



# north lake tahoe

Chamber | CVB | Resort Association

## AGENDA AND MEETING NOTICE BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE

Thursday, September 10th, 2015 – 3:00pm

Tahoe City Visitor Information Center

### Mission of the North Lake Tahoe Chamber of Commerce

“To take specific actions to help improve the opportunity for local businesses to achieve and sustain success: to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community.”

### Meeting Ground Rules inclusive of the 9 Rules of Civility

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

#### Business Association and Chamber Collaborative Members

##### NLTRA Board:

*Kaliopé Kopley  
Adam Wilson*

##### Committee Members:

*Caroline Ross, Chair  
Squaw Valley Business Assoc.*

*Stephen Lamb  
PlumpJack Inn*

*Stacie Lyans  
Tahoe City Downtown Assoc*

*Jaclyn Woznicki  
Trunk Show*

*Kay Williams  
West Shore Assoc.*

*Rob Weston  
West Shore Sports*

*Mike Young  
Incline Community Business  
Assoc.*

*Blane Johnson  
Sun Bear Realty*

*Amber Burke  
Northstar California*

*Danny Cox  
Northstar California*

*Joy Doyle  
North Tahoe Business Assoc.*

*Michael Gelbman  
Sierra Sun*

*Ginger Karl  
NLTRA*

##### County Representative

*Cadence Matijevec*

##### Quorum

*3 members including 1 NLTRA  
Board Director*

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

- A. Call to Order - Establish Quorum
- B. Public Forum: Any person wishing to address the Business Association and Chamber Collaborative 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-**MOTION**
- D. Approval of the Meeting Minutes-**MOTION**
  - August 13<sup>th</sup>, 2015
- E. Proposed October Meeting Date Change & Special Event Grant Dates Review
- F. BACC Year-Round Calendar Review Draft (Hand-Out @ Meeting)
- G. High Notes Re-Cap & Videos Update
- H. Touch the Lake Plan & Quick Discussion
- I. 2015/2016 Shop Local & “Shopping” Product Update
  1. Holiday Contest Discussion
- J. Committee Member Reports/Updates from Community Partners (10 minutes – 2 Minutes each)
- K. Adjournment



## north lake tahoe

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

### BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Thursday, August 13, 2015 – 3:00 pm

North Lake Tahoe Visitor Center

#### PRELIMINARY MINUTES

**ATTENDANCE:** Adam Wilson, Caroline Ross, Stacie Lyans, Rob Weston, Amber Burke, Danny Cox, Joy Doyle, Michael Gelbman, Ginger Karl, Cadence Matijevich

**NOT PRESENT:** Jaclyn Woznicki, Kay Williams, Mike Young, Stephen Lamb, Blane Johnson, Amber Burke

**STAFF IN ATTENDANCE:** Valerie Lomeli, Sandy Evans Hall, JT Thompson

#### **OTHERS IN ATTENDANCE:**

**A. Call to Order - Establish Quorum 3:08 pm**

**B. Public Forum**

**C. Agenda Amendments and Approval**

**M/S/C (Cadence Matijevich/Michael Gelbman) (5/0/0) Motion to approve agenda amendments**

**D. Approval of the Meeting Minutes**

**M/S/C (Michael Gelbman/ Cadence Matijevich) (5/0/0) Motion to approve Business Association and Chamber Collaborative Committee meeting minutes for July 9th, 2015**

#### **E. Peak Your Adventures Re-Cap & Budget Review**

- Ginger went over Peak Your Adventures and Action items from July 9<sup>th</sup> meeting, few items included included:
  - The Abbi Agency updated all design concepts from 2014 campaign. They modified look of “peaks” and worked to stay consistent with overall North Lake Tahoe branding.
  - There were four campaign media buys, which included: Getaway Reno-Tahoe, NLTRA Visitor Guide, Local Vision screens, and 101 Fun Things to Do at Lake Tahoe this Summer.
  - #MyTahoeAdventure had 172 entries, 612 hashtag uses, 10,878 campaign engagements, and 155,269 campaign impressions.

#### **F. High Notes Re-Cap & Budget Review**

- silent A photography photos have been posted on the Facebook page.
- \$5,010 is left in the budget, committee discussed ideas of how the money should be spent, few items included:
  - Committee members suggested on rolling over the funds to begin working on the campaign in the spring

- Committee agreed to work on a magnet piece, poster calendar, of some sort – with a list of times, dates, and possibly the bigger name bands
- Committee did not want to have a marketing campaign that had potential visitors use their phones or electronics. Discussion from the committee was to create an idea item, instead of using their phones/electronics to search for music
- **Action for Ginger:** to draft a potential BACC Program year-round calendar and have a draft by next meeting
- **Action for Ginger:** to email Committee to year to date profit for the Shop Local program

**G. 2015/2016 Shop Local & “Shopping” Product Discussion**

- Ginger met with Ryan from Rotor Collective who produced the Made in Tahoe video, and they didn’t get the best testimonials, and would suggest filming other local business owners
- Committee suggested using the Shop Local \$2K for videos. Potentially doing a series of four videos, with testimonials and a getting a few Truckee stores in the video.
- Group discussed, offering a Shop Local bag to sell at local stores
- JT suggested coupons that tourists who come to North Lake Tahoe would receive in their welcome bag (if it’s for a conference). This will help get the visitors to the stores and buy products. Key goal for retailers: not to discount during busy times of year.
- Potentially adding “North Lake Tahoe” on the back of the Shop Local bags.
- Committee suggested to have some of the budget go to a content writer to help with writing stories of the retailers and adding to the website. Possibly have 4-5 photos to share with the story also.
- Committee suggested that Ginger to put together a Sub-Committee to reach out to retailers to get help with the “Shopping” product and also for the video shots and testimonials. This will also include a potential coupon that could be used for visitors to get them into their stores. Suggestions from the committee would be to ask the stores what would work best for them on giving a discount or deals.
- **Action for Ginger:** to follow up with Melody regarding setting up meeting with Truckee for Shop Local discussion
- **Action for Ginger:** to upload the video, from the Made in Tahoe event to the Shop North Tahoe Truckee website
- **Action for Ginger:** to add the Shop Local Holiday contest to the September BACC Agenda.
- **Action for Ginger:** to reach out to Ambera and find out how long the contract is good for the Shop Local photos and if the BACC could use NTBA photos in the marketing campaigns
- **Action for Ginger:** to make a list of potential stores of where Shop Local merchandise can be sold
- **Action for Ginger:** to reach out to current Shop Local participants and send out an email notifying them of the availability of Shop Local bags.
- **Action for JT:** to coordinate with BACC of what type of photos and direction should be used for the “Shopping” product on the GoTahoeNorth.com website with the Co-Op Committee
- **Action for Ginger:** to look into trademark/copyright– Shop Local

**H. Committee Member Reports/Updates from Community Partners**

- Sandy informed the Committee of the upcoming North Lake Tahoe events, which included: IRONMAN will be held on Sunday, September 20<sup>th</sup>. Autumn Food and Wine will be held on September 11<sup>th</sup> thru the 13<sup>th</sup> at Northstar.
- Adam informed the Committee of the upcoming Northstar events that included: Pumps n Pedals women weekends on August 15<sup>th</sup> thru 16<sup>th</sup>. Summer Brewmaster dinner series will be held on Saturday, August 15<sup>th</sup>. The 2015 California Enduro Series race will be held at Northstar on Saturday August 29<sup>th</sup>. Northstar Village Wine Walk will be held on Saturday, August 29<sup>th</sup>.

- Stacie informed the Committee that Concerts at Commons beach is still being held every Sunday from 4-7pm. On August 30<sup>th</sup>, Coburn Station will be playing Live at Moe's Original BBQ after a Concerts at Commons beach concert. Every Thursday morning, the Foothill Farmers' market will be in the Commons Beach parking lot.
- Caroline informed the committee of the upcoming Squaw events that included: on August 19<sup>th</sup> there will be a summer baking dessert intensive classes at PlumpJack Café. Saturday, August 22<sup>nd</sup> the Squaw to Alpine 10k trail run will be held. Saturday, August 22<sup>nd</sup> the 6<sup>th</sup> Annual Peaks and Paws will be held.
- Ginger informed the committee of the upcoming Chamber events that included: on Thursday, August 20<sup>th</sup> Chamber Mixer will be held at Gallery Keoki. Sunday, August 23<sup>rd</sup> the North Lake Tahoe Bridal Faire will be held at Squaw.

**I. Adjournment – 3:40pm**

Submitted By:  
Valerie Lomeli  
Executive Assistant  
NLT Chamber/CVB/Resort Association



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### BUSINESS ASSOCIATION AND CHAMBER COLLABORATIVE MINUTES

Thursday, June 11, 2015 – 3:00pm

North Lake Tahoe Visitor Center

#### PRELIMINARY MINUTES

**ATTENDANCE:** Caroline Ross, Stephen Lamb, Stacie Lyans, Blane Johnson, Amber Burke, Michael Gelbman, Cadence Matijevich, Ginger Karl

**STAFF IN ATTENDANCE:** Sandy Evans Hall, Valerie Lomeli

#### **OTHERS IN ATTENDANCE:**

- A. **Call to Order - Establish Quorum at 3:04 pm and no quorum was established**
- B. **Public Forum - None**
- C. **Agenda Amendments and Approval - None**
- D. **Approval of the Meeting Minutes - None**
- E. **July Meeting Time Change**
  - Committee agreed to move July 9<sup>th</sup> meeting time to 2 pm, all other dates and times to remain the same

**Action for Ginger:** Email Committee of time change for July 9<sup>th</sup> meeting

- F. **Special Event Grant Presentation Dates**
  - Ginger went over grant presentation dates:
    - Call for grants will be August 17<sup>th</sup>
    - Deadline for grants to be returned to the BACC, September 18<sup>th</sup>
    - Presentations will be presented on September 30<sup>th</sup> at 9:00am
    - \$55,000 of grant money to approve
    - Fiscal year for the current Special Event Grants is July 1<sup>st</sup> – June 30<sup>th</sup>
    - Sub-committee will meet on October 1<sup>st</sup> at 2:00pm to choose grantees
- G. **High Notes Re-Cap**
  - Ginger went over High Notes, few items included:
    - Ginger informed the committee of High Notes needing approval by the Co-Op committee. The Co-Op will discuss all marketing material for High Notes at their June 22<sup>nd</sup> meeting, as well as how to merge the old and new High Notes campaigns.
    - All marketing material and social media campaigns will be on hold until new direction from the Co-Op committee is provided

**Action for Ginger:** To email BACC committee of what comes out of the Co-Op committee on June 22<sup>nd</sup>

## BACC Yearly Calendar DRAFT

- **Peak Your Adventure:** June - Mid-September
- **High Notes:** June - August
- **Touch the Lake:** November - April (though we discussed shortening it somewhat to saturate the campaign a bit more)

### January

- Touch the Lake Update
- Shop Local Holiday Contest Reports
- Hospitality Holidays Event Report

### February

- Touch the Lake Update
- 2016/2017 BACC Programs Grant Request Funding Discussion
- High Notes Discussion and Plan

### March

- Touch the Lake Update
- 2016/2017 BACC Programs Grant Request Funding Discussion
- High Notes Ads Placed

### April

- 2016/2017 BACC Programs Grant Request Funding Discussion
- Finalize "Peak Your Adventure" Campaign to launch
- Touch the Lake Contest Ends

### May

- Deadline for all BACC Partner Marketing Grant Requests of \$10,000
- Touch the Lake Campaign vs Peak Your Adventure Comparison

### June

- Special Event Grant Presentation Dates Determined and Discussion
- High Notes Launch
- Peak Your Adventure Launch

### July

- Beginning of NLTRA Fiscal Year
- NLTRA Summer Guide comes out
- All funding for 2016/2017 BACC Programs available
- \$10K Marketing Grant Presentations Available to Begin Scheduling Presentations
- High Notes Update
- Peak Your Adventure Update

**August**

- No Meeting/Committee Update Only (?)
- High Notes Update
- Peak Your Adventure Update

**September**

- Shop Local Holiday Contest Discussion & Action Items
- Touch the Lake Discussion & Action Items, Ad Placement
- Peak Your Adventure Ends Mid-Month
- High Notes Ends After Labor Day

**October**

- High Notes Wrap Up & Re-Cap
- Peak Your Adventure Wrap Up & Re-Cap
- Shop Local Holiday Contest Ad Placement

**November**

- Shop Local Holiday Contest Launches at Thanksgiving
- Touch the Lake Launches

**December**

- Shop Local Holiday Contest Ends
- NLTRA Winter Guide comes out
- Hospitality Holidays Event
- Touch the Lake Update

# High Notes Remaining Budget

Dates	Project Management	Social Media Buy	Notes
April	*design budget*	-	
May	\$2,000.00	\$500.00	
June	\$2,000.00	\$710.00	
July	\$2,000.00	\$705.00	
August	\$2,000.00	\$300.00	
September	\$800.00	-	
	<b>Total Budget</b>	\$20,000.00	
Total Monthly Retainer		\$8,800.00	
Total Social Media Ad Buy		\$2,215.00	
Social Media Prize Budget		\$600.00	
<b>TAA/Social Buy Budget</b>		<b>\$11,615.00</b>	
Remaining Budget		\$8,385.00	
<b>Production Costs</b>	<b>Outlet</b>	<b>Cost</b>	
	Design (and website)	\$2,000.00	
	Photography	\$500.00	Ambera Photography
	Video	\$2,000.00	Rotor Collective developing
	Printing Budget	\$400.00	
<b>Total Production Costs</b>		<b>\$4,900.00</b>	
Remaining Budget		\$3,485.00	
<b>Media Buy Summary</b>	<b>Platform</b>	<b>Cost</b>	
	NLTRA Visitor Guide	\$1,700.00	
	Tahoe Magazine Guide	\$1,160.00	
	Getaway Reno Tahoe	\$625.00	
<b>Total Media Buy Costs</b>		<b>\$3,485.00</b>	
Remaining Budget		\$0.00	

Snapshot Breakdown	
TAA Retainer	\$8,800.00
Social Ads and Prize	\$2,815.00
Design + Printing	\$2,400.00
Photography + Video	\$2,500.00
Print Media Buy	\$3,485.00
<b>Total</b>	<b>\$20,000.00</b>

KEY
Spent
Will be spent
Leftover

Carryover Amount	\$6,015.00
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# Touch The Lake Winter 2015-2016

Digital Engagement



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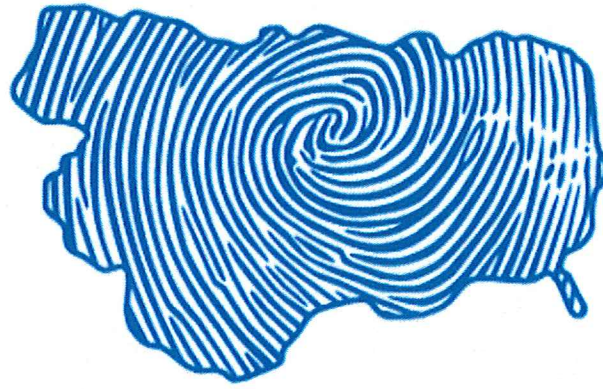


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Solution



**#TOUCHLAKETAHOE**



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**Final Creative  
Concept**

**Consistent with  
Peak Your Adventure  
Fingerprint Tahoe  
Prominent hashtag  
Logo included**



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# Transition



IT'S TIME TO  
**#TOUHLAKETAHOE**



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November



**#TouchLakeTahoe Challenge**

**Launch: 11/1**

**Tag: #TouchLakeTahoe**

**Submit pictures "close enough to touch" Lake Tahoe**

**Submissions collected and monitored via Facebook Tab**

**Runs throughout other campaigns**



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December

#TOUHLAKETAHOE

**Focus on Shop Local**

**Launch: 12/1 – 12/25**

**Tag: #TouchLakeTahoe**

**Weekly highlights of local shops**

**Promote**

**Continue promoting**

**#TouchLakeTahoe photo contest**

TOP CITIES	
Sacramento, CA	48.8k
Reno, NV	18.8k
Los Angeles, CA	18.1k
Stockton, CA	13.6k
San Jose, CA	12.2k



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January



**#TouchLakeTahoe Contest**

**Submissions: 1/1 – 2/15**

**Voting: 2/15 – 2/28**

**Tag: #TouchLakeTahoe**

**Continue promoting “close enough to Touch Lake Tahoe”**

**Submissions collected and monitored via Facebook Tab**

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February

# February

**Date on the Lake**

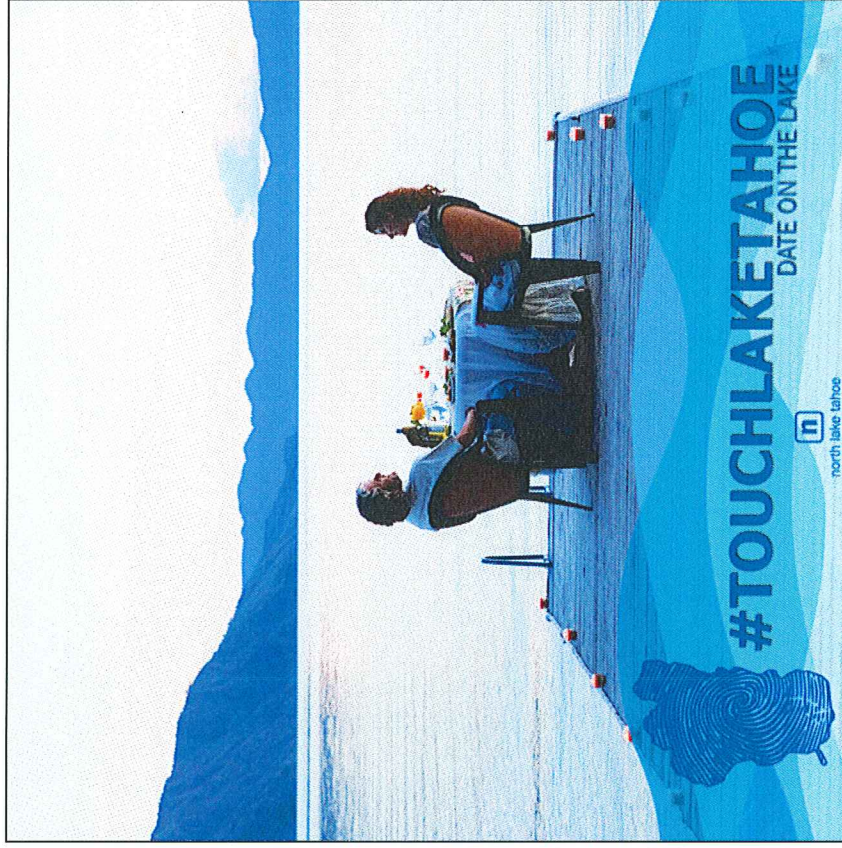
**Launch: 2/1 – 2/28**

**Tag: #TouchLakeTahoe**

**Encourage users to visit specified location for Valentine's dates**

**Submit pictures at these locations, or close to the lake**

**Submissions collected and monitored via Facebook Tab**



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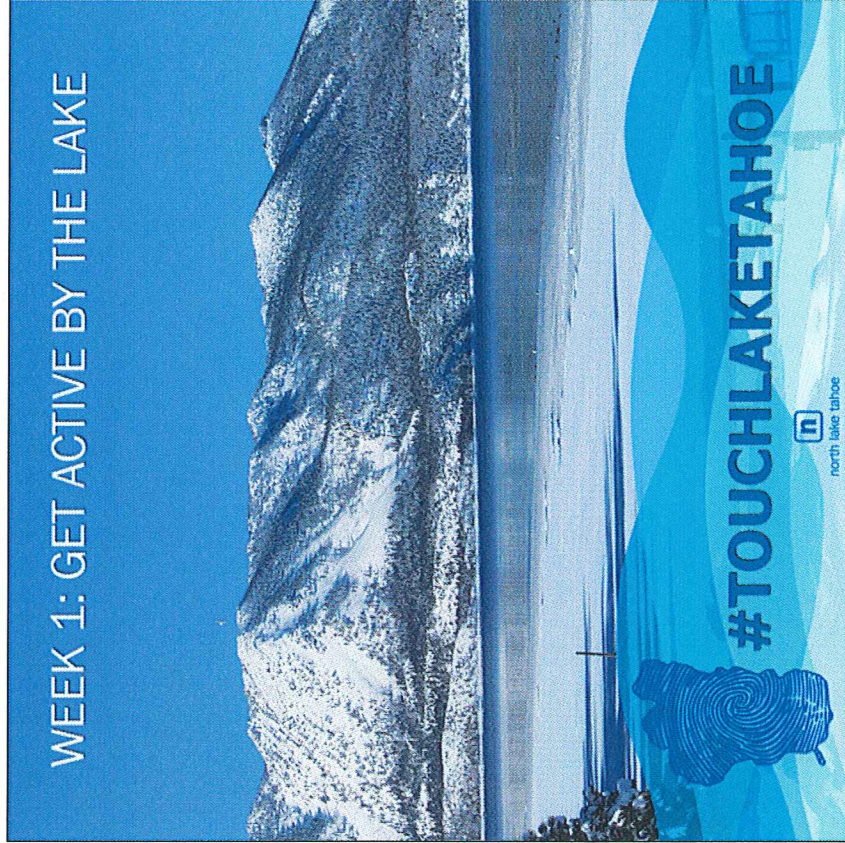




# March



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## Weekly Prompt Photo Challenge

Launch: 3/1 – 3/31

Tag: #TouchLakeTahoe

### Prompt Ideas:

Snowshoeing at the lake

Yoga pose on the lake

Dogs on snowy lake

St. Patrick's Day wear on lake

Lake Selfie

At #ShopLocal Location

Close enough to #TouchLakeTahoe



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April

**First on the Lake Contest**

**Launch: 4/1 – 4/30**

**Tag: #TouchLakeTahoe**

**Encourage users to be the first person out for summer sports**

**Submit pictures of activities including tanning, paddleboarding, kayaking, hiking**

**Submissions collected and monitored via Facebook Tab**



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# Budget



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Dates	Project Management Budget	Social Media Buy	Credit
<b>Incoming Credit</b>			<b>3498.53</b>
November	\$3,000.00		\$750.00
December	\$2,500.00		\$500.00
January	\$2,500.00		\$500.00
February	\$2,500.00		\$500.00
March	\$2,500.00		\$500.00
April	\$2,500.00		\$500.00
May		Back to Peak Your Adventure	
<b>TRANSITION MONTH</b>			
<b>Total Budget</b>			\$20,000.00
Total Monthly Retainer			\$15,500.00
Total Social Media Ad Buy			\$3,250.00
<b>TAA/Social Buy Budget</b>			<b>\$18,750.00</b>
Remaining Media Buy Budget			\$1,250.00
Credit from PYA			<b>\$3,498.53</b>
<b>Total Media Buy Budget</b>			<b>\$4,748.53</b>
Total Billed			\$0.00
<b>Media Buy Summary</b>	<b>Platform</b>	<b>Dates</b>	<b>Total</b>
Visitors Guide for Winter TQ		Winter Guide - Back Page	\$1,500.00
Tahoe Magazine (Sierra Sun)			\$1,410.00
Weekly Cover Banner		Oct 30th - Nov 6th	\$400.00
Weekly Cover Banner		Nov - 20th	\$400.00
Weekly Cover Banner		Dec 4th - 17th/18th - 30th	
Weekly Cover Banner		Jan 31st	\$400.00
<b>Remaining Media Buy</b>		<b>\$638.53</b>	
<b>Other costs</b>			
	Rack Card design, printing, distribution		\$500.00
<b>FINAL REMAINING BUDGET</b>			<b>\$138.53</b>

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## Looking Ahead...

- Contest #1 will launch Monday, Nov. 3
- Social package with sample posts for resorts and businesses
- Rack Card designed, printed, distributed
- Determining prize donation or purchase
- Page growth goals and benchmarks



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Thank You



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NLTRA

Shop Local Program Budget 2015-16  
2014/15 Actuals vs. 2015/18 Budgets

	Actuals 2014-2015	Budget 2015-2016	Budget 2016-2017	Budget 2017-2018
<i>Revenues:</i>				
Profit Carryforward from Previous Year		\$ 6,001	\$ 5,772	\$ 4,523
Marketing Funding	10,000	8,750		
Incline & Truckee Contributions	3,000	2,550		
Business Association Contributions		1,250	2,500	2,500
Business Kit and Sticker Sales	1,755	1,500	1,500	1,500
Merchandise Sales (Hats, Bags, etc.)		1,000	3,000	2,000
Holiday Contest Fees		2,750	3,000	3,250
	<u>14,755</u>	<u>23,801</u>	<u>15,772</u>	<u>13,773</u>
<i>Expenses:</i>				
Website Hosting & Content Mgmt	1,500	175	175	175
Business Kits (100)	2,475	845	845	845
"Love" Stickers refills (2,000)		1,120	1,120	1,120
Merchandise Inventory (Hats,Bags,etc.)		3,500	1,025	1,025
Sub-Total	<u>3,975</u>	<u>5,640</u>	<u>3,165</u>	<u>3,165</u>
<i>Holiday Contest:</i>				
Grand Prizes (trip + \$300 cash)	1,300	1,300	1,300	1,300
Contest Card Printing (12,500)	700	1,100	1,100	1,100
Creative-Graphics	345	200	200	200
Contest Card Sticker Dots (8-10K)	372	100	100	100
Contest Advertising (print, radio & social)	1,312	1,300	1,300	1,300
Sub Total of Holiday Contest	<u>4,029</u>	<u>4,029</u>	<u>4,029</u>	<u>4,029</u>
<i>Advertising to Businesses:</i>				
Direct Mail Postcard to Members		1,055		
Outreach Campaign		1,000	1,000	1,000
Radio				
<i>Advertising to Consumers:</i>				
Video		2,000	1,000	1,000
Photography		1,500	1,000	500
Print				
1000 "Love" Stickers Giveaways		555	555	555
Radio				
Public Relation				
Social Media	500	1,500	500	500
Banner + Graphics	250	750		
Sub-Total of Advertising	750	8,360	4,055	3,555
Sub Total of Program	<u>\$ 8,754</u>	<u>\$ 18,029</u>	<u>\$ 11,249</u>	<u>\$ 10,749</u>
Profit on Program	<u>\$ 6,001</u>	<u>\$ 5,772</u>	<u>\$ 4,523</u>	<u>\$ 3,024</u>

\$25	\$25	\$25	CASH PRIZE <b>\$25</b> ELIGIBLE
\$25	\$25	\$25	<b>\$25</b>
\$25	\$25	\$25	GRAND PRIZE <b>\$25</b> ELIGIBLE

Shop at participating retailers Nov. 28 through Dec. 24; for each \$25 you spend, receive a stamp.\* Cards with 12 stamps are entered into drawing to win 8 days and 7 nights accommodations at your choice of Greece, Costa Rica, Cancun, or Sedona. Cards with 4 stamps are entered to win \$300 cash. Drop-off or mail-in cards by Jan. 5, 2015. Multiple entries allowed.

**DROP-OFF LOCATIONS**

- TAHOE CITY** North Lake Tahoe Visitor Center
- KINGS BEACH** North Tahoe Business Association
- INCLINE VILLAGE** Incline Village Visitor Center
- SQUAW VALLEY** The Village at Squaw Valley Lodging Check-In
- NORTHSTAR** True North in the Village at Northstar
- TRUCKEE** Truckee Visitor Center
- MAIL TO** P.O. Box 5459, Tahoe City, CA 96145

**PLEASE PRINT YOUR COMPLETE INFORMATION**

Name \_\_\_\_\_

Phone \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

*By participating in this contest you are agreeing to receive email information from Shop North Tahoe Truckee partner organizations. You can unsubscribe at any time.*

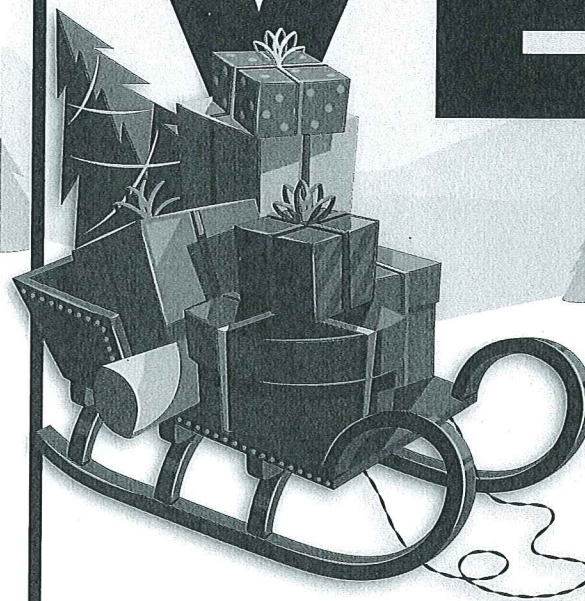
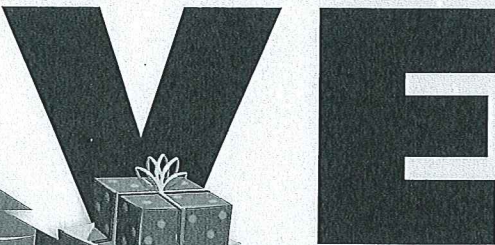
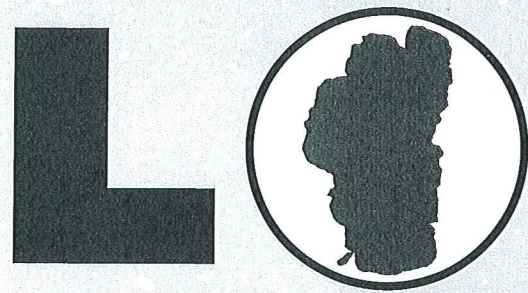
**\*No Purchase Necessary**

**SWEETSTAKES PERIOD:** 11/28/2014-12/24/2014 **PRIZES:** 8 Days, 7 Nights Accommodations (12 stamps) and \$300 cash (4-11 stamps). **DRAWING:** 1/15/2015 **ENTRY:** Receive (1) stamp on entry card for each \$25 spent at participating retailers. When (4) stamps are collected on entry card, card is eligible to win. Multiple entries allowed. Contest cards must be turned in to drop off locations or received by mail by 1/5/2015 to be eligible. **\*No Purchase Necessary:** Receive (1) entry by sending a handwritten note card with Name, Phone, ZIP code, and Email to P.O. Box 5459, Tahoe City, CA 96145. **ELIGIBILITY:** Limited to residents of the U.S. excluding residents of Florida and New York; employees and affiliates of all partner organizations are excluded. Void where prohibited by law. Must be age 18+ to enter. **FOR COMPLETE RULES & DETAILS:** ShopNorthTahoeTruckee.com.



For participating retailers, rules & more chances to win:  
[www.ShopNorthTahoeTruckee.com](http://www.ShopNorthTahoeTruckee.com) | 530-581-6900

**SHOW YOUR**



**SHOP LOCAL**



**PRIZES INCLUDE A TRIP TO GREECE, CANCUN, SEDONA, OR COSTA RICA AND \$300 IN CASH!**

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