

**AGENDA AND MEETING NOTICE  
CHAMBER OF COMMERCE ADVISORY COMMITTEE  
Wednesday, October 6, 2010 - 9 a.m.**

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**

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

**To help ensure the NLTRA Board has adopted the Nine Tools of Civility of the Speak Your Peace Civility Project. At each meeting, we will: Pay Attention, Listen, Be Inclusive, Not Gossip, Show Respect, Be Agreeable, Apologize, Give Constructive Criticism, Take Responsibility.**

**Chamber of Commerce  
Advisory Committee  
Members**

**NLTRA Board:**

*Debra Dudley  
Alex Mourelatos  
Deanna Gescheider  
Kaliopi Kopley  
Phil GilanFarr*

**Committee Members:**

*Cheri Sprenger, Chair  
North Tahoe Business  
Association*

*Justin Broglio  
Tahoe City Downtown  
Association*

*Jan Colyer  
TNT/TMA*

*Sherina Kreul  
Bank of the West*

*Heather Leonard  
Tahoe Maritime Museum*

*Kay Williams  
West Shore Association*

*Mike Young  
Incline Community  
Business Association*

*Joy Doyle*

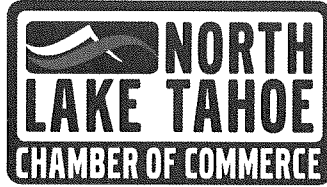
**ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED**

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the 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 – August 25, 2010
- E. Chamber Program and Project Updates - Kym Fabel  
*(10 minutes)*
  - Monthly Business Plan Implementation Report
  - Upcoming Chamber Mixers and Activities
  - Update on grant process
- F. Review, Discussion and Possible Action on Michael Glebman Nomination to the Committee, Replacing Ryan Slabaugh  
*(10 minutes)*
- G. Presentation of ROI Report – 2009 Community Marketing Program Grant to UC Davis Tahoe Environmental Research

<p>Village at Northstar Association</p>	<p>Center – Heather Segale (15 minutes)</p>
<p>Elizabeth Hill Squaw Village Neighborhood Company</p>	<p>H. Presentation of ROI Report – 2009 Community Marketing Program Grant to Granite Chief Communications – Bill Jensen (15 minutes)</p>
<p>Ryan Slabaugh Sierra Sun</p>	<p>I. Presentation of ROI Report – 2009 Community Marketing Program Grant to Lake Tahoe Music Festival – Sally Lyon (15 minutes)</p>
<p><b>County Representative</b> Ron Yglesias</p>	<p>J. Presentation of ROI Report – 2009 Community Marketing Program Grant to Ta-Hoe Nalu &amp; Lake Tahoe Paddleboard - Ernie Brassard (15 minutes)</p>
<p><b>Quorum</b> 2 Board Members 1 Lay Member</p>	<p>K. October Meeting on Regular Date: October 27, 2010</p>
	<p>L. Committee Member Reports/Updates from Community Partners (5 to 10 minutes)</p>
	<p>M. Adjournment</p>

This meeting site is wheelchair accessible.

*Posted and e-mailed,*



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

## CHAMBER OF COMMERCE ADVISORY COMMITTEE MEETING MINUTES

August 25, 2010 – 9:00 am

Tahoe City Public Utility District

### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Jan Colyer, Justin Broglio, Heather Leonard, Elizabeth Hill, Caroline Ross, Phil GilanFarr, Joy Doyle, Cheri Sprenger, Ron Yglesias, Kali Kopley, Kay Williams and Alex Mourelatos

**RESORT ASSOCIATION STAFF:** Kym Fabel, Andy Chapman and Emily Sullivan

**OTHERS IN ATTENDANCE:** Pettit Gilwee, Marguerite Sprague, Susan Croft, Rob Weston and Linda Williams

#### **1.0 CALL TO ORDER – ESTABLISH A QUORUM**

- 1.1 The Chamber of Commerce Advisory Committee meeting was called to order at 9:12 a.m. by Chair Cheri Sprenger and a quorum was established.

#### **2.0 PUBLIC FORUM**

- 2.1 Pettit Gilwee reminded everyone about the First Annual Restaurant Week scheduled for Sunday September 5-12, 2010. There are 30 restaurants participating. Pettit reminded the committee that you can go to [tahoorestaurantweek.com](http://tahoorestaurantweek.com) to see all the participating restaurants and their "Special Restaurant Week" menus. She wants to encourage everyone to get out there and dine and she thanked the NLTRA and the NLT Chamber of Commerce for their support.

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

- 3.1 Kym Fabel would like to add the presentation of the ROI report from the Sierra State Parks to the agenda.
- 3.2 **M/S/C (GilanFarr/Broglio) (12/0) to approve the Chamber Advisory Committee agenda as presented with the addition of the ROI report from the Sierra State Parks Foundation.**

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

- 4.1 Joy asked if the new combined Chamber/NLTRA logo is ready to be distributed. Andy replied it is complete and staff will send it out via email to all of the partners.
- 4.2 **M/S/C (Broglio/Colyer) (6/0) to approve the Joint Marketing Chamber of Commerce Advisory Committee Meeting Minutes- July 28, 2010. Joy, Kali, Liz, Phil, Caroline and Heather Abstained**

#### **5.0 CHAMBER PROGRAM AND PROJECT UPDATES – KYM FABEL**

- 5.1 Kym Fabel reported on the Chamber Program and Project Updates. Kym reported that there was a joint mixer with the Truckee Chamber at Northstar on August 10<sup>th</sup> and it was very successful. There will be a 'Holiday Mixer' at the Resort at Squaw Creek scheduled for September 8<sup>th</sup>. The Chamber hosted a ribbon cutting ceremony at a new bar and grill in Kings beach called, The Grid, on August 20<sup>th</sup>. Kym reported that the Chamber is going to start providing ribbon cutting ceremonies for new businesses coming into the community even if they are not Chamber members. This is a new direction that the Chamber is going in and she is very excited about it. On August 14th the Chamber co-sponsored a ChamberEd class with SHRA on 'Professional Women in Business' at Granlibakken. The next ChamberEd class on 'The Art of Public Speaking' is scheduled for September 14<sup>th</sup> at The Chateau in Incline and another ChamberEd seminar is scheduled for September 21st called 'Windows 7 and Office 2010,' prizes will be given away at this seminar and the cost of \$20 includes breakfast at Granlibakken. The Membership Luncheon is scheduled for October 13<sup>th</sup> at the North Tahoe Event Center. Andy reported that Joanne Marchetta from the TRPA will be the keynote speaker at the Membership Luncheon. The 25<sup>th</sup> Anniversary Autumn Food and Wine Festival is scheduled for September 10-12<sup>th</sup> and Kym said she is looking for Grape Stomp teams for Friday's Grape Stomp and Luncheon. The cost for the luncheon is \$200 per team and it includes lunch, grape stomping and wine. The Chamber along with the Sierra Sun and the Lake Tahoe Bonanza will be conducting the Washoe and Placer County Candidate Forum scheduled for early October. Kym reported that Chamber Memberships are at 628 members. She said that staff conducted some database clean up and that is why the members are down from last month. Kym then gave a staff report on the 'Chamber News and Events' e-blast sent out every Wednesday. She said that in Incline there is an open rate of 22.6% and the rest of the community's open rate is 27.3% (the industry average is 13.8%).

## 6.0 TOURISM DIRECTOR'S REPORT – ANDY CHAPMAN

- 6.1 Andy reported that he and Ron met with Jennifer Merchant and Tom Miller from Placer County last week to discuss the annual NLTRA contract which is in the process of being finalized. The contract is scheduled to be presented to the NLTRA Board next week and to the Board of Supervisors on September 14, 2010. Andy said that they are looking at increasing the Special Events Grant Fund from \$30,000 to \$50,000 this year. Kym reminded the Committee that the specific dollar amount of the Special Event Grant will not be known until September. Andy reported that the Lake Tahoe Basin Prosperity Plan Economic Forum was held on August 16th at the Hyatt. It was well received and around 75 people attended the invitation only event. The next day, at the Lake Tahoe Summit, Norma Santiago and Trish Kelly presented parts of the LTBPP which generated a substantial amount good press. Andy discussed the questions that the Committee had about the LTBPP at the last Chamber meeting. He said that he discussed the Committee's concerns at the LTBPP Steering Committee meeting and they are working on the issues. Andy stated that there was a site visit in Tahoe with the organizers of the Amgen Tour of California. He thanked the Committee for welcoming the organizers from Amgen and their assistance during their visit. Cheri asked when they are going to announce if the race will be held here. Andy replied that they will let us know in October. Kay said that she spent time on the GoTahoeNorth.com and there is nothing listed in the events after October 2, 2010. She would like for staff to list events that occur annually on the Calendar. Andy replied that he would have Shelley Fallon and staff adds future events to the calendar.

## 7.0 PRESENTATION AND DISCUSSION ON GEOTOURISM-MARTINI MORRIS WITH SIERRA BUSINESS COUNCIL

- 7.1 Kym introduced Martini Morris, the Watershed Education Assist and AmeriCorps Member. Martini said that the definition of Geotourism is tourism that sustains or enhances the geographical character of a place — its environment, culture, aesthetics, heritage and the well-being of its residents. Geotourism helps travelers to tread lightly and enjoy a locale's

sense of place. She said that travelers are looking for an authentic travel experience, and geotourists seek out local services, activities, focused on sustainability and they value the destinations stewardship. She stated that there are three variables to the SBC's efforts: the website ([SierraNevadaGeotourism.org](http://SierraNevadaGeotourism.org)), a printed map guide and the Geo Council. Martini reported that the benefits of geotourism are to the environment by encouraging sound destination stewardship that keep growth to sustainable levels and limits negative impacts such as overcrowding and resource pollution, it benefits residents by promoting local services and employment and benefits visitors by informing residents about their needs and expectations. Martini said that National Geographic has implemented and manages the geotourism project which is funded by grants and they are always looking for more grants. Partners and endorsers to the project include chambers, counties, communities and cities. She stated that they are trying to empower the community to inform the project implementers of what each individual community finds unique (geotourific assets) and they are asking for nominations. You can go to the website [www.sierranevadageotourism.org](http://www.sierranevadageotourism.org) and nominate events, local businesses, historical and cultural sites, artists, musicians, crafts-persons and more. She said that there are specifications for the nomination, it has to include a picture and it has to have good contact information. Kay asked if you submit a nomination can you go back and make changes to it. Martini replied that yes you can go back to the website and make changes. She said when you make a nomination it goes to the editor to ensure that it is complete prior to it being posted on the site. There was discussion on how to make your nomination the most visible and Martini replied that if there are any questions you can call or email them. They are gathering the nominations for Northern Sierra and everyone needs to get their nominations in by August 30, 2010. Joy asked how they are marketing the website. Martini replied that it is on the Nat Geo website and SBC is marketing it as well. Kym asked the committee if they would like for the Chamber to be a partner with SBC on geotourism the committee agreed unanimously. Phil would like for Kym to place some NLT Chamber supported nominations or key points of North Lake Tahoe. Kym replied that she and staff will start working on it.

#### **8.0 PRESENTATION OF ROI FOR THE OLYMPIC HERITAGE CELEBRATION-ROB WESTON**

The Olympic Heritage Celebration was awarded \$8,000 for their marketing efforts. Rob Weston distributed packets to the Chamber Committee. He reported that the money was strictly used for marketing mainly targeting media advertising through: Comcast TV, KCRA TV and KCRA.com. Squaw Valley Ski Corp had a projected advertising budget of \$100,000 which also marketed the event. The PR was handled through Pettit Gilwee, Eric Brant and the Chamber was distributing e-blasts. Rob reported that they estimated that North Lake Tahoe had an increase of 35,000 visitors. Rob stated that they did have a hard time raising funds. The local community was very supportive but outside the community they had a hard time getting sponsorship sales. He said they would like to continue the program next year as a three day event and they are leaving it up to the OHC Board to request funds from the Grant program. Kym asked if Squaw ever did a 'Ski for the Museum Day' to generate funds. Rob replied no but it can be asked in the future. Jan asked if they knew where the museum is going to be located; Rob replied that they haven't finalized a location as of yet. Kay said that without the \$8,000 grant the event probably wouldn't have happened and without the community support the event would have failed. She would like to see the event move forward and we (as a committee and a community) should continue to support the event. Alex said that the benefits are obvious from the OHC but he suggests that staff reviews the ROI reports prior to the applicants presenting them to the committee. Justin would like to see the Committee look at each ROI and see which events performed the best as far as money spent on lodging, dining and retail and distribute the grant money accordingly.

#### **9.0 PRESENTATION OF ROI FOR THE SIERRA STATE PARKS FOUNDATION-MARGUERITE SPRAGUE**

- 9.1 Marguerite passed out the collateral created from the grant money that they received. She reported that they had scheduled 5 events this year and unfortunately they only

produced one due to staff being ill and departing. They had a very successful event, "Golden Twilight Dinner at the Pine Lodge." From the event they gained new memberships and a few major donations. The event also raised the profile of the State Parks. Marguerite said that Tahoe's crowded summer calendar had an impact on their event schedule. They used the grant money to implement a website, facebook pages, advertising on Tahoe TV, constant contact blasts, printed ads in the Weekly, Z events, Sierra Sun articles and PR through Pettit. Linda asked how many attended the Pine Lodge event; Marguerite said that they had 54 attendees. Marguerite said that the Chamber of Commerce was invaluable for this event and the events would not happen without the Chambers Support.

#### 10.0 SEPTEMBER MEETING DATE

- 10.1 Cheri would like to move the September meeting to October 6, 2010 due to Cheri being away at a conference.

#### 11.0 COMMITTEE MEMBER REPORTS/UPDATES FROM COMMUNITY PARTNERS

- 11.1 **NLT Chamber**-Kym reported that Ryan Slabaugh would like to be replaced by Michael Gelbman. Kym will contact Ryan to have him send a letter to the NLTRA Board of Directors.

**SVBA**-Elizabeth Hill reported that Caroline Ross is back and will be representing the SVBA due to Elizabeth moving out of the area. Caroline reported that they will have the Alpen Wine Festival on September 5, 2010.

**West Shore Association**-Kay reported that the West Shore Café was purchased by JMA and they are doing an event on Labor Day and they intend to be open throughout the winter. She also reported that Obexter's has been a wonderful addition to the Westshore.

**NTBA**-Cheri said they just finished up their music series and it was a very successful series the average attendance was from 800 to a thousand people. She said it is probably the busiest summer they have seen in 15 years. They are now gearing up for passport to dining scheduled on October 7, 2010.

**NORTHSTAR**-Mountain Biking in the Park will be open on Friday, Saturday and Sunday after Labor Day weekend. The 'Double Whammy' season pass price goes up on October 1<sup>st</sup> it is \$399 right now

**TMA**-Jan reported that Tart's overall service from July 1<sup>st</sup> to August 20<sup>th</sup> is down 2% but the Westshore is up 9%. The Airport Shuttle is up 10% from last August. The new Northstar 'Night Rider' is doing really well for a new program.

**TCDA**-Justin reported that the Tahoe City concerts are doing well. The Harvest Festival is scheduled for October 9, 2010. They will be having 2 for 1 fall dining week after Harvest Festival.

**Tahoe Maritime Museum**-Heather reported that she is also leaving the area. She would like to know if another museum employee can fill in for her until the end of the year. Cheri said that her and Kym will discuss it and let her know. Patty Williams will be Heather's replacement at the museum.

#### 12.0 ADJOURNMENT

- 12.1 The meeting was adjourned at 11:06 a.m.

Submitted by,  
Emily Sullivan  
Program Assistant

Sept 21, 2010

To: Chamber of Commerce Advisory Committee  
Fr: Kym Fabel, Chamber Manager  
Re: Presentation and Discussion: ROI Report of the 2009/10 Community Grant for the *Historic Fish Hatchery Open House & Education Center Grand Opening*, presented by Heather Segale, Project Director, UCD TERC

**Background:**

**Event:** Historic Fish Hatchery Open House & Education Ctr Grand Opening

**Date:** July 10, 2010

**Grant:** \$2,500

**Grant Recipient:** UCDavis, Tahoe Environmental Research Center

**Grant Summary: (Attached is the original grant for your convenience)**

**Purpose of the Event:** To celebrate the opening of the public education kiosk located inside the Tahoe City UC Davis Field Station ("Historic Fish Hatchery"); notify community members that this facility is available and open for their use; and invite donors from the Campaign for Tahoe . We will highlight this facility as yet another community asset available along the Tahoe City bike trail system where visitors can rest, learn about the science and research of Lake Tahoe, and visit a unique building that is of historic interest.

In advance of the summer Grand Opening and Open House event we would work with the UC Davis Office of Communications to design the marketing collateral pieces, including a invitation, brochure, poster, advertisement and banner for this event. News of the event will be posted on the TERC website, given prominent mention in the TERC newsletter, and press releases will be submitted to the local news media. Advertisements will be placed in the Tahoe Quarterly summer edition, 101 Fun Things, Chamber Member Directory, and Sunny Day Guide. A Tahoe TV 60-second video will be produced and distributed through the Tahoe TV channels and posted on the TERC website and Tahoe TV website. Event invitations will be sent to the 450+ donors to the UC Davis Campaign for Tahoe. Brochures will be printed and distributed around Tahoe City and the local schools. Posters will be put up around town and banners will be put on the TART buses and Trolleys.

**How success of special event will be measured:**

- \* Number of attendees at Grand Opening event
- \* Number of annual visitors
- \* Visitor Exit Survey – percent favorable feedback

**Requested Action**

Staff recommends that, after discussion and questions, the Advisory Committee accepts the ROI Report of the 2009/10 Community Grant for *UCDavis/TERC*.

**SECTION B:**

**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: October 9, 2009		
1. Name of Applicant Organization: UC Davis Tahoe Environmental Research Center		
Mailing Address: 291 Country Club Drive		
City: Incline Village	State: NV	Zip: 89451
Telephone: 775-881-7566	Email: <a href="mailto:tercinfo@ucdavis.edu">tercinfo@ucdavis.edu</a>	
Website: <a href="http://terc.ucdavis.edu">http://terc.ucdavis.edu</a>		
2. Chief Executive Officer: Geoffrey Schladow		
Mailing Address: (if different from above) Watershed Sciences Building, UC Davis One Shields Avenue		
City: Davis	State: CA	Zip: 95616-8803
Telephone: 530-754-3942	Email: <a href="mailto:gschladow@ucdavis.edu">gschladow@ucdavis.edu</a>	
3. Project Director: Heather Segale		
Telephone: 775-881-7562	Email: <a href="mailto:hmsegale@ucdavis.edu">hmsegale@ucdavis.edu</a>	
4. How long organized? UC Davis since 1908, TRG since 1959 & TERC since 2004	Is organization non-profit? Yes	



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Purpose of organization: The Tahoe Environmental Research Center (TERC) is dedicated to research, education and public outreach on lakes and their surrounding watersheds and airsheds. Lake ecosystems include the physical, biogeochemical and human environments, and the interactions among them. The Center is committed to providing objective scientific information for restoration and sustainable use of the Lake Tahoe Basin.

Tax ID Number: 94-6036494

Total annual budget: \$572,000

How is special event consistent with organization’s mission or purpose?

The Tahoe City Field Station (also known as the “Historic Fish Hatchery”) will be utilized for research and as a point of public outreach for TERC to share information about our research with the general public. A small science education center (“education kiosk”) is currently under development and is expected to open to the public with exhibits and a grand opening in June 2010.

How is special event consistent with the **North Lake Tahoe Tourism and Community Investment Plan**?

The Historic Fish Hatchery education center will provide visitors to the North Shore a unique historical, cultural and environmental experience. This facility will be an asset to the North Shore for both residents and visitors by having interactive exhibits, a demonstration garden, and a location off the bike path that can be utilized as a rest stop.

Actual date(s) of event: June 26, 2010 or July 10, 2010 (depending on construction completion date)

Event Name (title): Historic Fish Hatchery Open House and Education Center Grand Opening

Narrative description of the event:

Following completion of the Tahoe City UC Davis Field Station (“Historic Fish Hatchery”) exhibits, stream restoration and demonstration garden construction, we will host a public Open House and Education Center Grand Opening event to celebrate the facility. Invitations will be sent to more than 450 families that have donated money towards the UC Davis Campaign for Tahoe in support of our laboratory and education center facilities.

Purpose of event:

To celebrate the opening of the public education kiosk located inside the Tahoe City UC Davis Field Station (“Historic Fish Hatchery”); notify community members that this facility is available and open for their use; and invite donors from the Campaign for Tahoe . We hope to highlight this facility as yet another community asset available along the Tahoe City bike trail system where visitors can rest, learn about the science and research of Lake Tahoe, and visit a unique building that is of historic interest.

<p>Total budget of event: \$19,026 (event marketing) or grand total of \$361,596 (total also includes exhibits)</p> <p style="text-align: center;"><b>Please submit copy of complete final budget</b></p>
<p>Promotional Plan: (Specify detailed media schedule. Indicate number of printed collateral and distribution plan . If item is sponsored, please describe sponsorship.)</p>
<p>In advance of the summer Grand Opening and Open House event we would work with the UC Davis Office of Communications to design the marketing collateral pieces, including a invitation, brochure, poster, advertisement and banner for this event. News of the event will be posted on the TERC website, given prominent mention in the TERC newsletter, and press releases will be submitted to the local news media. Advertisements will be placed in the Tahoe Quarterly summer edition, 101 Fun Things, Chamber Member Directory, and Sunny Day Guide. A Tahoe TV 60-second video will be produced and distributed through the Tahoe TV channels and posted on the TERC website and Tahoe TV website. Event invitations will be sent to the 450+ donors to the UC Davis Campaign for Tahoe. Brochures will be printed and distributed around Tahoe City and the local schools. Posters will be put up around town and banners will be put on the TART buses and Trolleys.</p>
<p>North Lake Tahoe Resort Association funds requested: \$ 4,914</p>
<p>Percentage, of total budget, requested from the NLTRA Community Marketing Program <u>5.3</u> %</p>
<p>Sources of other funding to support the project budget: UC Davis, State Water Resource</p>
<p>Control Board, California Tahoe Conservancy, NLTRA Infrastructure grant, private donations</p>
<p>Description of how success of special event will be measured (if applicable):</p> <ul style="list-style-type: none"> <li>• Number of attendees at Grand Opening event</li> <li>• Number of annual visitors</li> <li>• Visitor Exit Survey – percent favorable feedback</li> </ul>

\$ 1900	Newspaper/Magazine
\$	Internet/Website
\$	Radio
\$ 1000	TV
\$	Rack Cards
\$ 1000	Brochure
\$ 500	Direct Mail
\$ 500	Printed Program



Signature \_\_\_\_\_

Date 10/9/2009

Heather Segale, Education and Outreach Coordinator  
 Print Name and Title

**TABLE A: Budget for Tahoe City Field Station ("Historic Hatchery") Education Center Marketing**

Line Items	Vendor/Contractor	Requested Amount	Match Amount	Total Project Cost
Marketing Expenses	Requested advertising:			
Design all marketing materials		\$0	\$5,000	\$5,000
Tahoe Quarterly, Summer	1/2 page ad	\$500	\$500	\$1,000
101 Fun Things	single ad, 3 editions	\$500	\$1,500	\$2,000
Chamber Member Directory or Newsletter	1/2 page ad	\$900	\$0	\$900
Sunny Day Guide	1/4 page ad	\$0	\$2,200	\$2,200
Tahoe TV	60-second ad	\$1,000	\$0	\$1,000
Brochures & Event Invitation	Printing and distribution	\$1,000	\$0	\$1,000
Event Invitation (Direct Mail)	Printing and distribution	\$500	\$0	\$500
Event flyer, poster and banner	Local posting, TART/Trolley posters	\$500	\$0	\$500
Event supplies	Decorations, food and beverage	\$0	\$1,000	\$1,000
Subtotal Direct Expenses		\$4,900	\$10,200	\$15,100
<i>Indirect Expense (26% Off-Campus Rate)*</i>		--	\$2,652	\$2,652
<b>Total</b>		<b>\$4,900</b>	<b>\$12,852</b>	<b>\$17,752</b>

**TABLE B: Total Exhibit Budget for Tahoe City Field Station Education Center (Indoor Kiosk and Outdoor Signage)**

Line Items	Details	Funding Source					Total
		Proposition 50	CA Tahoe Conservancy	NLTRA Infrastructure	NLTRA Marketing/ To Be Determined	NLTRA	
Exhibit Design	Indoor Exhibits	---	\$24,800	\$50,000	---	---	\$74,800
Exhibit Fabrication	Indoor & Outdoor Exhibits	\$42,000	\$20,000	\$90,000	---	---	\$152,000
Display Exhibit	Outdoor, Other	\$5,000	---	---	---	---	\$5,000
Video/Multimedia Production	Indoor Exhibits	---	---	\$18,000	---	---	\$18,000
Touchscreen Monitor & Computer	Indoor Exhibits	---	---	\$5,000	---	---	\$5,000
User Interface	Indoor Exhibits	---	---	\$12,500	---	---	\$12,500
Misc. (Picnic Tables, Recycling Station, etc.)	Outdoor, Other	\$5,000	---	---	---	---	\$5,000
Design Contingency	10%	\$5,200	---	---	---	---	\$5,200
General Conditions	8%	\$4,160	---	---	---	---	\$4,160
Overhead & Profit (Architects & Engineers)	4%	\$2,080	---	---	---	---	\$2,080
Insurance & Bonds	2%	\$1,040	---	---	---	---	\$1,040
Escalation to Current Date	5%	\$3,224	---	---	---	---	\$3,224
Planning, Design, Engineering, Environmental Documentation	2%	\$1,354	---	---	---	---	\$1,354
Construction Administration	3%	\$1,693	---	---	---	---	\$1,693
Grand Opening Event & Marketing Expenses		---	---	---	---	\$17,752	\$17,752
<b>Subtotal Direct Expenses</b>							<b>\$308,803</b>
Project Administration/Overhead*	26% Off Campus Rate*	---	\$18,200	\$21,580	---	---	\$39,780
Contingency (10%)	7 - 10%	\$4,739	\$7,000	---	---	---	\$11,739
<b>Total</b>		\$75,490	\$70,000	\$197,080	\$17,752	---	<b>\$360,322</b>

\*26% of Modified Total Direct Costs (MTDC)

Sept 21, 2010

To: Chamber of Commerce Advisory Committee  
Fr: Kym Fabel, Chamber Manager  
Re: Presentation and Discussion: ROI Report of the 2009/10 Community Grant for *Tails in Tahoe*, presented by Bill Jensen, President, Granite Chief Communications

### **Background**

**Event:** *Tails in Tahoe*—featuring Truckee Duckee Derbee and Dogs in Dudz

**Date:** June 5&6, 12&13, 2010 at River Ranch, Tahoe City

**Grant:** \$1,500

**Recipient:** Granite Chief Communications

This grant was recommended by the Chamber Advisory Committee and approved by the NLTRA Board at their meeting on Nov 4, 2009. A condition of the grant is that the recipient prepare a Return on Investment (ROI) Report upon completion of the event and present it to the Advisory Committee. Bill Jensen, Granite Chief Communications President will be at the committee meeting to discuss and answer any questions about the attached ROI Report.

### **Summary of Original Grant Application (Attached)**

**Purpose of the Event:** Raise funds for the Truckee/Tahoe Humane Society

Requested Grant funds to be used for paid placement in local papers, radio and TV one month prior to the event, poster distribution in Tahoe/Truckee, web ads and e-mail blasts.

Success of event to be measured by:

- \* Number of overall attendees at the events
- \* Amount of money raised for the Humane Society
- \* Media Exposure

### **Requested Action**

Staff recommends that, after discussion and questions, the Advisory Committee accepts the ROI Report of the 2009/10 Community Grant for *Tails in Tahoe*.

**SECTION B:**

**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 "shoulder" and off-peak seasons and times.
3. Events that generate local and regional exposure and public relations value will be given priority consideration.

Date Submitted: 10/8/09		
1. Name of Applicant Organization: GRANITE CHIEF COMMUNICATIONS		
Mailing Address: PO BOX 1608		
City: CARNELIAN RAY	State: CA	Zip: 96140
Telephone: 530-581-0181	Email: billjgccc@yahoo.com	
Website: N/A		
2. Chief Executive Officer: BILL JENSEN		
Mailing Address: (if different from above) SAME		
City:	State:	Zip:
Telephone:	Email:	
3. Project Director: BILL JENSEN		
Telephone:	Email:	
4. How long organized? 19 YRS	Is organization non-profit? NO	



Purpose of organization:	A MULTI-MEDIA COMMUNICATIONS COMPANY SPECIALIZING IN PUBLISHING, TV PRODUCTION + SPECIAL EVENTS. THAT PROMOTE + EXPAND TOURISM IN NLT.
Tax ID Number:	318-46-2697
Total annual budget:	\$150,000. <sup>USD</sup> AVERAGE
How is special event consistent with organization's mission or purpose?	PROMOTE TOURISM; CREATE EVENTS
How is special event consistent with the North Lake Tahoe Tourism and Community Investment Plan?	PROMOTE TOURISM IN 'OFF SEASON.'
Actual date(s) of event:	JUNE 5-6 / 12-13
Event Name (title):	TAILS IN TAHOE - FEATURING TRUCKEE DUCKEE DEEBEE, DOGZ IN DUDZ + NEW EVENTS
Narrative description of the event:	TRUCKEE DUCKEE DEEBEE - RUBBER DUCK RACE ON RIVER. DOGZ IN DUDZ - DRESS UP YOUR DOG CONTEST NEW: DOGGIE DIVING CONTEST - PEA JUMP CONTEST TAHOE FAISBEE CHAMPIONSHIPS
Purpose of event:	RAISE FUNDS FOR TRUCKEE/TAHOE HUMANE SOCIETY

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.)	
PAID PLACEMENT IN LOCAL PAPERS, RADIO + TV	
ONE MONTH PRIOR TO EVENT. POSTER DISTRIBUTION IN	
TAHOE/TAUCKEE. WEB ADS + EMAIL BLASTS.	
North Lake Tahoe Resort Association funds requested: \$ 2500. <sup>00</sup>	
Percentage, of total budget, requested from the NLTRA Community Marketing Program 35 %	
Sources of other funding to support the special event budget:	
ENTRY FEES + KIWANIS GRANT + MEDIA	
PARTNERSHIPS	
Description of how success of special event will be measured (if applicable):	
AMOUNT OF MONEY RAISED FOR HS + OVERALL	
ATTENDANCE + MEDIA EXPOSURE	
\$ 1500 <sup>00</sup>	Newspaper/Magazine
\$ 500 <sup>00</sup>	Internet/Website
\$ 500 <sup>00</sup>	Radio
\$ 1000 <sup>00</sup>	TV
\$	Rack Cards
\$	Brochure
\$	Direct Mail
\$	Printed Program
 Signature	
10/8/09 Date	
Bill JENSEN, PRESIDENT GCC Print Name and Title	

## **TAILS IN TAHOE BUDGET**

<b>Two bikes (grand prizes)</b>	<b>\$500.00</b>
<b>Music</b>	<b>\$500.00</b>
<b>T-shirts</b>	<b>\$1000.00</b>
<b>Lodging:</b>	<b>\$250.00</b>
<b>Volunteer Refreshments</b>	<b>\$200.00</b>
<b>Advertising:</b>	<b>\$3500.00</b>
<b>Banners &amp; Posters</b>	<b>\$500.00</b>
<b>Administrative:</b>	<b>\$500.00</b>
<b>Ducks &amp; Inflatables:</b>	<b>\$200.00</b>
 <b>TOTAL:</b>	 <b>\$7150.00</b>

Sept 18, 2010

To: Chamber of Commerce Advisory Committee  
Fr: Kym Fabel, Chamber Manager  
Re: Presentation and Discussion: ROI Report of the 2009/10 Community Grant for the *Lake Tahoe Music Festival*. presented by Sally Lyon, Board Preseident, Lake Tahoe Music Festival

**Background:**

**Event Name:** Lake Tahoe Music Festival  
**Date:** Summer Season 2010  
**Grant:** \$3,000  
**Recipient:** Lake Tahoe Music Festival

**Grant Summary: (Attached is the original grant for your convenience)**

**Purpose of the Event:** To present diverse and high quality musical experiences, at affordable prices to our community and its visitors, in addition to help bring promote our Education Outreach Programs. In addition to promoting the region and all it has to offer.

By bringing the Festival's high caliber artists to the North Lake Tahoe Region, we assist in NLTRA's plan by promoting tourism. Based on this year's survey, the majority of our attendees came from outside a 50 mile radius; the average stay was 3 days and with a 3rd staying in hotels/condos. Our demographic is 45+ and has an average income level of \$100,000. Our audience brings much needed revenue to the region during their stay. Our marketing included television this season increasing awareness of our festival and in turn the region. Our strong partnerships with local business, such as Homewood Ski Resort, Alpine Meadows, Tahoe Donner, Old Greenwood, Northstar, Squaw Valley Resort, Hilton to promote their business expands our focus of bring attendees to the Region year round

**How success of special event will be measured:**

- \* Extensive survey at the end of the season to all attendees/sponsors etc. requesting feedback on their experience and satisfaction.
- \* Did we increase business?
- \* Did we increase awareness of the LTMF? Of the North Lake Tahoe Region?

**Requested Action**

Staff recommends that, after discussion and questions, the Advisory Committee accepts the ROI Report of the 2009/10 Community Grant for the *Lake Tahoe Music Festival*.

## NLTRA Special Event Funding Grant Application



L A K E T A H O E  
*Music Festival*

10775 Pioneer Trail, Suite 210  
Truckee, CA 96161

**Submitted by:**

Lisa Krueger, CEO

**October 8, 2009**

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Lake Tahoe Music Festival Confidential  
Date Published: 10/09/2009

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## Application Information – Section B

Date Submitted: October 8, 2009		
1. Name of Applicant Organization: Lake Tahoe Music Festival		
Mailing Address: 10775 Pioneer Trail, Suite 210		
City: Truckee	State: CA	Zip: 96161
Telephone: 530-583-3101	Email: <a href="mailto:lisa@tahoemusic.org">lisa@tahoemusic.org</a>	
Website: <a href="http://www.tahoemusic.org">www.tahoemusic.org</a>		
2. Chief Executive Officer: Lisa Krueger		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone:	Email:	
3. Project Director: Lisa Krueger		
Telephone: 530-583-3101	Email: <a href="mailto:lisa@tahoemusic.org">lisa@tahoemusic.org</a>	
4. How long organized? 1986 – 27 years	Is organization non-profit? Yes	

<b>Purpose of organization:</b>
The Lake Tahoe Music Festival has a twofold mission; to present diverse and quality musical experiences in the classic tradition from Bach to Blues and beyond for the community and it's visitors, which is done thru our series of 6 summer concerts and to create educational and performance opportunities for aspiring young musicians thru our Educational Outreach Programs.
<b>Tax ID Number:</b> 94-2989407
<b>Total annual budget:</b> \$665,899.09 *
*2009 approved – currently working on 2010 season. See additional data in Budget section.
Event Expenses - Concert, Gala and Marketing make up the majority of the total annual budget.
Operating Budget - \$168,130.09 (Education Outreach Programs/Payroll/Administrative)

**How is special event consistent with organization's mission or purpose?**

In July and August of each year over the course of 3 weeks, the Lake Tahoe Music Festival hosts a concert series featuring popular musicians of varying genres. Over 12,000 attendees come locally, from across the country and around the world. This cultural event benefits our local communities through outreach, economic stimulus and by offering quality musical experiences at affordable prices. It has become a long standing family tradition for locals and the caliber of the Festival's concert series has made it a major destination/attraction throughout the West. This year, we again saw attendees coming from over 32 states.

Our Educational Outreach Program (EOP) seeks to attract new audiences to music through education, exposure and programming for youths. Young musicians, emerging professional ensembles and aspiring musicians of all ages within the community are aided by the EOP's mentorship and community outreach programs. The EOP is comprised of 2 components: the Truckee Youth Music Program (TYMP) and our exciting Academy Orchestra, the Festival's newest program in support of young musicians. This addition to the Festival's music outreach program makes it unique to the West Coast!

The goal of this orchestra is to audition and bring 32 of the most talented college-age music students from across the country to our community. Over their ten day stay, they will be mentored and offered masters' classes by two trained musicians from professional orchestras. (Boston Pops and New York Philharmonic for 2010) These students will give paid performances at two of the LTMF's summer concerts, as well as playing in smaller venues within the community for free. These exceptional experiences will enhance the students' musical understanding, bridging the gap between college music studies and musical employment upon graduation, as well as promoting classical music in our area.

The TYMP offers private, after-school music lessons and use of musical instruments free-of-charge to Truckee Elementary School students in grades 3 through 5. The focus is on children of low-income families who otherwise may not be able to afford music lessons. The lessons are taught by volunteer Truckee High School music students who, upon graduation, receive scholarships from the Lake Tahoe Music Festival, toward continuing their music education.

A far reaching goal of our Educational Outreach Program is to see students come full circle. What a thrill to be witness to a child begin with the TYMP, who due to talent and hard work qualifies for private lessons upon leaving 5<sup>th</sup> grade, becomes a volunteer teacher or student director when in high school, who uses the scholarship earned to continue their musical studies in college, then returns to play professionally within their community as part of the Academy Orchestra!

Our concert series delivers on our commitment to present diverse and quality musical experiences in the classic tradition from Bach to Blues and beyond and helps us promote and expand the Educational Outreach opportunities for our community.



**How is special event consistent with the North Lake Tahoe Tourism and Community Investment Plan?**

By bringing the Festival's high caliber artists to the North Lake Tahoe Region, we assist in NLTRA's plan by promoting tourism. Based on this year's survey, the majority of our attendees came from outside a 50 mile radius; the average stay was 3 days and with a 3<sup>rd</sup> staying in hotels/condos. Our demographic is 45+ and has an average income level of \$100,000. Our audience brings much needed revenue to the region during their stay. Our marketing included television this season increasing awareness of our festival and in turn the region.

Our strong partnerships with local business, such as Homewood Ski Resort, Alpine Meadows, Tahoe Donner, Old Greenwood, Northstar, Squaw Valley Resort, Hilton to promote their business expands our focus of bring attendees to the Region year round.

**Actual date(s) of event:** July 22, July 24, July 29, July 31, August 5, August 7

**Event Name (title):** Lake Tahoe Music Festival

**Narrative description of the event:** Each concert, depending on venue location, brings 1700 – 3000 people to a picturesque venue in the North Lake Tahoe Region. The night begins at 5:00PM for attendees to get situated, have a picnic and enjoy the evening with friends. The concerts start at 7:00PM and ending around 8:30PM or so. At each concert, we provide food, beverage, security, emergency services and customer assistance with a minimum staff of 60.

**Purpose of event:** To present diverse and high quality musical experiences, at affordable prices to our community and its visitors, in addition to help bring promote our Education Outreach Programs. In addition to promoting the region and all it has to offer.

**Total budget of event:** Concert Series and Marketing = \$434,410.00

**Please submit copy of complete final budget - See Attached**

**Promotional Plan:** (Specify detailed media schedule. Indicate number of printed collateral and distribution plan . If item is sponsored, please describe sponsorship.)

**See Attached recap of 2009, media and proposed plan for 2010**

Printed materials:

Festival Program – 5,000 - distributed at concerts

Festival Brochure – 10,000 - distributed around North Lake Region from May thru August

Membership brochure – 1,000 – mailed to current and potential donors

Schedule card – 22,000 – mailed to entire zip code base of North Lake Tahoe Region.

(Placer, Washoe and Nevada Counties)

**North Lake Tahoe Resort Association funds requested:** \$ 5,000

**Percentage, of total budget, requested from the NLTRA Community Marketing Program\_ < 1\_ %**


**Sources of other funding to support the special event budget:** Private donations, corporate sponsorships, ticket revenue, advertising sales, grants, merchandise sales.

**Description of how success of special event will be measured (if applicable)**

We do an extensive survey at the end of the season to all attendees/sponsors etc. requesting feedback on their experience and satisfaction. We meet with key partners to understand the value the saw. Did we increase business? Awareness?

We deliver on our mission and vision of the organization and we broke even on the event itself. We introduced new audiences to music and the region.

NLTRA Special Event Funding Grant Materials & Application

\$	Newspaper/Magazine – \$9,664
\$	Internet/Website – \$13,000
\$	Radio – \$10,803
\$	TV – \$6,959
\$	Rack Cards – Not Applicable
\$	Brochure – \$4,000
\$	Direct Mail - \$6,500
\$	Printed Program – \$10,600
	
Signature	October 8, 2009
Lisa Krueger, CEO	Date
Print Name and Title	

### Final Approved Budget\*

\* We are currently working on the budget for 2010; the marketing portion will be consistent with 2009's Budget. It is currently pending board approval, available as of October 20<sup>th</sup>, 2009. Please find the approved 2009 Budget Attached.

#### Marketing Budget Breakout for 2008 & 2009& 2010

Category	2008 Budget	2009 Budget	2010 Budget*
Creative Development	\$37,000	\$22,000	\$22,000
Media Buy	\$41,000	\$35,000	\$35,000
Public Relations	\$22,000	\$30,000	\$30,000
<b>TOTAL</b>	<b>\$100,000</b>	<b>\$87,000</b>	<b>\$87,000</b>

\* Proposed Budget for 2010 Season

## Marketing Plans for 2009-2010

These plans are based on the same budget as last year.

- 1.) 2009 -2010 Public Relations Outline
- 2.) 2009-2010 Marketing Plan – Out of Market
- 3.) 2009-2010 Marketing Plan
- 4.) 2009 Media Schedule - will be using a similar strategy

## Additional Marketing Materials

These additional items are reference materials to provide you with our results and analysis from our 2009 Season. These give a sampling of how effective we are with the dollars allocated.

1. 2009 Post – buy Analysis
2. 2009 Online Clip Summary
3. 2009 sample of online clips
4. 2009 Print Summary
5. 2009 Final Media Budget Recap

## Thank you

On behalf of the Lake Tahoe Music Festival, the Board of Directors, its Advisors and staff, we would like to express our sincere thank you for the opportunity to participate in this grant consideration.

Should you have any questions, please do not hesitate to contact me via phone at 530-583-3101 or via email at [lisa@tahoemusic.org](mailto:lisa@tahoemusic.org)



Lake Tahoe Music Festival  
2009 Final Approved Budget

		Final
		09 Budget
<b>Income</b>		
Income - Income		
Academy - EOP & TYMP		
Total Academy - EOP & TYMP		40,350.00
Concert - Concerts		
43100 - Tickets		337,824.00
Concert - Concerts - Other		0.00
Total Concert - Concerts		337,824.00
Gala - Gala		
41100 - Auction		42,250.00
41200 - Tickets		25,000.00
41300 - In Kind		0.00
Gala - Gala - Other		0.00
Total Gala - Gala		67,250.00
M&S - Members & Sponsors		
M&S - Members & Sponsors - Other		
Total M&S - Members & Sponsors		209,586.94
Merch - Merchandise		
44100 - Festival Store		14,000.00
44150 - Chair Rental		2,000.00
44200 - Other		0.00
Merch - Merchandise - Other		
Total Merch - Merchandise		16,000.00
Other - Other		
45100 - Memorial Donations		500.00
45125 - Endowment Fund		0.00
45150 - Checking Interest		208.40
45175 - Money Market Int.		0.00
45200 - Dividends		0.00
45225 - Program Ads		12,500.00
45250 - Board Retreat		500.00
45275 - Miscellaneous		100.00
Other - Other - Other		0.00
Total Other - Other		13,806.40
Income - Income - Other		
Total Income - Income		684,797.34
Total Income		684,797.34
<b>Expense</b>		
Expense - Expenses		
Academy - EOP		
Total Academy - EOP		26,550.00
Admin/Off - Admin/Office		
Total Admin/Off - Admin/Office		53,221.08
Concert - Concerts		
Total Concert - Concerts		352,850.00
Gala - Gala		
Total Gala - Gala		53,750.00
Mktg - Marketing		
65100 - Design, Printing, Web		
65110 - Festival Program		7,500.00
65120 - Marketing Pieces		8,000.00
65130 - E blast		3,500.00
65140 - Website		1,610.00
65100 - Design, Printing, Web - Other		
Total 65100 - Design, Printing, Web		20,610.00
65200 - Media Ads & Mailings		
65210 - Print Media		12,229.00
65220 - Internet		7,496.00
65230 - Media Production		3,250.00
65240 - Radio & Television		15,575.00
65300 - Public Relations		22,000.00
65400 - Other		0.00
Mktg - Marketing - Other		
Total Mktg - Marketing		81,160.00
Payroll - Payroll		
Total Payroll - Payroll		104,368.00
Expense - Expenses - Other		0.00
Total Expense - Expenses		671,899.08
Total Expense		671,899.08
Net Income		2,398.26



**LAKE TAHOE MUSIC FESTIVAL  
2009-2010 PUBLIC RELATIONS OUTLINE  
Presented by RKPR Inc. September 14, 2009**

RKPR Inc. has outlined the following public relations activities to support the festival's marketing objectives thereby increasing local, regional and national recognition of the event for the 2010 season. We are excited to continue working with the festival again this year.

**GOALS**

- Promote the Lake Tahoe Music Festival to target audiences on a local, regional and national scale by generating media interest and story coverage focusing on the festival's unique attributes and as a north Lake Tahoe's "must attend" annual event
- Develop a promotional program to proactively promote the festival's 2010 season
- Continue to engage target audiences through social networking tools and techniques
- Support the marketing initiatives and advertising programs for the festival focusing on added value and leveraged opportunities to "stretch" marketing's investment
- Develop targeted initiatives designed to promote the festival's Educational Outreach Program and non-profit status
- To increase support of the festival, its concert season, donor contributions and outreach

**TARGET REGIONS**

*Primary Target Regions:*

- Lake Tahoe and Truckee
- Eastern Sierra (Grass Valley, Nevada City, Gold Country region)
- Sacramento Valley (Sacramento, Stockton, Fresno, Modesto, etc.)
- Bay Area (San Francisco, San Jose, Oakland, Santa Rosa, Monterey, etc.)
- Northern Nevada
- Southern California

*Secondary Target Regions*

- West Coast travel markets
- Reno-Tahoe International Airport's one-stop, fly-in market daily newspapers and magazines
- In-flight magazines
- National publications with a travel and music focus

**TARGET AUDIENCES**

- Festival donors and sponsors
- Special event and festival attendees
- Summer vacation travelers to Lake Tahoe
- Lake Tahoe and Truckee residents (full-time, part-time, seasonal, etc.)
- Northern Nevada residents including those from Reno-Sparks, Carson City, outlying communities
- Niche markets (music, arts and cultural heritage travelers, Gay and Lesbian, etc.)
- Media on a local, regional and national level (print, broadcast, Internet and targeted publications reaching target market audiences)

## OBJECTIVES

- Develop public relations initiatives to support marketing objectives throughout the planning season that reach the target audience and continue to build awareness of the festival and its performances lineup
- Generate and increase coverage of the Lake Tahoe Music Festival in print and broadcast media, focusing on the "outdoor experience," the concert performances, the festival's status as a local arts contributor, as well as its Education Outreach Programs
- Secure additional promotional and marketing outreach programs to leverage and stretch the marketing investment further

## STRATEGIES

- Develop targeted public relations initiatives to complement marketing efforts under the direction of the Festival's CEO
- Develop specific initiatives to generate and build awareness of the festival's 2010 season
- Develop a program to promote the festival's Education Outreach Program
- Develop a program to highlight the successes and new improvements for the festival's 2010 season
- Generate ongoing media relations initiatives resulting in increased media coverage

## TACTICS

- *Public Relations Strategy*
  - Strategy: Provide strategic communications planning under the direction of the CEO and the festival's Board to reach the established objectives
  - Consultation: Assist the festival's CEO and Board with marketing and public relations recommendations
  - Integration: Integrate a public relations component into the festival's marketing functions to better leverage the methods and outlets for promoting the festival's message
  - Promotions: Assist the festival in identifying and developing promotional opportunities in print, TV and radio to increase awareness
  - Evaluation: Re-evaluate the program throughout the year to ensure its effectiveness and that goals are being achieved
- *Media Relations*
  - Media Outreach: Proactive communication with key regional and national media prior to and throughout the season and local media in the months leading up to and during the festival
  - Deskside Visits: In effort to communicate key messages and explore unique and achievable coverage opportunities, recommend holding regional deskside visits in late May
  - Sponsor Outreach: Incorporate and integrate sponsors into the media relations activities including opportunities for hosting, showcasing the destination, redevelopment, etc.
  - Media Event:
    - Consider hosting receptions in Reno and Lake Tahoe and Truckee speak with the media about the upcoming year and to get them proactively thinking about the upcoming season and feature story topics
    - Consider hosting a media night that would provide an opportunity for media experience the festival, meet with the performers, CEO, Board, etc.
  - Media Visits: Throughout the festival, encourage media to attend
    - Respond to requests from media to attend by coordinating schedule and logistics
    - Proactively promote the festival to targeted media as indicated above to secure coverage leading up to and during the festival



- *Publicity:*
  - Media Pitches: Promote the festival through media pitches focused on targeted, proactive and general distribution news tidbits
  - Press Releases: Outline the top news releases for the season, post online and distribute to targeted media
  - Editorial Calendars: Research and distribute customized editorial calendar pitches based on the festival's key messages and aligning with appropriate publications and media outlets
  - Calendar Postings: Post festival details on regional calendars
  - Press kit: Maintain and develop press materials for media on an annual basis and make available online
  - Web site: Revise and update the Web site press room including releases, media requests for information, photography and resources including a media visit request form in which media can submit requests to visit during the event
  - Photography: Provide media access to current festival images and materials through an FTP site, [www.rkpr.com/ltmf](http://www.rkpr.com/ltmf)
  
- *Social Networking / E-blasts*
  - Social Networking: Continue to utilize the various social networking platforms to engage followers about the festival, performances, etc. Currently maintain a blog, Facebook, Twitter and Flickr
  - E-blasts: Develop a yearly e-blast schedule, draft copy and distribute to the various targeted distribution lists

#### **EVALUATION**

Evaluation of the public relations programs take place on a regular basis in partnership with the festival. On a regular basis, we maintain a current status of public relations activities:

- Review coverage and incorporate the clips within an evaluation formula which includes:
  - Advertising equivalency
  - Key Words
  - Ranking
- Maintain a spreadsheet record of public relations initiatives to include:
  - Press releases and press kit
  - Media pitches
  - Media requests
  - Advertorial/editorial copy provided
  - Community relations activities
  - Promotions and value received

###



## 2009-10 MARKETING PLAN – OUT-OF-MARKET

Presented by RKPR Inc.

September 11, 2009

The Lake Tahoe Music Festival approached the 2009 season with a scaled back concert series (six shows down from eight in 2008) and a reduced budget in anticipation of the projections based on current economic factors and forecasts. With final results tallied, the festival realized a 40% increase in ticket sales over 2008 (and the eight concert series). A phenomenal achievement during tough economic times.

The non-profit festival's roster for 2009 covered the gamut including classic rock, smooth jazz and classical. Rock legend and singer/songwriter Boz Scaggs and classic rock performers Huey Lewis and The News brought their hits to our outdoor venues. Grammy-nominated Fourplay and Yellowjackets featuring Mike Stern filled the air with their classic smooth jazz sounds. The Reno Philharmonic Orchestra helped us celebrate the classics with returning special guests Rachel York and Sal Viviano performing Broadway hits from Rodgers and Hammerstein and guitarist Chris Kachian performing at the finale.

The plan for 2010 is to remain steady and continuing to employ several of the elements that worked well and enhance those that did very well.

### GOALS

- Enhance the Lake Tahoe Music Festival brand to target audiences
- Strengthen the image of the Lake Tahoe Music Festival by continuing to bring top musical talent to the region
- Build upon the economic stimulus that the festival brings to the North Lake Tahoe region
- Bring top performances to outdoor locations in the North Lake Tahoe region
- Promote the Lake Tahoe Music Festival in compelling and new ways
- Ensure the marketing programs speak to the quality of programming and notoriety of the festival

### MARKETING INITIATIVES

As the Lake Tahoe Music Festival is currently completing its annual marketing plan, the following are initiatives that will be developed and are dependent on concert programming, sponsor support, grant funding and anticipated ticket revenue.

#### *Creative*

- Develop a 2010 creative campaign to promote the season; elements to include print, radio, online and broadcast
- Refresh the Web site, [www.tahoemusic.org](http://www.tahoemusic.org), to more effectively and efficiently promote the festival's current branding
- Produce and direct mail 24,000 pieces to all households within the Truckee and Lake Tahoe area
- Produce and print 10,000 counter cards promoting the 2010 season
- Design and produce a 2010 e-blast template for distribution to the 4,000+ subscriber list that is consistent with the current branding
- Produce and place a :60 promotional spot to air on the Tahoe network of hotel and lodging properties programming

- Produce a 2010 festival program to include information about all of the performances, recognize contributors and donors as well as details on the education outreach program; program is advertising driven

### **Media Buy**

*Initiatives to be evaluated as the development of these programs are contingent upon sponsorship support.*

- Utilize current budget to develop a comprehensive local and regional advertising program to include print, radio, television and online components
  - Based on the success of the 2009 plan, the media buy will follow last year's program with minor adjustments (a copy of the 2009 program is included for reference)
  - Secure programs where the Lake Tahoe Music Festival can increase its presence and grow its database; for example utilize placements that provides leads as well as targeted regional affiliate e-blasts with hotel partners, Sacramento Bee and other out-of-market outlets
- Develop partnerships with local and out-of-market media to expand the festival's outreach
- Develop a targeted out-of-market program including:
  - Sierra Heritage Magazine with distribution outlets in northern California, in-room at top Lake Tahoe resort properties and tied into the corresponding television programming
  - Online advertising with news and high-traffic Web sites
  - Lodging property in-room video programming
  - Public radio advertising in the Sacramento and San Francisco Bay Area
    - E-mail blast to subscribers and festival details included in the e-blasts; this was completed in 2009
- Pro-actively seek out and develop radio and television promotions in the Bay Area

### **New Media / Online / E-marketing**

- Utilize the base of social networking followers and fans through the community sites (Facebook, Twitter), images (Flickr) as well as the festival's blog
- Distribute a minimum of 25 e-blasts throughout 2010 to the Festival's 4000+ person e-list, with a focus on the festival overall, performances, attendance tips, destination highlights, lodging packages, deals, food and beverage, sponsors, etc.
- Develop travel packages and work with regional tourism authorities for increased outreach

### **Lodging Partnerships and Outreach**

- Establish partnerships with regional properties including those in Truckee, North Lake Tahoe (Nevada and California side) and Reno-Sparks
  - Establish packages and tracking codes for reporting
- Provide hotel partners with materials needed to promote the festival and the lodging packages including logo, creative, video, e-blast, general copy and printed materials
- Develop a concierge program to reach out to visitors including properties in Truckee, North Lake Tahoe (Nevada and California side) and Reno-Sparks
- Work closely with hotel partners on marketing to their existing customers as well as on their individual websites.
- Continue to work closely with regional tourism authorities for cross-promoting including online, e-blasts and printed materials, such as the visitor planner

### **NOTE:**

1. Specific public relations initiatives are included with the 2009-10 PR Plan outline.
2. Attached is the media buy from 2009 for reference



## 2009-10 MARKETING PLAN

Presented by RKPR Inc.

September 11, 2009

The Lake Tahoe Music Festival approached the 2009 season with a scaled back concert series (six shows down from eight in 2008) and a reduced budget in anticipation of the projections based on current economic factors and forecasts. With final results tallied, the festival realized a 40% increase in ticket sales over 2008 (and the eight concert series). A phenomenal achievement during tough economic times.

The non-profit festival's roster for 2009 covered the gamut including classic rock, smooth jazz and classical. Rock legend and singer/songwriter Boz Scaggs and classic rock performers Huey Lewis and The News brought their hits to our outdoor venues. Grammy-nominated Fourplay and Yellowjackets featuring Mike Stern filled the air with their classic smooth jazz sounds. The Reno Philharmonic Orchestra helped us celebrate the classics with returning special guests Rachel York and Sal Viviano performing Broadway hits from Rodgers and Hammerstein and guitarist Chris Kachian performing at the finale.

The plan for 2010 is to remain steady and continuing to employ several of the elements that worked well and enhance those that did very well.

### GOALS

- Enhance the Lake Tahoe Music Festival brand to target audiences
- Strengthen the image of the Lake Tahoe Music Festival by continuing to bring top musical talent to the region
- Build upon the economic stimulus that the festival brings to the North Lake Tahoe region
- Bring top performances to outdoor locations in the North Lake Tahoe region
- Promote the Lake Tahoe Music Festival in compelling and new ways
- Ensure the marketing programs speak to the quality of programming and notoriety of the festival

### MARKETING INITIATIVES

As the Lake Tahoe Music Festival is currently completing its annual marketing plan, the following are initiatives that will be developed and are dependent on concert programming, sponsor support, grant funding and anticipated ticket revenue.

#### *Creative*

- Develop a 2010 creative campaign to promote the season; elements to include print, radio, online and broadcast
- Refresh the Web site, [www.tahoemusic.org](http://www.tahoemusic.org), to more effectively and efficiently promote the festival's current branding
- Produce and direct mail 24,000 pieces to all households within the Truckee and Lake Tahoe area
- Produce and print 10,000 counter cards promoting the 2010 season
- Produce a sponsor development brochure that highlights all the levels of donor giving and the Education Outreach Program
- Complete a donor CD kit that includes sponsorship opportunities, sample creative from 2009, press releases and video; used to solicit sponsors and for potential performers

- Design and produce a 2010 e-blast template for distribution to the 4,000+ subscriber list that is consistent with the current branding
- Produce and place a :60 promotional spot to air on the Tahoe network of hotel and lodging properties programming
- Produce a 2010 festival program to include information about all of the performances, recognize contributors and donors as well as details on the education outreach program; program is advertising driven

### ***Media Buy***

*Initiatives to be evaluated as the development of these programs are contingent upon sponsorship support.*

- Utilize current budget to develop a comprehensive local and regional advertising program to include print, radio, television and online components
  - Based on the success of the 2009 plan, the media buy will follow last year's program with minor adjustments (a copy of the 2009 program is included for reference)
  - Secure programs where the Lake Tahoe Music Festival can increase its presence and grow its database; for example utilize placements that provides leads as well as targeted regional affiliate e-blasts with hotel partners, Sacramento Bee and other out-of-market outlets
- Develop partnerships with local and out-of-market media to expand the festival's outreach
- Develop a targeted out-of-market program including:
  - Sierra Heritage Magazine with distribution outlets in northern California, in-room at top Lake Tahoe resort properties and tied into the corresponding television programming
  - Online advertising with news and high-traffic Web sites
  - Lodging property in-room video programming
  - Public radio advertising in the Sacramento and San Francisco Bay Area
- Pro-actively seek out and develop radio and television promotions in the Bay Area

### ***New Media / Online / E-marketing***

- Utilize the base of social networking followers and fans through the community sites (Facebook, Twitter), images (Flickr) as well as the festival's blog
- Distribute a minimum of 25 e-blasts throughout 2010 to the Festival's 4000+ person e-list, with a focus on the festival overall, performances, attendance tips, destination highlights, lodging packages, deals, food and beverage, sponsors, etc.
- Develop travel packages and work with regional tourism authorities for increased outreach

### ***Lodging Partnerships and Outreach***

- Establish partnerships with regional properties including those in Truckee, North Lake Tahoe (Nevada and California side) and Reno-Sparks
  - Establish packages and tracking codes for reporting
- Provide hotel partners with materials needed to promote the festival and the lodging packages including logo, creative, video, e-blast, general copy and printed materials
- Develop a concierge program to reach out to visitors including properties in Truckee, North Lake Tahoe (Nevada and California side) and Reno-Sparks
- Work closely with hotel partners on marketing to their existing customers as well as on their individual websites.
- Continue to work closely with regional tourism authorities for cross-promoting including online, e-blasts and printed materials, such as the visitor planner

### **NOTE:**

1. Specific public relations initiatives are included with the 2009-10 PR Plan outline.
2. Attached is the media buy from 2009 for reference



# POST-BUY ANALYSIS

## For Lake Tahoe Music Festival

### 9/15/09

Media buys are negotiated weeks, and even months prior to actual delivery or run dates. The buys are based on statistical information provided by Nielsen Media Research on recent, but past, consumer habits. Thus, we can only predict future media performance. To determine how actual performance varies from what was forecasted, we conduct a post-buy analysis. This analysis provides a more accurate account of actual media delivery. Each post-buy is based on reported media delivery for the period in which the buy ran. For example, an October television buy should be analyzed using the November Nielsen Station Index.

**2009 Objectives:**

- Utilize multi-contact strategy announcing the 2009 Lake Tahoe Music Festival
- Surround all audience targets with a mix of traditional and non-traditional media
- Develop a plan with the greatest reach (the number of different individuals/homes exposed to a media schedule within a given period) and frequency (the number of times individuals/homes are exposed to an advertising message) with the budget allocated.
- Achieve the greatest amount of added value to leverage our media dollars

**Audience:**

- Women, Age 45-75, Married, HHI \$150,00+, College Educated

The Lake Tahoe Music Festival (LTMF) 2009 campaign ran from May to August 2009.

	PROJECTED		ACTUAL	
	<i>REACH</i>	<i>FREQ.</i>	<i>REACH</i>	<i>FREQ.</i>
Demo	80%	8x	87.5%	10.2x

TOTAL Estimated Campaign Impressions: 2.31 million

Media budget for LTMF campaign	\$35,490.00
Ticket Trade Value	\$15,648.00
Affiliate Partner email blast (Hyatt, JMA, Resort at Squaw)	\$41,000.00
Media Added/Promotional Value (171% increase)	<u>\$87,500.00</u>
<b>TOTAL Media value for LTMF 2009 campaign</b>	<b>\$179,638</b>

**2009 Lake Tahoe Music Festival  
Online Clip Summary  
Prepared by RKPR Inc.  
9/12/2009**

Date	Publication	Article/Feature Title	Quotes	Photos
1/29/2009	GrandForksHerald.com	A symphony double header	Y	
2/14/2009	NLT Bonanza.com	Lake Tahoe nonprofits weathering the storm	Y	
2/16/2009	Tahoe.com	News flash - Lewis to headline festival	N	Y
2/18/2009	Tahoe.com	Huey Lewis and the News to play 2009 Lake Tahoe Music Festival	N	Y
2/19/2009	LakeTahoeReview.com	Huey Lewis and The News	N	N
3/2/2009	BroadwayWorld.com	Rachel York adds dates to concert schedule	N	Y
3/11/2009	Tahoe.com	Boz Scaggs to play 2009 Lake Tahoe Music Festival	N	N
3/16/2009	LakeTahoeReview.com	Jazz quartet Fourplay opens 27th season of LTMF	N	Y
3/17/2009	Reno.com	Jazz quartet Fourplay opens Lake Tahoe Music Festival	N	Y
3/22/2009	Tahoe.com	Jazz quartet Fourplay to open Lake Tahoe Music Festival	N	N
3/26/2009	TahoeDailyTribune	LakeTahoeMusicFestival is a jazz lovers dream	N	N
3/30/2009	LakeTahoeReview.com	Broadway Night returns to Lake Tahoe Music Festival	N	Y
3/31/2009	BroadwayWorld.com	Lake Tahoes Broadway Night concert Returns with Classic Hits	N	Y
4/1/2009	CityStagesNews	2009 Lake Tahoe Music Festival Tickets on sale April 1	Y	N
4/2/2009	Reno.com	ake Tahoe Music Festival brings Broadway night back for 2009	N	Y
4/3/2009	Reno.com	Lake Tahoe Music Festival - Huey Lewis and News to perform July 25	N	Y
4/11/2009	Examiner.com	Lake Tahoe Music Festival tickets now on sale	N	Y
5/14/2009	YubaNet.com	2009 Lake Tahoe Music Festival Tickets Now on Sale	Y	N
5/21/2009	TahoeDailyTribune.com	Magical Mystery Tour Opens the Lake Tahoe Music Festival	Y	N
Summer 2009	FestivalPreview.com	Lake Tahoe Music Festival	N	N
Summer 2009	TahoesBest.com	Lake Tahoe Music Festival	N	Y
6/1/2009	Reno.com	Lake Tahoe Music Festival - Yellowjackets featuring Mike Stern	N	Y
6/15/2009	NevadaMagazine.com	Lake Tahoe Music Festival	N	Y
6/30/2009	AnAmericanDay.com	lake Tahoe Summer Guide	N	N

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July	Kidznsnow.com	Huey Lewis	N	N
July	Kidznsnow.com	Broadway	N	N
July	Kidznsnow.com	Fourplay	N	N
July	TahoeActivities.com	Calendar	N	N
July	TahoestBest.com	Events Calendar	N	N
7/7/2009	Examiner.com	Lake Tahoe Music Festiva	N	Y
7/16/2009	Tahoe.com	Lake Tahoe Music Festival opens with contemporary jazz	Y	Y
7/17/2009	ContraCostaTimes.com	Fun at new heights - Lake Tahoe takes to lifts for summer recreation	N	N
7/17/2009	ContraCostaTimes.com	Travel calendar	N	N
7/17/2009	InsideBayArea.com	Fun at new heights - Lake Tahoe takes to lifts for summer recreation	N	N
7/17/2009	InsideBayArea.com	Travel calendar	N	N
7/17/2009	San Jose Mercury News.com	Fun at new heights - Lake Tahoe takes to lifts for summer recreation	N	N
7/19/2009	LakeTahoeRealEstateBlog.com	South Lake Tahoe Events Huey Lewis and The News	N	Y
7/19/2009	SacBee.com	Music surround Tahoe now and in future	N	N
7/20/2009	About.com	Lake Tahoe Music Festival 27th Season	N	Y
7/24/2009	MercuryNews.com	Travel calendar	N	N
7/30/2009	Examiner.com	Sacramento - Lake Tahoe Music Festival 2009 - sweet songs in the Sierra	N	Y
7/30/2009	Sierra Sun	Social Scene - Rockin around the clock in Tahoe	N	N
August	Kidznsnow.com	Calendar-Finale	N	N
August	Kidznsnow.com	Calendar-Yellowjackets	N	N
August	Kidznsnow.com	Calendar	N	N
August	Tahoe Arts and Mountain Culture	Big Sounds Big Talent LT Music Festival	N	Y
August	TahoeActivities.com	Calendar	N	N
August	TahoestBest.com	August Calendar	N	N
8/1/2009	City Stages News	Lake Tahoe Music Festival - Yellowjackets	N	N
8/1/2009	TahoeCulture.com	Big Sounds Big Talent LT Music Festival	N	Y
8/3/2009	LakeTahoeNews	Recreation this week on the North Shore	N	N
8/12/2009	Los Altos Town Crier	Wine time at Lake Tahoe	N	N
8/13/2009	SierraSun.com	Tahoe-Truckee a swirl of social soirees	N	N
9/3/2009	Tahoe.com	Beach Ball - Summer concert series at Commons Beach finishes with boogie-woogie queen Marcia Ball	Y	N



## LAKE TAHOE MUSIC FESTIVAL ONLINE CLIPS FEBRUARY 2009 – AUGUST 2009

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2/09

### 50 Trails/50 States: Nevada's Tahoe Rim Trail

By WynnMan(Thomas Mikkelsen)

After a long day on the trails in July, take in the **Tahoe Music Festival** and sample some of the local food at the street vendors. I here it's cherse! If the mood strikes and you're looking to fill your gills, I suggest taking the short ...

Team Inov-8 USA - <http://team.inov-8.us/>

### LAKE TAHOE MUSIC FESTIVAL ANNOUNCES DATES FOR 2009 CONCERT SERIES...

8, 2009 bringing its six-concert series to four scenic outdoor venues throughout North Lake Tahoe. From blues to Bach and beyond, the Festival presents a variety of musical genres with accompaniment by the Reno Philharmonic Orchestra. ...

Musical Escapades Blog : News... - <http://musicalescapades.com/blog/>

3/9/09

### Tourist Helpline » Lake Tahoe Recreation and Vacations

By admin

Apart from these activities, events such as the **Lake Tahoe art festival**, which showcases Italian paintings, or the **Lake Tahoe music festival**, which includes performances by various artists, are also organized. 8. Lodging and dining ...

Tourist Helpline - <http://www.touristhelpline.net/>

3/25/09

### Jetsettersblog » 2009 LAKE TAHOE MUSIC FESTIVAL

By jetsetters

(Summer 2009) –Tuning up for its 27th season, the **Lake Tahoe Music Festival** tempts music lovers with another season of diverse musical performances from Broadway to Bach and beyond, July 23 – Aug. 8, 2009. Tickets are on sale April 1 ...

Jetsettersblog - <http://www.jetsettersblog.com/blog/>

3/27/09

### Lake Tahoe Summer Guide | Lake Tahoe Blog

By Lake Tahoe Vacation Tips

Over the week of the 4th of July **Lake Tahoe** boasts three straight nights of firework celebrations. The city is also host to the **Lake Tahoe Shakespeare Festival**, the Concours d'Elegance Wooden Boat Show, and the **Lake Tahoe Summer Music ...**

Lake Tahoe Blog - <http://www.about-lake-tahoe.com/blog/>

5/7/09

### Jetsettersblog » California Vacations Are Music To Visitors' Ears

By jetsetters

The **Lake Tahoe Music Festival** brings a variety of musical acts, including jazz, Broadway and rock to many venues, with Huey Lewis and the News performing July 25 at the Old Greenwood Golf Course. **Lake Tahoe** is located approximately 200 ...

Jetsettersblog - <http://www.jetsettersblog.com/blog/>

6/26/09

[Downtown Truckee Thursdays | Truckee Real Estate, Tahoe Donner ...](#)

By admin

Music by Downbeat; Celebrate Independence with Your Dependents presented by Think Local First; July 9: Music by The Bitchin Camaros; You Have to Be Here to Feel It presented by Lake Tahoe Music Festival; July 16: ...

[Truckee Real Estate, Tahoe Donner... - http://www.huntoonrealestate.com/](#)

6/27/09

[Huey Lewis and the News – Lake Tahoe Music Festival ...](#)

By Tim

Huey Lewis and the News is set to appear at the 2009 Lake Tahoe Music Festival July 25 at Old Greenwood. Setting the tone for our summer concert series, this quintessential American rock band brings their legendary live performance to ...

[UnofficialSquaw.com | Squaw Valley... - http://unofficialsquaw.com/words/](#)

7/5/09

[horseshoe valley » Mountain Valley Living Magazine, Calendar of ...](#)

By horseshoevalley

Lake Tahoe Music Festival presents the quintessential American disturb amalgamate Huey Lewis and The News at Old Greenwood. Tickets on marketing March 15. The Academy Award-nominated issue a peculiar to unconnected from bludgeon the ...

7/7/09

[Broadway Night - The Music of Rogers & Hammerstein The Reno ...](#)

By LakeTahoeEmily

Broadway Night - The Music of Rogers & Hammerstein The Reno Philharmonic Orchestra featuring soloists Rachel York and Sal Viviano Lake Tahoe Music Festival Presents.... Broadway Night - The Music of Rogers & Hammerstein The Reno ...

[LIVE Lake Tahoe - http://livelaketahoe.com/](#)

7/13/09

[South Lake Tahoe Events: A Magical Mystery Tour](#)

By Richard Bolen

Lake Tahoe, Lake Tahoe real estate, Lake Tahoe hotels, Lake Tahoe vacation, Lake Tahoe rentals, Lake Tahoe vacation rentals, Lake Tahoe lodging, Lake Tahoe ski condos, Lake Tahoe casinos, Lake Tahoe cabins, Lake Tahoe accommodations.

[Lake Tahoe Real Estate - http://www.laketahoerealestateblog.com/](#)

7/19/09

[South Lake Tahoe Events: Huey Lewis and the News](#)

By Richard Bolen

South Lake Tahoe Events: Huey Lewis and the News. South Lake Tahoe lifestyle and events Lake Tahoe Music Festival presents Huey Lewis and The News. With anthems that highlighted the soundtrack of the '80s the band topped the charts with ...

[Lake Tahoe Real Estate - http://www.laketahoerealestateblog.com/](#)

7/23

[Lake Tahoe Summer Music Festival : Truckee Real Estate - Deborah Lewis](#)

By admin

The Lake Tahoe Summer Music Festival is an event you do not want to miss! Every year some of the most amazing and talented musicians come to Tahoe to perform. The concert series feature Broadway, the Blues, Classic Rock & Jazz. ...

Truckee Real Estate - Deborah Lewis - <http://www.truckeerealtyblog.com/>  
7/26

Lake Tahoe Music Festival - Helen and John Graham Real Estate

Last evening we attended the **Lake Tahoe Music Festival** at Old Greenwood just outside Truckee, CA. This is the festival's 27th year and it just keeps getting better. The festival is a 501 (c) non-profit organization that provides music ...

Reno Real Estate Blog - <http://www.realestatebygraham.com/Blog>

Bee Current | Real Lyrics to Great Songs

By SacBee -- Music

WHEN: 8 am–6 pm Monday-Friday WHERE: 6301 S St. (near 65th Street), Sacramento COST: Free

INFORMATION: (916) 566-3992, [www.sacmetroarts.org](http://www.sacmetroarts.org) – Dixie Reid Thursday Concert **Lake Tahoe Music Festival** WHAT: This mountain-based festival ...

Real Lyrics to Great Songs - <http://www.realsongslyrics.com/>

8/9/09

A reunion with Chevron's CEO at Tahoe Music Festival « Jeff ...

By jeffpelline

Like everything, the **Tahoe Music Festival** changed: The venue used to be on the West Shore — less than a stone's throw from the lake in homey Homewood. We used to sneak away from our jobs in the Bay Area on a Thursday for a concert. ...

Jeff Peline's Blog - <http://jeffpelline.wordpress.com/>

2009 Lake Tahoe Music Festival  
 Print Summary Report  
 Prepared by RKPR Inc.  
 9/12/2009

Date	Publication	Article Title	Placement	Quibcs	Photo	Size	Circulation	Straight Value	Ad Equivalency
8/29/2008	Sierra Sun	Community: Lake Tahoe Music Festival Saying thanks to its generous benefactors TUNING IN	19	n	5	5c x 9	12,000	\$ 720.00	\$ 2,160.00
9/24/2008	Sierra Sun	Life & Learning: Afara Quartet will visit schools	6	n	n	1c x 1.5	12,000	\$ 24.00	\$ 72.00
9/24/2008	Tahoe World	Music & Nightlife	11	n	n	1c x 2.25	14,000	\$ 40.50	\$ 121.50
9/26/2008	Sierra Sun	Community: Afara String Quartet plays again	12	n	n	1c x 1.5	12,000	\$ 24.00	\$ 72.00
10/4/2008	Sierra Sun	Local News: BRINGING BACK THE STRINGS	4	5	1	7c x 6.5	12,000	728 \$	2,184.00
10/8/2008	The WEEKLY	Events: String Quartet	7	n	n	1/32	11,400	\$ 50.00	\$ 150.00
1/3/2009	Sierra Sun	Community: Lake Tahoe Music Festival Gala	11	n	n	1c x 1	12,000	\$ 16.00	\$ 48.00
3/1/2009	Sierra Heritage Arts & Culture	Calendar: Lake Tahoe Music Festival	p111	n	n	1/30	55,000	\$ 165.00	\$ 495.00
3/1/2009	Sierra Heritage Arts & Culture	It's All In Range	p82	n	1	1/6	55,000	\$ 900.00	\$ 2,700.00
4/9/2009	Moonshine Ink	Rocking Stone - Music Festival to unite jazz quintet and guitar player	65	n	1	1/5	10,000	\$ 175.00	\$ 525.00
5/1/2009	Reno Gazette-Journal	Hot Tickets: Otmar Liebert, Chris Botti	1b	n	n	1c x 1	54,036	\$ 168.16	\$ 504.48
5/15/2009	Sierra Sun	Community: Potluck of Peanuts, Pasta and Musical Pizzazz	13	n	n	1c x 2.5	9,500	\$ 37.50	\$ 112.50
5/29/2009	Reno Gazette-Journal	Summer Music Preview: Fourplay, Huey Lewis, Broadway Night, Boz Scaggs, Yellowjackets	1b, 7b	n	n	1c x 2.5	54,036	\$ 420.40	\$ 1,261.20
Summer 2009	California	High Sierra Events: Lake Tahoe Music Festival	p102	n	n	1/30	500,000	\$ 1,095.00	\$ 3,279.00
Summer 2009	Reno.com's All Access Pass	Lake Tahoe Music Festival	p38	n	1	1/2	25,000	\$ 595.00	\$ 1,785.00
Summer 2009	Tahoe Quarterly	Datebook: Lake Tahoe Music Festival	p23	n	1	1/4	20,000	\$ 930.00	\$ 2,790.00
Summer 2009	Tahoe Quarterly	Tahoe Talk: Ernie Grossman	p30	1	1	1/4	20,000	\$ 930.00	\$ 2,790.00
Summer 2009	Tahoe Quarterly	Festivals of Tahoe: Fourplay, Huey Lewis, Broadway Night, Boz Scaggs, Yellowjackets Orchestra Finale	p69, 71, 73, 74	n	1	1/4	20,000	\$ 930.00	\$ 2,790.00
Summer 2009	Tahoe Traveller	The summer's brightest events: Lake Tahoe Music Festival	p11	n	2	1/3	40,000	\$ 583.33	\$ 1,749.99
Summer 2009	Tahoe Traveller	Festivals of Tahoe: Fourplay, Huey Lewis, Broadway Night, Boz Scaggs, Yellowjackets Orchestra Finale	p49, 53, 54	n	2	1/4	40,000	\$ 497.50	\$ 1,492.50
Summer 2009	Tahoe Traveller	Attractions: Lake tahoe Music Festival	p63	n	1	1/64	40,000	\$ 27.43	\$ 82.29
6/1/2009	Riffe Magazine	Calendar: Lake Tahoe Music Festival	p47	n	n	1/24	30,000	\$ 131.25	\$ 393.75
6/18/2009	Moonshine Ink	Rocking Stone - Volunteer for your favorite festival	63	n	n	1/20	10,000	\$ 55.00	\$ 165.00
6/18/2009	Moonshine Ink	Rocking Stone - Lake Tahoe Music Festival tickets now on sale	63	n	n	1/16	10,000	\$ 65.00	\$ 195.00
6/18/2009	Moonshine Ink	Rocking Calendar	68	n	n	1/20	10,000	\$ 55.00	\$ 165.00
7/1/2009	Events & Shows	Calendar: Opening Gala, Fourplay, Huey Lewis & The News, Broadway Night, Boz Scaggs, Yellowjackets, Orchestra Finale	p79, 80, 82, 84	n	n	1/4	127,000	\$ 1,200.00	\$ 3,600.00
7/1/2009	Family Pulse	Calendar: Lake Tahoe Music Festival	p33	n	n	1/16	20,000	\$ 100.00	\$ 300.00

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7/1/2009	Nevada Magazine	Calendar: Opening Gala, Fourplay, Huey Lewis & The News, Broadway Night, Boz Scaggs, Yellowjackets, Orchestra Finale	p79, 80, 82, 84	n	n	1/4	30,000 \$	1,200.00 \$	3,600.00
7/1/2009	Sierra Arts	July Arts Calendar: Gala, Festival Dates, Broadway night	pg 7, 9	n	n	3/20	30,000 \$	425.00 \$	1,275.00
7/16/2009	Moonshine Ink	Rocking Calendar: Fourplay, Huey Lewis, Broadway Night, Boz Scaggs, Yellowjackets, LiWing: Jazz Architects of Fourplay Kick Off Tahoe Music Festival	p66, 67, 68	n	n	1/10	10,000 \$	100.00 \$	300.00
7/17/2009	Reno Gazette-Journal	Lake Tahoe Music Festival brings Huey Lewis Music In the Mountains	1B/5B	y	1	5c x 3 + 2c x 8.5	54,036 \$	9,669.20 \$	29,007.60
7/17/2009	Tahoe World	Music In the Mountains	p1, 4, 5	n	6	9c x 14	5,500 \$	1,890.00 \$	5,670.00
7/22/2009	The WEEKLY	Entertainment Calendar: Sun Kings, Fourplay	p38, 39	n	n	1/32	11,400 \$	50.00 \$	150.00
7/23/2009	Reno Gazette-Journal	TV & Entertainment: Fourplay	2B	n	n	1c x 2.25	54,036 \$	378.36 \$	1,135.08
7/23/2009	Reno News & Review	This Week: Fourplay, Huey Lewis	p33	n	n	1/20	30,000 \$	107.30 \$	321.90
7/24/2009	Lake Tahoe Action	Summer Calendar: Fourplay, Huey Lewis, Broadway Night, Boz Scaggs	p12	n	n	1c x 3	15,000 \$	45.00 \$	135.00
7/24/2009	Lake Tahoe Action	Huey Lewis	p1, 6	y	2	3c x 9, 1c x 4	15,000 \$	465.00 \$	1,395.00
7/24/2009	Lake Tahoe Action/World	Going Back in Time with Huey Lewis	p3	y	n	3c x 7	15,000 \$	315.00 \$	945.00
7/24/2009	Reno Gazette-Journal	Today at Artown: Seascope Romance	1A	n	n	1c x 3.5	54,036 \$	588.56 \$	1,765.68
7/24/2009	Reno Gazette-Journal	Calendar: Quick Picks - Huey Lewis and the News; Boz Scaggs	4B	n	n	3c x .75 + 1c x 1.5	54,036 \$	630.60 \$	1,891.80
7/24/2009	Reno Gazette-Journal	Calendar List: Broadway Night	7B	n	n	1c x 1.25	54,036 \$	210.20 \$	630.60
7/24/2009	Sierra Sun	Datebook: Lake Tahoe Music Festival	p22	n	n	1c x 1	9,500 \$	15.00 \$	45.00
7/24/2009	Sierra Sun	Lake Tahoe Music Festival kicks off season with a Beatles themed gala	p15	n	6	4c x 9	9,500 \$	540.00 \$	1,620.00
7/25/2009	Reno Gazette-Journal	TV & Entertainment: The Big Event Huey Lewis and the News	2B	n	n	2c x 1.25	54,036 \$	420.40 \$	1,261.20
7/25/2009	Reno Gazette-Journal	Today at Artown: Bluegrass in the Park	1A	n	n	1c x 3.25	54,036 \$	546.52 \$	1,639.56
7/30/2009	Reno Gazette-Journal	TV & Entertainment: Broadway Night	4D	n	n	1c x 2.75	54,036 \$	462.44 \$	1,387.32
7/30/2009	Reno News & Review	This Week: Boz Scaggs, Broadway Night	p31	n	n	1/20	30,000 \$	107.30 \$	321.90
7/31/2009	Lake Tahoe Action	Lake Tahoe Music Festival brings Jazz to Homewood Resort, The Yellowjackets, Guitar star Stern dons the Yellowjacket, Original 'Jacket' Ferrante learned to improvise at an early age	p1, 4	y	3	4c x 22	15,000 \$	1,320.00 \$	3,960.00
7/31/2009	Lake Tahoe Action	Summer Calendar: Lake Tahoe Music Festival, Boz Scaggs	p12	n	n	1c x 1	15,000 \$	15.00 \$	45.00
7/31/2009	Lake Tahoe Action	Live Music: Lake Tahoe Music Festival	p13	n	n	1c x 2.5	15,000 \$	37.50 \$	112.50
7/31/2009	Reno Gazette-Journal	Quick Picks: Boz Scaggs, The Yellowjackets	4b	n	n	1c x 3	54,036 \$	504.48 \$	1,513.44
7/31/2009	Reno Gazette-Journal	Calendar List: Yellowjackets	6b	n	n	1c x 1.5	54,036 \$	252.24 \$	756.72
7/31/2009	Tahoe World	The Yellowjackets	p1, 3	y	2	4c x 18	5,500 \$	1,080.00 \$	3,240.00
8/1/2009	Family Pulse	Community Events: Lake Tahoe Music Festival	p33	n	n	1/16	20,000 \$	100.00 \$	300.00
8/1/2009	Reno Gazette-Journal	Entertainment Calendar: Boz Scaggs	2b	n	n	1c x 1.5	54,036 \$	252.24 \$	756.72
8/1/2009	Reno Magazine	Calendar of Events: Boz Scaggs	p23	n	n	1/20	30,000 \$	131.25 \$	399.75
8/1/2009	Rife Magazine	Calendar: Lake Tahoe Music Festival	p27	n	n	1/24	30,000 \$	131.25 \$	399.75

2009 Lake Tahoe Music Festival  
 Print Summary Report  
 Prepared by RKPR Inc.  
 9/12/2009

8/1/2009	Sierra Arts	August Arts Calendar: Lake Tahoe Music Festival	p6	n	n	1/20	30,000	\$	107.30	\$	321.90
8/6/2009	Reno News & Review	Music Calendar: LTMF Finale, Yellowjackets	p37	n	n	1/20	30,000	\$	107.30	\$	321.90
8/7/2009	Reno Gazette-Journal	Quick Picks: Reno Philharmonic Orchestra	4b	n	n	1c x 1	54,036	\$	168.16	\$	504.48
8/8/2009	Reno Gazette-Journal	Entertainment Calendar: Reno Philharmonic Orchestra	2b	n	n	2c x 1	54,036	\$	336.32	\$	1,008.96
<b>TOTALS</b>							<b>2,320,240</b>	<b>\$</b>	<b>36,913.74</b>	<b>\$</b>	<b>110,741.22</b>



Lake Tahoe Music Festival  
 Summer 2009  
 May - July/August 2009  
 2009 BUDGET RECAP  
 FINAL BUDGET RECAP

MEDIUM	MAY	MAY ACTUAL	MAY 15% GR FORECAST	JUNE	JUNE ACTUAL	JUNE 15% GR FORECAST	JULY/AUGUST	JULY/AUGUST ACTUAL	JULY/AUGUST 15% GR FORECAST	TOTAL ACTUAL COST	TOTAL ESTIMATED/ BILLED COST
PRINT - Newspapers & Magazines	\$4,639	\$4,640	\$4,639	\$974	\$974	\$974	\$4,151	\$4,151	\$5,698	\$9,664	\$11,311
TELEVISION	\$2,353	\$2,353	\$2,353	\$1,600	\$1,400	\$1,600	\$9,206	\$9,206	\$3,400	\$6,959	\$7,353
RADIO	\$0	\$0	\$0	\$1,300	\$1,200	\$1,300	\$9,503	\$9,503	\$9,463	\$10,803	\$10,763
INTERNET	\$0	\$0	\$0	\$4,507	\$4,249	\$4,507	\$3,315	\$3,315	\$4,007	\$8,064	\$8,514
<b>15% GR TOTAL:</b>	<b>\$6,992</b>	<b>\$6,992</b>	<b>\$6,992</b>	<b>\$8,381</b>	<b>\$7,923</b>	<b>\$8,381</b>	<b>\$20,574</b>	<b>\$20,574</b>	<b>\$22,568</b>	<b>\$35,490</b>	<b>\$37,941</b>
Difference:	\$0	\$0	\$0	(\$438)	(\$438)	(\$438)	(\$1,994)	(\$1,994)	(\$1,994)	(\$2,451)	(\$2,451)

Sept 21, 2010

To: Chamber of Commerce Advisory Committee  
Fr: Kym Fabel, Chamber Manager  
Re: Presentation and Discussion: ROI Report of the 2009/10 Community Grant for 4<sup>th</sup> Annual Ta-Hoe Nalu Stand Up Paddle Festival & Lake Tahoe Paddleboard Races, presented by Ernie Brassard, CEO, Ta-Hoe Nalu LLC

**Background**

**Event:** Stand-Up Paddle Festival and Races  
**Date:** Races in May, Aug and Sept 2010  
**Grant:** \$3,000 (Ta-Hoe Nalu) + \$500 (Lake Tahoe Paddle Board Races)  
**Recipient:** Ta-Hoe Nalu and Lake Tahoe Paddleboard Association

This grant was recommended by the Chamber Advisory Committee and approved by the NLTRA Board at their meeting on Nov 4, 2009. A condition of the grant is that the recipient prepare a Return on Investment (ROI) Report upon completion of the event and present it to the Advisory Committee. Ernie Brassard, Ta-Hoe Nalu CEO will be at the committee meeting to discuss and answer any questions about the attached ROI Report. To better market the two grants, both recipients agreed to combine events and grants.

**Summary of Original Grant Application (Attached)**

**Purpose of the Events:** To create a Fun, Family, Healthy, Eco Friendly venue that all levels of participation is welcome. From the Pro Athlete to the beginners of all ages. To promote North Lake Tahoe as THE venue for this new sport. In 2010 we want to expand our marketing to advertise the event in the Bay Area, Sacramento and Reno markets. Local radio & TV media kits. Also linking up with National Events Nation wide. We want to draw more competitors from all areas of this sport.

We will extend the event to **3 days** Friday 13<sup>th</sup> Registration Party a Jake's on the Lake and Saturday 14<sup>th</sup> and Sunday the 15<sup>th</sup> . on Kings Beach. This will add another day of exposure to local businesses. On our web site we list local restaurants, motels, etc. Places to go and thing to do on Tahoe and direct visiting paddlers to the local outfitters. And linking with other events in So Cal & Hawaii to bring more notable competitors from those areas. We are now listed as one of the major paddle events to go to in the SUP Community and are on every National & International Event Calendars.

Success of event to be measured by:

- \* Number of overall attendees at the events
- \* Media Exposure

**Requested Action**

Staff recommends that, after discussion and questions, the Advisory Committee accepts the ROI Report of the 2009/10 Community Grant for *SUP Races and Festival.*



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

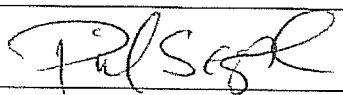
Kym Fabel, Manager  
 North Lake Tahoe Chamber of Commerce  
 PO Box 884  
 100 North Lake Blvd.  
 Tahoe City, CA 96145  
 530-581-8764  
 Kym@PureTahoeNorth.com

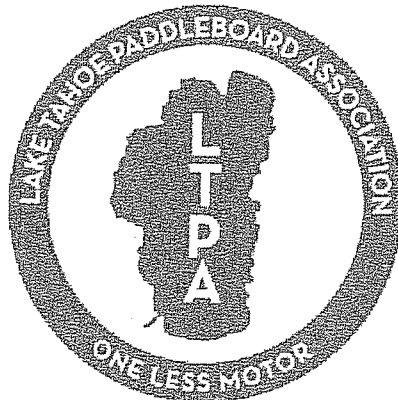
1. If this grant application is for a community based business organization specifically identified in the NLTRA/Placer County agreement, please complete Sections A of the application.
2. If this grant application is for a special event, please complete Sections B of the application.

<b>SECTION A</b>		
Date Submitted: 4-29-09		
1. Name of Applicant Organization: LAKE TAHOE PADDLEBOARD ASSOCIATION		
Mailing Address: P.O. Box 7212		
City: TAHOE CITY	State: CA	Zip: 96145
Telephone: 530/386-1676	Email: PHIL@TAHOEPADDE.COM	
Website: TAHOEPADDE.COM		
2. Chief Executive Officer: PHIL SEGAL		
Mailing Address: (if different from above)		
City:	State:	Zip:
Telephone:	Email:	
3. Project Director: DAVID DEFOE		
Telephone: 530/308-6773	Email:	
4. How long organized? 6 MONTHS	Is organization non-profit? YES	

Purpose of organization: THE MISSION OF THE LTPA IS TO PROMOTE, PROVIDE AND SUPPORT PADDLEBOARDING ACTIVITIES IN THE NORTH LAKE TAHOE-TRUCKEE AREA	
Tax ID Number: 26-4933862 *SEE ATTACHED	
Total annual budget: \$15,000 *SEE ATTACHED	
How is project consistent with organization's mission or purpose? THE LTPA HOSTS THREE PADDLEBOARD & STAND-UP PADDLEBOARD RACES ON LAKE TAHOE AND DONNER LAKE.	
How is project consistent with the North Lake Tahoe Tourism and Community Investment Plan? THE LTPA IS VERY COMMUNITY ORIENTED, HOSTING THREE PADDLEBOARD EVENTS DURING THE SUMMER AND SHOULDER SEASONS ON LAKE TAHOE, THESE EVENTS BRING OVER 2000 PARTICIPANTS & SPECTATORS TO NORTH LAKE TAHOE.	
Total budget of project:	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.)	
EMAIL NOTIFICATION - PRESS RELEASE - TELEVISION MEDIA POSTER DISTRIBUTION (POSTED AND MAILED). WE HAVE MANUFACTURERS DONATING PRODUCT FOR THE EVENTS AND LOCAL BUSINESSES DONATE MONEY FOR THE EVENTS.	
North Lake Tahoe Resort Association funds requested: \$2000.	
Percentage, of total budget, requested from the NLTRA Community Marketing Program <u>0</u> %	
Sources of other funding to support the project budget: RACE PARTICIPANT ENTRY FEE, EVENT VENDOR FEE, BUSINESS DONATIONS.	
Description of how success of project will be measured (if applicable): PADDLEBOARDING RACE EVENTS MEASURE SUCCESS BY INCREASE IN PARTICIPANTS EVERY YEAR, WHICH BRING MORE PEOPLE TO THE NORTH LAKE TAHOE AREA.	

3 RACES: 5/27/00 - Memorial Day  
7/11/00 Jam to the Dam  
9/12/00 Timber Fall

\$ 500	Newspaper/Magazine
\$ 200	Internet/Website
\$ 200	Radio
\$ 0	TV
\$ 1500	Rack Cards
\$ 0	Brochure
\$ 300	Direct Mail
\$ 700	Printed Program
	
Signature	4.28.09
Date	
PHIL SEBAL - PRESIDENT	
Print Name and Title	



## The Lake Tahoe Paddleboard Association Mission Statement

The Lake Tahoe Paddleboard Association (L.T.P.A.) is a non-profit organization established in 2008 by a group of watersport enthusiasts living on the North Shore of Lake Tahoe. The mission of the association is to promote, provide and support paddleboarding activities and events in the Tahoe-Truckee area.


The L.T.P.A. is very community oriented, hosting three paddleboard and stand-up paddleboard races during the summer and shoulder seasons on Lake Tahoe and Donner Lake. These events bring 600 plus participants and spectators from across the United States and Hawaii, which stimulate all sectors of the local economy. Proceeds from the paddleboard events benefit local aquatic programs and other watersport recreation activities in the Tahoe-Truckee area.

**Part IX - Financial Data**

<b>Revenue</b>	<b>2009</b>	<b>2010</b>
Gifts/Grants/Donations/Contributions	\$2,000	\$3,000
Membership fees	\$500	\$600
Gross Investment Income	\$0	\$0
Paddleboard Race Fee	\$8,000	\$8,500
Sales Income (sale of goods/services)	\$4,000	\$5,000
Business Sponsor Fee	\$500	\$600
<b>Total Revenue</b>	<b>\$15,000</b>	<b>\$17,700</b>

<b>Expenses</b>	<b>2009</b>	<b>2010</b>
Line 14 - Fundraising expenses	\$500	\$600
Line 15 - Grants, Donations, Gifts to Others		
For Truckee High School Swim Team	\$1,000	\$1,200
For Boy Scouts Of America	\$1,000	\$1,000
For The Boys and Girls Club	\$1,000	\$1,000
Line 17 - Director / Officer compensation (Provide NAME & TITLE)		
For Phil Segal, President	\$0	\$0
For Linda Segal, Treasurer	\$0	\$0
For David Defoe, Secretary	\$0	\$0
Line 18 - Other salaries and wages (Provide NAME and/or TITLE)		
For _____	\$0	\$0
For _____	\$0	\$0
For _____	\$0	\$0
Line 20 - Occupancy (rent, utilities, etc)		
Rent	\$0	\$0
Utilities	\$0	\$0
Line 21 - Depreciation and depletion	\$0	\$0
Line 22 - Professional fees	\$1,300	\$0
Line 23 - Other expenses		
Program Expenses (OVERHEAD EXPENSES. Please Itemize)		
For liability insurance	\$1,500	\$0
For Permits	\$1,000	\$1,000
For Venue Rent	\$1,000	\$1,000
Promotion Expenses	\$500	\$600
Office Supplies	\$200	\$200
Telephone	\$300	\$300
Fax	\$0	\$0
Internet Expense	\$200	\$200
Delivery & Postage	\$100	\$200

Printing Costs	\$500	\$1,000
Reproduction (Copying)	\$100	\$200
Transportation Costs (Gas, Lodging, etc)	\$500	\$600
Parking	\$200	\$300
Permits & Licenses	\$1,000	\$1,000
Insurance	\$1,500	\$1,500
Fees Paid to Professionals (lawyers, CPA, etc.)	\$1,300	\$500
Other Expenses Subtotal	\$9,900	\$8,600
<b>Total Expenses</b>	<b>\$14,700</b>	<b>\$12,400</b>
<b>Excess revenue over expenses</b>	<b>\$300</b>	<b>\$5,300</b>

 **IRS** DEPARTMENT OF THE TREASURY  
INTERNAL REVENUE SERVICE  
CINCINNATI OH 45999-0023

Date of this notice: 03-12-2009

Employer Identification Number:  
26-4433862

Form: SS-4

Number of this notice: CP 575 E

LAKE TAHOE PADDLEBOARD ASSOCIATION  
INC  
750 CARNELIAN CIRCLE  
TAHOE CITY, CA 96145

For assistance you may call us at:  
1-800-829-4933

IF YOU WRITE, ATTACH THE  
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 26-4433862. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Assigning an EIN does not grant tax-exempt status to non-profit organizations. Publication 557, *Tax Exempt Status for Your Organization*, has details on the application process, as well as information on returns you may need to file. To apply for formal recognition of tax-exempt status, most organizations will need to complete either Form 1023, *Application for Recognition of Exemption Under Section 501(c)(3) of the Internal Revenue Code*, or Form 1024, *Application for Recognition of Exemption Under Section 501(a)*. Submit the completed form, all applicable attachments, and the required user fee to:

Internal Revenue Service  
PO Box 192  
Covington, KY 41012-0192

The Pension Protection Act of 2006 contains numerous changes to the tax law provisions affecting tax-exempt organizations, including an annual electronic notification requirement (Form 990-N) for organizations not required to file an annual information return (Form 990 or Form 990-EZ). Additionally, if you are required to file an annual information return, you may be required to file it electronically. Please refer to the Charities & Non-Profits page at [www.irs.gov](http://www.irs.gov) for the most current information on your filing requirements and on provisions of the Pension Protection Act of 2006 that may affect you.

To obtain tax forms and publications, including those referenced in this notice, visit our Web site at [www.irs.gov](http://www.irs.gov). If you do not have access to the Internet, call 1-800-829-3676 (TTY/TDD 1-800-829-4059) or visit your local IRS office.

