committee and the Community Marketing Grant Program, including the Community Marketing Grant Program Subcommittee, and any related Chamber ad hoc or other committees that may be established.		
	<ul style="list-style-type: none"> • Provided ongoing staff support for Committee meetings • Collected Community Marketing Grant Applications for Review 	Staff Kym	April April
1.3	Grow and expand the duties of the Chamber Ambassador Program, consistent with the needs of Chamber programs for volunteer support, including, but not limited to, staffing support for an expanded network of NLT Visitor Centers.		
	<ul style="list-style-type: none"> • Maintaining membership services in Incline Village Visitors Center 	Kym	April
2.1	Promote business and tourism, with an emphasis on promoting and supporting Chamber members.		
	<ul style="list-style-type: none"> • Planning Summer Recreation Luncheon • Planning Summer/Fall Mixers • Planning Chamber Directory • Mixer-Mt. Rose • Mixer-Clear Water Day Spa 	Kym Kym Kym Kym Kym	April April April 14-Apr 21-Apr
2.3	Continuously work to improve the value, marketing and delivery of Chamber member services.		
	<ul style="list-style-type: none"> • Planning Business Expo • Continued updates of the online Business Membership Directory • Updated Community Calendar with mixers and meetings 	Kym Kym Staff	April April April
3.2	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Workforce Development and Training.		
	<ul style="list-style-type: none"> • Planning Chamber Education Calendar • Breakfast Club Meeting • Attended NLT /Truckee Leadership Program-NLTRA Day • Started Monthly KTHO Radio Interview Spot • Attended Amgen LOC Meeting • ChamberEducation-Wholesale Booking Engines 	Kym Ron/Kym Kym Kym Staff Staff	April 5-Apr 13-Apr 14-Apr 27-Apr 27-Apr

3.3	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Enhanced Transit and Improved Community Mobility.		
	<ul style="list-style-type: none"> Continued to help market and promote North Lake Tahoe Express and other local/regional transit services (on-going) 	Staff	April
3.5	Develop, advocate, and take specific actions to help improve the year around economic climate of the greater North Lake Tahoe community. Economic Development, Redevelopment, Diversification & Sustainability.		
	<ul style="list-style-type: none"> Attended NLTRA Board of Director Meeting Attended Keep the Sierra Green Luncheon Managed Chamber Booth at Earth Day in Squaw Valley Attended NTBA Board of Directors Meeting Attended TCDA Board of Directors Meeting 	Staff Kym Kym Kym Kym	6-Apr 12-Apr 23-Apr 23-Apr 28-Apr
Total new members			3
Total renewed members			17
Total number of members			520

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