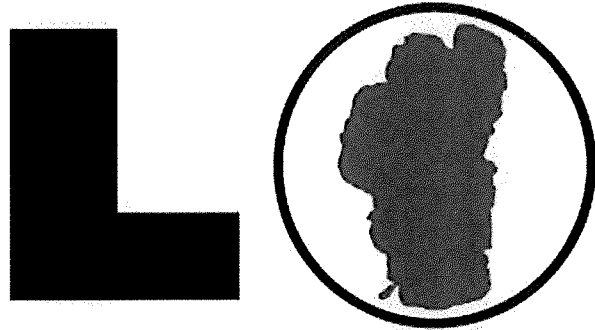


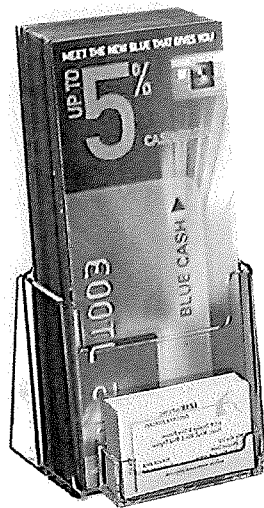
SHOW YOUR



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**SHOP
LOCAL**

**SUPPORT
NORTH TAHOE & TRUCKEE**



Year-Round Shop Local Program

Initial program starts by giving members of any Business Association or Chamber the marketing collateral including a window cling decal, 5-10 stickers, brochure rack and postcards explaining the program at no charge. Program will use Year-Round (Leadership Program) graphics

Contest collateral would also be given out initially with cards, stamps and stamp pads.

In return, the business should provide in-kind support by displaying materials in the business, including information on their website and Facebook pages, selling (or giving away) stickers, educating employees and creating consumer awareness and participating in and/or promoting the contest. Businesses may purchase additional stickers for \$1 each and sell them for \$3. Proceeds from sticker sales will go to ____?

Contest Phase 1-October 1 – December 3 (formerly Thanksgiving-Xmas)

Rolls out October 1 with, print ads and social media. This new time period is traditionally a very slow retail sales time period when businesses need locals to patronize them

Contest will be conducted October, November and end at Hospitality Holidays December 3rd. Get as many participating contest locations to have a booth at Hospitality Holidays event and encourage locals to do their holiday shopping at the event which takes place in the evening at NT Event Center in Kings Beach.

Money from the budget will be set aside for purchasing prizes for the contests. Then a certain amount will be designated for advertising and another for tactile collateral.

We will go back to having 15 \$25 stamps to track spending (\$375). There will be one Grand Prize – a trip (similar to NLTRA's Bridal Fair prize). In order to be eligible for the grand prize, \$300 or more will need to be spent and contestant MUST BE PRESENT TO WIN at Hospitality Holidays. Additional prizes drawn for contestants that spend under \$300.

Instead of stickers we will look into creating and issuing a rubber stamp to each participating business.

Contest Phase 2 - May 1 - June 30

And will be tied into the Tahoe Made event in Squaw on Memorial Weekend.

If Truckee would like to participate the ask would be \$2500. The Incline ask would be \$500.

The website domain was also discussed and Ginger will reserve the ShopLocalNorthTahoe.com website handle in case Truckee does not want to participate.

The sub-committee suggested checking with an attorney about how to get around the "No Purchase Necessary" in the state of California.

Ginger is checking into the cost of stamps and researching the attorney questions.