

NLTRA Mission

To promote tourism and business through efforts that enhance the economic environmental, recreational and cultural climate of the area.

Committee Members: **Chair: Becky Moore**, Granite Peak Management | **Vice Chair: Christine Horvath**, Squaw Alpine
Amber Kennedy, Tahoe Getaways | **Judith Kline**, Tahoe Luxury Properties
Kimberley Kilburn, Vail Resorts | **Melissa Panico**, MAP Events | **Nicole Reitter**, Tahoe Mountain Resort Lodging
Terra Calegari, Resort at Squaw Creek | **Tyler Gaffaney**, Tahoe Biltmore | **Wendy Hummer**, EXL Media
NLTRA Board Member: **Brett Williams**
Advisory Board Member: **Erin Casey**, Placer County

AGENDA

TO CALL IN: (712) 770-4010 Access code: 775665#

Estimated
Time

- | | |
|-----------|---|
| 2:30 p.m. | 1. Call to Order – Establish Quorum |
| | 2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board 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 Board on items addressed under Public Forum. |
| 2:35 p.m. | 3. Agenda Amendments and Approval |
| | 4. Approval of Tourism Development Meeting Minutes from Oct 29, 2019 Page 1 |
| | 5. Action Items: |
| 2:40 p.m. | a. Review of Tourism Development Applicants and Recommendation to the Board - Sarah Page 4 |
| 3:00 p.m. | b. 2020 Broken Arrow Skyrace Sponsorship – Katie Page 5 |
| 3:20 p.m. | c. 2020 Tahoe Lacrosse Tournament Sponsorship – Katie Page 13 |
| 3:30 p.m. | 6. 2019 AF&W Recap Presentation & 2020 Conversation – Kelly Campbell |
| 3:50 p.m. | 7. 2020 Enduro World Series Continental Series Presentation – Kelly Campbell |
| 4:05 p.m. | 8. RFP Process Update – Amber Page 19 |
| | 9. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member. Click here for reports) |
| | • Conference Sales |
| | • Leisure Sales |
| | • Public Relations – The Abbi Agency |
| | • Advertising – Augustine |
| | 10. Standing Reports (located on nltra.org; here) |

- Destimetrics Report
- Conference Activity Report
- Lodging Referral Report

11. Committee Member Comments

12. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



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Tourism Development Meeting Draft - Meeting Minutes – Tuesday Oct 29, 2019

The Tourism Development Meeting was held at Tahoe City PUD, 221 Fairview Dr., Tahoe City, CA 96145

Committee member in attendance: Becky Moore, Taylor Gaffaney, Christine Horvath, Judith Kline, Brett Williams, Amber Kennedy (called-in), Wendy Hummer (arrived at 2:15pm)

Staff in attendance: Amber Burke (called-in), Katie Biggers, Anna Atwood

Others in attendance: Greg Long

Summary

Meeting called to order at 2:05pm and quorum established at 2:15pm.

Public Comment: None

Motions/Action Items:

- Item 3. MOTION to approve the agenda as presented M/S/C (Williams/Horvath) (7/0/0)
- Item 4. MOTION to approve the meeting minutes from June 25, 2019, and from Aug 27, 2019 and Sept 24, 2019 M/S/C (Hummer/Gaffaney) (7/0/0)
- Item 5a. MOTION to approve the Spartan North American Championship contract M/S/C (Williams/Hummer) (6/0/1 – Horvath abstained)
- Item 5b. MOTION to approve the Fallon multimedia website content contract M/S/C (Williams/Gaffaney) (7/0/0)
- Item 5c. MOTION to approve the WinterWonderGrass 2020 contract M/S/C (Williams/Hummer) (6/0/1 – Horvath abstained)

Direction to staff:

- Amber: Follow up with Truckee for conversations about contribution towards sponsorship, for events they benefit from. (any event that takes place in Squaw Valley or Northstar)

- Item 5a. Spartan North American Championship 2020 contract:
Amber reviewed the 2020 Spartan North American Championships contract with the committee members. NLTRA has supported the Spartan World Championships with a \$250,000 annual sponsorship, ensuring the event would take place in North Lake Tahoe at Squaw Valley. In July 2019, Spartan notified NLTRA that an international location was bidding on the 2020 World Championships and that they were prepared to outbid North Lake Tahoe significantly. After evaluation and discussion, staff was directed to pursue the 2020 North American Championships and arrived at a \$175,000 sponsorship for the dates September 26 & 27, 2020. Amber shared the funds we come out of the 2020/21 fiscal year budget.

Event Recap for 2019 event:

- 12,111 in attendance and 8,397 participants which out of town was 5,272 that came from 200+ miles away.
- Average night stay 2.4 (same as last year)
- Attendance by location: A lot of people are coming from California. There is not a a lot of international attendance.
- Decrease in overall attendance by 13%. (mostly due moving kids world championships to its own race)
- Marketing and PR Results: saw a decrease in unique event page views, digital advertising impressions and social advertising impression.

2020 Contract Summary:

- \$5,000 is earmarked towards hosting entertainment on Sunday evening to attract attendees to extend their stay.
- Spartan is working on the exact marketing plan.
- TV Promotion – ESPN.
- Opportunity to partner with Spartan on a media event to take place lakeside during the event period.
- Exhibit space at up to two additional Spartan races in the 2020 season.

Comments:

- Could we present this to Truckee and have them pick up some of the sponsorship cost, based on where people are staying? Amber stated she would be more than happy to have conversations with Truckee, but we shouldn't base our decision on their support. Last year Truckee decided to spend their TBID money on studies and research and pulled money from event funding.

M/S/C (Williams/Hummer) (6/0/1 – Horvath abstained) to approve the Spartan North American Championship 2020 contract.

Item 5b. Fallon Multimedia Website content management contract

Amber and Greg Long shared that NLTRA is looking to sign a 1-year agreement to complete the 2019/20 fiscal year and then the contract and a possible RFP process can be re-evaluated for the 2020/21 fiscal year. Shelley Fallon has been the consultant for the North Lake Tahoe Marketing Cooperative for a number of years and based on satisfactory services and reasonable prices, staff recommends that we sign a 1-year agreement. The fiscal impact is \$51,000 annually, about \$30,600 from NLTRA and \$20,400 for the Incline Village Crystal Bay Visitors Bureau.

M/S/C (Williams/Gaffaney) (7/0/0) to approve the Fallon Multimedia contract for 2019/20 fiscal year.

Item 5c. WinterWondergrass (WWS) 2020 contract

Katie shared the WWS contract for 2020 with the committee members. NLTRA would sponsor the event with a \$15,000 cash sponsorship with an additional \$2,500 earmarked towards transportation. WWS helps fulfill the North Lake Tahoe commitment to have a diversified event portfolio as it contributes to the region both culturally and in the food and beverage category. WWS expanded their festivals in 2019 and added one in Stratton, Vermont and also pride themselves on being environmentally conscious event.

The event sold 5200 tickets in 2019 and the majority were 2/3-day tickets. The event drew 65% first time attendees.

Comments:

- How did the shuttle transportation work last year? Amber shared they have busses at the end of the night to Truckee or the depot in Tahoe City. The busses were full last year, and they are looking to expand it this year.
- Amber shared we talk about WWS in our consumer ads all the time and it really resonates with our audience.
- Brett shared this event has great ROI and it's ideally placed as far as dates, however he recommended that more be done to attract overnight visitors.
- Christine shared a lot of these attendees has IKON passes and since Squaw is the last event, push out a spring skiing message along with enjoy spring in Tahoe.
- Brett questioned if Alterra send anything out to their consumer base? Christine shared they do send out messaging to their consumer base.
- It was recommended that lodging be more visible on their website.

M/S/C (Williams/Hummer) (6/0/1 – Horvath abstained) to approve the WinterWonderGrass sponsorship.

Item 6. Committee Appointment Seats

Katie shared NLTRA are still looking for committee member; 3 1-year terms and 3 –year terms. It was recommended that the committee members share it with friends, community members that meets the criteria. Applications are due November 5th.

Item 7. 2020 Partnership Funding Verbal Update

Katie shared that 18 events application was received and the presentations are taking place next week.

- Item 8. Departmental Reports – these reports are listed on GoTahoeNorth.com website.
- Item 9. Standing Reports- these reports are listed on GoTahoeNorth.com website.
- Item 10. Committee Member Comments – No committee member comments.
- Item 11. Adjournment – The meeting adjourned at 2:50pm.



MEMORANDUM

Date: November 19, 2019

TO: North Lake Tahoe Resort Association Tourism Development Committee

FROM: Sarah Winters, Director of Sales

RE: Committee Member Recruitment

Action Requested:

During this Tourism Development Committee meeting, we are asking that our committee members put forth a recommendation to the NLTRA Board of Directors for the open seats on the tourism development committee. We are asking this committee to review all applicants and recommend for the current opening seats:

- Pool A: (3) open seats for the open one-year term
- Pool C: (3) open seats for the three-year term

North Lake Tahoe reached out and asked existing committee members to submit a proposal to stay on the committee and those who would like to extend are in the pool of applicants:

- Judith Kline, Tahoe Luxury Properties, looking to renew for a (3) year term in Pool C
- Christine Horvath, Squaw Valley | Alpine Meadows, looking to renew for a (1) year term in Pool A

New Applicants:

- Pool A: 1-year term
 - Shawna Faris
 - Emily Mcallister
 - Lisa Nigon
- Pool C: 3-year term
 - Carlynne Fajkos
- Applicants open to both Pool A & Pool C
 - Brit Crezee
 - Jenny Kendrick (prefer 1 year)

Background:

At the end of each year, three (3) seats from the committee open up and we are currently looking for interested community members to join for the January 2020 to December 2020 term.

The Tourism Development Committee is a crucial component of the NLTRA organization and members offer their expertise and advise to ensure the regional marketing, PR and sales efforts fulfill the organizational mission of promoting tourism and benefiting business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.



MEMORANDUM

Date: November 19, 2019
TO: NLTRA Tourism Development Committee
FROM: Katie Biggers, Event Specialist
RE: 2020 Broken Arrow Skyrace Sponsorship Contract

Action Requested:

Review and possible approval of an agreement with Alpenglow Mountain Racing, LLC to sponsor the 2020 Broken Arrow Skyrace taking place at Squaw Valley, June 19 – 20, 2020 with a \$25,000 sponsorship.

Background:

The Broken Arrow Skyrace is owned and operated by local business owner Brendan Madigan, owner of Alpenglow Sports. The race will be in its fifth year in 2020 and the NLTRA has been a sponsor since it's inception.

A sponsorship of \$25,000 is being requested at staff's recommendation.

Fiscal Impact:

\$20,000 - \$30,000

Staff allocated \$25,000 in the 19.20 Special Event Budget.

Special Event/Sponsorship Budget
July 2019 - June 2020

Line Item	Date	Budget	Actual	Allocated (Not Yet Paid)	Forecast Month	Actual Month	Remaining
Sponsorships							
2019 Spartan World Championships	September 27 - 29, 2019	\$254,400	\$254,013	\$0			\$387
Cash Sponsorship		\$250,000	\$250,000		July	July	
The Abbi Agency		\$4,000	\$4,000		October	October	
Booth Staffing		\$400			September		
Media			\$13			September	
2020 Mountain Travel Symposium	March 28 - April 5, 2020	\$75,000	\$0	\$75,000			\$0
Sponsorship/Operation Costs		\$75,000		\$75,000	February - May		
2020 WinterWonderGrass Tahoe	March 27 - 29, 2020	\$21,900	\$220	\$21,900			(\$220)
Cash Sponsorship		\$17,500		\$17,500	February		
Tahoe City Banners		\$400		\$400	January		
The Abbi Agency		\$4,000		\$4,000	April		
WWG Tahoe Food Hub Dinner			\$220			October	
2019 Autumn Food & Wine Festival	September 20 - 22, 2019	\$37,495	\$34,648	\$0			\$2,847
Cash Sponsorship		\$30,000	\$30,000		July	October	
The Abbi Agency		\$4,000	\$4,000		October	October	
Swag		\$3,000	\$0		August		
ABC Special Event License		\$250	\$525		August	August	
Placer County Sherrif Processing Fee		\$120	\$105		August	August	
FedEX		\$25	\$18		August	September	
Booth Staffing		\$100			September		
Ticket Sales							
2020 Broken Arrow Skyrace	June 2020	\$25,400	\$0	\$0			\$25,400
Cash Sponsorship		\$25,000			December		
Booth Staffing		\$400			June		
2020 Tahoe Lacrosse Tournament		\$6,000	\$0	\$0			\$6,000
Cash Sponsorship		\$6,000			February		
4th of July Fireworks Sponsorship		\$20,000	\$0	\$0			\$20,000
2020 Tahoe City Fireworks		\$10,000			February		
2020 Kings Beach Fireworks		\$10,000			February		
2020 Wanderlust		\$37,500	\$0	\$0			\$37,500
Cash Sponsorship (2020)		\$30,000			January		
Swag - Essential Oils (2020)		\$3,000			June		
The Abbi Agency (2020)		\$4,000			June		
Booth Staffing (2019)		\$500			July		
New Event Development		\$30,000	\$0	\$0			\$30,000
Miscellaneous		\$30,000					
Sponsorship Totals		\$507,695	\$288,882	\$96,900			\$121,913
Operations							
Operations		\$8,000	\$1,617	\$1,445			\$4,938
Swag		\$8,000			May		
Handtruck			\$64			August	
Banners			\$384			September	
Barrier Jacket Banners			\$963				
Partnership Funding Selection Panel			\$206				
Partnership Funding Newsletter Inclusion				\$1,445			
Operations Totals		\$8,000	\$1,617	\$1,445			\$4,938
Total Spend		\$515,695	\$290,499	\$98,345			\$126,851

Approved Budget	\$515,695
Spent	\$290,499
Allocated (Not Yet Paid)	\$98,345
Remaining Budget	\$126,851



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2020 Broken Arrow Skyrace Contract Summary

Duration & Timing

- 1-Year Contract
- Event Date: June 19 -20, 2020
- Location: Squaw Valley

Cash Sponsorship

- Currently Allocated: \$25,000 (Payment – 100% March 2020)

Sponsorship History

- 2019: \$27,500
 - Was originally funded at \$20K. Allocated \$7.5K of additional opportunistic funds to help the race become sanctioned in the World Mountain Running Association World Tour.
- 2018: \$15,000
- 2017: \$20,000
- 2016: \$10,000

Key Sponsorship Terms (based on \$25,000 funding)

- NLTRA to receive
 - Prominent logo inclusion on all branding and communications
 - Brand specific social post announcing NLTRA as a premier sponsor
 - Five (5) race entries (any distance)
 - 100+ mentions over all social media outlets to highlight sponsorship (FB, Twitter, Instagram) during 10 months leading to the event
 - FB: 3,108 Broken Arrow Skyrace followers/8,285 Alpenglow Sports followers
 - Instagram: 3,636 Broken Arrow Skyrace followers/3,868 Alpenglow Sports followers
 - Twitter: 257 Broken Arrow Skyrace followers/1,172 Alpenglow Sports followers
 - 25+ Public address recognition at start/finish during pre-race meeting, race announcements, awards ceremony and after party
 - Presence within Vendor Village during the 3-day event expo in The Village at Squaw Valley
 - Inclusion of NLTRA logo in the Broken Arrow annual video
 - Dedicated email to non-Western US states and international registrants with NLTRA desired messaging
 - Logo/link on event website in a prominent location

2019 Event Recap

June 21-23, 2019

Funded: \$27,500

Attendance:	1,605 (participants), 1,500 – 2,000 additional attendees
Out of Town Participants:	1,380
Average Night Stay:	2.8
Average Economic Impact:	\$226,495
ROI:	8:1

Event Stats

- 2019 race saw another 42% growth in participation.
- Registered Runners: 1,605 (versus 1027 in 2018 = 55% YOY growth)
- 61.5% male, 38.5% female
- 37 states represented (versus 32 states in 2018)
- 19 countries represented (versus 12 countries in 2018 = 58% growth)
- ALL 58 California counties represented
- Outstanding net promoter score of 90 (from post event survey)
- NLT's logo was featured in a video showcasing Mirna Valerio called Par for the Course that has now been selected for the Banff Film Festival.

2018 Event Recap

June 15 – 17, 2018

Funded: \$15,000

Attendance:	1,106 (participants), 1,500 – 2,000 additional attendees
Out of Town Participants:	940
Average Night Stay:	2.4
Average Economic Impact:	\$129,734
ROI:	9:1

Results:

The 2018 Broken Arrow Skyrace saw a 43% increase to participant number over 2017. New in 2018 was the 10k event and the kids race. Within the original distances (VK/26/52) they saw 32% growth in the VK category and 79% growth in the 26k category. The event had a 3-day vendor village, celebrity appearances and book signings, and the Trails in Motion Film Festival.

Stats:

- Over 1100 registered runners (1020 online, 100+ day-of)
- 64% male 36% female
- 104 10k runners
- 159 VK runners (32% growth)
- 450 26k runners (79% growth)
- 333 52k runners
- 60 youth runners
- 309 runners from 32 states (does not include CA, which was nearly 700)
- All 58 California counties represented
- 21 international runners from 12 countries
- Net promoter score of 88 (from post event survey)

2017 Event Recap

June 16 & 17, 2017

Funded: \$20,000

Attendance:	772 (participants), 1,500 – 2,000 additional attendees
Out of Town Participants:	730
Average Night Stay:	2.5
Average Economic Impact:	\$94,329
ROI:	5:1

Results:

The 2017 Broken Arrow Skyrace, part of the 2017 Altra US Skyrunning Series, saw triple digit growth in its second year with participation increasing from 368 to 772. The event collaborated with Salomon and Outside Magazine to generate international media coverage via the online magazine and Salomon's global social team being onsite during the event. UltraRunning Magazine also published a feature article on the event in their September 2017 issue.

The majority of race participants came from California (62%) although they represented 140+ individual cities. There was also representation from 30 states with Oregon (39p), Colorado (33p), Nevada (31p), Utah (19p) and Texas (19p) being the most common. There were also international participants primarily from Mexico (13p) and Canada (12p) however New Zealand, France, Italy, Peru, and Switzerland were also represented.

The event utilized a portion of the sponsorship funds to create a video with Louder Than 11, an adventure media house to tell the story of locals Adrian Ballinger and Emily Harrington as they participated in the race. The video premiered on Outside Magazine Online on August 10, 2017, a media outlet that has over 1.8 million followers between Facebook, Instagram and Twitter.

Broken Arrow Skyrace EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made and entered into between Alpenglow Mountain Racing LLC ("Producer"), and the NORTH LAKE TAHOE RESORT ASSOCIATION, INC., a California nonprofit corporation ("Sponsor") on December 4, 2020.

1. Event. Alpenglow Mountain Racing LLC, is the organizer, owner and operator of "Broken Arrow Sky Race" which will take place on June 19-20, 2020 at Squaw Valley, Placer County, California (the "Event"). Sponsor desires to obtain, and Alpenglow Mountain Racing LLC desires to grant, sponsorship rights to the Event, as set forth in this Agreement.
2. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:
 - a) Sponsor's logo/web address/social handles/hashtags shall be included in all Event collateral, posters, websites, social media, on-site signage, etc. where applicable. Sponsor is to be mentioned as a sponsor of the event wherever possible.
 - b) 100+ mentions over all social media outlets to highlight sponsorship (FB, Twitter, Instagram) during the 10 months leading up to the event
 - c) 25+ Public address recognition at start/finish during pre-race meeting, race announcements, awards ceremony and after party
 - d) Presence within Vendor Village during the 3-day event expo in The Village at Squaw Valley
 - e) Sponsor's name and logo shall be included on the Event website home page and sponsor page, listed as a partner, with a link to GoTahoeNorth.com.
 - f) Logo Inclusion in the Broken Arrow annual video
 - g) List 2019 Broken Arrow Skyrace on the event calendar on the NLTRA website (www.GoTahoeNorth.com).
 - h) Dedicated email to non-Western US states and international registrants with NLTRA desired messaging
 - i) Alpenglow Mountain Racing LLC will make reasonable efforts to partner with lodging properties within Placer County in regard to the event and track overnight lodging as a result of the event.
 - j) Alpenglow Mountain Racing LLC will provide Sponsor with images and video for use in promoting both the event and the region.
 - k) Sponsor is granted ability to use the official Event trademarks and logos in promotions, marketing material, website and the like.
 - l) Sponsor shall receive five (5) race entries (any distance) which can be used for giveaways and/or staff.
 - m) Alpenglow Mountain Racing LLC will conduct a post-event survey including the NLTRA specific questions and include results in the post-event report.
 - n) Prior to the Event, Alpenglow Mountain Racing LLC will procure and maintain, through the end of the Event, liability insurance in amounts not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate that provides coverage for the Event. Alpenglow Mountain Racing LLC will name Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers as additional insureds on said policy or policies and provide Sponsor with an endorsement or endorsements to said policy or policies evidencing such coverage.

- o) Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event, immediately upon such cancellation or postponement, Alpenglow Mountain Racing LLC shall return to Sponsor all the sponsorship funding which has not been spent by Alpenglow Mountain Racing LLC. Upon cancelation or postponement, Sponsor's obligations to Alpenglow Mountain Racing LLC per this Agreement shall terminate.

3. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$25,000 cash sponsorship to the Event.
- b) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.

4. Use of Alpenglow Mountain Racing LLC's Intellectual Property by Sponsor. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Alpenglow Mountain Racing LLC, including, without limitation, the Event Marks; the Event (collectively Alpenglow Mountain Racing LLC Property"); and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorialization or other information concerning or in connection with the Event, belong exclusively to Alpenglow Mountain Racing LLC, (ii) Sponsor is hereby provided a limited license to use Alpenglow Mountain Racing LLC Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such Alpenglow Mountain Racing LLC Property shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Alpenglow Mountain Racing LLC Property, (iv) all uses of Alpenglow Mountain Racing LLC Property by Sponsor, and all goodwill therefrom, inure to the benefit of Alpenglow Mountain Racing LLC, (v) any permitted use of Alpenglow Mountain Racing LLC Property may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Alpenglow Mountain Racing LLC, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

5. Use of Sponsor's Intellectual Property by Producer. Alpenglow Mountain Racing LLC hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Sponsor, including, without limitation, web addresses, social hashtags and social handles (collectively "Sponsor Property"), belong exclusively to Sponsor, (ii) Alpenglow Mountain Racing LLC is hereby provided a limited license to use Sponsor Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Alpenglow Mountain Racing LLC to use Sponsor Property shall immediately cease, (iii) Alpenglow Mountain Racing LLC will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Sponsor Property, (iv) all uses of Sponsor Property by Alpenglow Mountain Racing LLC, and all goodwill therefrom, inure to the benefit of Sponsor and (v) any permitted use of Sponsor Property may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Sponsor.

6. Relationship of the Parties. The relationship of Sponsor and Alpenglow Mountain Racing LLC hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership, joint venture or any relationship other than that of independent contractors. Sponsor and Alpenglow Mountain Racing LLC acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.

7. Indemnity. Alpenglow Mountain Racing LLC agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages and claims ("Claims") arising from Alpenglow Mountain Racing LLC's use of the sponsorship funding provided under this Agreement or from any other term or provision of the Agreement, including without limitation, all attorneys, accountants, and other professional fees incurred by Sponsor in defense of any action, suit or other proceeding.

which may be brought against the Sponsor as a result of any action or inaction of Alpenglow Mountain Racing LLC, and Alpenglow Mountain Racing LLC further agrees that it will pay or satisfy any judgment which may be rendered against Sponsor arising from such claims.

8. Governing Law, Venue and Attorney Fees. This Agreement shall be governed by and interpreted in accordance with the laws of the State of California. Any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement shall be commenced and maintained only in the Superior Court in and for the County of Placer, State of California. In any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the prevailing party shall be entitled to an award of its attorneys' fees, costs, expert witness fees, fees of consultants and court costs incurred in connection therewith, in addition to any other relief awarded.

9. Sole Agreement/Amendment: This Agreement represents the entire agreement between Association and Alpenglow Mountain Racing LLC and supersedes any and all or prior agreements, negotiations or proposals related to the subject matter of this Agreement. This Agreement shall not be amended except by written agreement signed by both parties. No consent to any departure by Alpenglow Mountain Racing LLC from the limitations on use of the Funding contained in this Agreement shall be effective unless in writing and signed by an officer of Association and then only in the specific instance and for the specific purpose given.

10. Counterparts; Scan/Facsimile. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

ALPENGLLOW MOUNTAIN RACING, LLC

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____



MEMORANDUM

Date: November 19, 2019
TO: NLTRA Tourism Development Committee
FROM: Katie Biggers, Event Specialist
RE: 2020 Lake Tahoe Summit Classic Sponsorship

Action Requested:

Review and possible approval of an agreement with ADVNC Lacrosse and Summit Lacrosse Ventures to sponsor the 2020 Lake Tahoe Summit Classic Lacrosse Tournament taking place in North Lake Tahoe and Truckee, June 20-21, 2020 with a \$6,000 sponsorship.

Background:

The NLTRA has sponsored the Lake Tahoe Summit Lacrosse Tournament since it's inception in 2014. The event has consistently drawn large numbers of out of town guests to the North Lake Tahoe region and is becoming a staple in the North Lake Tahoe event calendar. The event has seen teams consistently returning year over year to attend the event. Teams attend from all over CA, including San Francisco Bay Area, Napa Valley, Sacramento and Los Angeles, and also OR, ID, TX and CO.

Staff recommends sponsoring the event and continuing to support this successful, family event.

Fiscal Impact:

\$5,000 - \$6,000

Staff allocated a \$6,000 cash sponsorship in the 19.20 Special Event Budget.

Lake Tahoe Summit Classic Lacrosse Tournament

Contract Summary

Duration & Timing

- 1-Year Contract (June 2020 Event)
- Event Date: June 20-21, 2020
- Location: North Lake Tahoe & Truckee

Cash Sponsorship

- \$6,000 (Payment –100% March)

Key Sponsorship Terms

- NLTRA to receive
 - Custom branding on the LTSC lodging page, linked to GTN.com
 - Logo/link on North Lake Tahoe Summit Classic website and emails
 - On-site signage during event
 - Ability to provide collateral to participants upon arrival
 - NLT crafted message sent to all team and individuals after registration. Provide activity and region information to encourage additional room nights.
- NLTRA to provide
 - Assistance on a "Passport Program" in which information/discounts/special rates from local businesses are provided to participants

2019 Lake Tahoe Lacrosse Tournament

June 21 – 23, 2019

Location: North Lake Tahoe & Truckee

Funded: \$5,000

Attendance: 6,000 (participants and attendees – 100 teams)

Avg. Night Stay: 2.5

Results:

The 6th year of the Lake Tahoe Lacrosse Tournament was a success with 100 teams, the largest in the tournament history. The event took place across 5 venues in the North Tahoe and Truckee region and operationally went very smoothly. The event was pushed back a weekend in June to deconflict with local high school graduations, allowing maximum usage of the high school facilities to increase team capacity which proved to be fruitful. The new dates also avoided a conflict with two other 'regional' lacrosse tournaments in SoCal and Denver. Organizers intend to keep the event in the North Tahoe region moving forward and have already selected the dates of June 20 – 21, 2020.

2018 Event Recap

North Lake Tahoe/Truckee, June 15 – 17, 2018

Funded: \$5,000 + \$670 (not including Northstar) = \$5,670

Attendance: 4,858 (1,659 players)

Out of Town Participants: 87% (CA, OR, ID, TX and CO)

Average Night Stay: 2.5

Average Economic Impact: \$850,575

ROI: 150:1

Tracked Lodging: 134 rooms

- The Resort at Squaw Creek: 70
- Northstar California: No Results Yet (requested multiple times – estimate 70 not included)
- The Village at Squaw Valley: 17
- Granlibakken Tahoe: 12
- Squaw Valley Lodge: 35

Results:

The event was deemed a success by the producers, ADVNC Lacrosse. 2018 was the fifth year of the tournament. They had 88 teams, 12 of which were local (Tahoe/Reno), making 76 teams from out of town. They had many returning teams and operationally the flow of getting teams around the region, to multiple venues, went very smoothly. A major obstacle was conflicting with both North Tahoe and Truckee graduations which limited field use and ultimately impacted overall team capacity. The event will be the following weekend in 2019 and will not conflict with graduations which the producers believe will make it so they can accommodate additional teams.

2017 Event Recap

North Lake Tahoe/Truckee, June 16 – 18, 2017

Funded: \$5,000 + \$1,050 = \$6,050

Attendance: 4,747 (1,549 players)
Out of Town Participants: 100% (CA, OR, ID, TX and CO)
Average Night Stay: 2.5
Average Economic Impact: \$955,344
ROI: 158:1

Results:

The event was deemed a success by the producers, ADVNC Lacrosse. 2017 was the fourth year of the tournament. They experienced a decline in teams, from 116 to 86, however after 3 years of rapid growth (2014 – 57 teams, 2016 – 116 teams) this gave the producers an opportunity to focus on experience and value. A different producer, the Tenacity Project, started a girl's summer tournament in South Lake Tahoe this year which pulled approximate 16 teams. They ran into a few field issues but were able to utilize 13 fields, across 6 venues, operating on all available, suitable fields in the North Lake Tahoe region.

Lake Tahoe Summit Classic EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made and entered into between Lake Tahoe Summit Classic owned and operated by, ADVNC Lacrosse and Summit Lacrosse Ventures ("Producer"), and the NORTH LAKE TAHOE RESORT ASSOCIATION, INC., a California nonprofit corporation ("Sponsor") on November 15th, 2019.

1. Event. ADVNC Lacrosse and Summit Lacrosse Ventures are the organizers, owners and operators of "Lake Tahoe Summit Classic" which will take place on June 20-21, 2020 at North Tahoe High School / Riverview Sports Park / Truckee High School/Squaw Valley Park Fields/Alder Creek Middle School, Placer County, California (the "Event"). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.
2. Obligations of LTSC to Sponsor:

Sponsor will be incorporated into the Event marketing and will receive the following benefits:

- a) Sponsor's name and logo shall be included on digital, print and grassroots media pertaining to the event where applicable.
- b) Sponsor's logo/web address/social handles/hashtags shall be included in all LTSC Event collateral, posters, websites, social media, on-site signage, etc. where applicable. Sponsors is to be mentioned as a sponsor of the event wherever possible.
- c) Sponsor's name and logo shall be included on the LTSC Event website home page and sponsor page, listed as a partner, with a link to GoTahoeNorth.com.
- d) LTSC will include regional information on event website and in participant communications, promoting additional activities in the region to encourage longer regional stays.
- e) LTSC will highlight the North Lake Tahoe destination in a minimum of two (2) destination specific posts on Lake Tahoe Lax event social media channels. Content will be created collaboratively and approved by both parties.
- f) LTSC will list event on GoTahoeNorth.com event calendar no later than 90 days prior to event.
- g) LTSC will make reasonable efforts to partner with lodging properties within Placer County in regard to the event and track overnight lodging as a result of the event.
- h) LTSC will provide Sponsor with images and video for use in promoting both the event and the region.
- i) LTSC will conduct a post-event survey including the NLTRA specific questions and include results in the post-event report.
- j) Prior to the Event, LTSC will procure and maintain, through the end of the Event, liability insurance in amounts not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate that provides coverage for the Event. LTSC will name Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers as additional insureds on said policy or policies and provide Sponsor with an endorsement or endorsements to said policy or policies evidencing such coverage.
- k) Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event, immediately upon such cancellation or postponement, LTSC shall return to Sponsor all the sponsorship funding which has not been spent by Producer. Upon cancelation or postponement, Sponsor's obligations to LTSC per this Agreement shall terminate.

3. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$6,000 cash sponsorship to the Event.
- b) Support the development and promotion of the Lake Tahoe Summit Classic through NLTRA marketing and development resources.
- c) Provide monthly (and by request) updates on room numbers as well as a post-event report of total numbers per property.
- d) Work to develop a 'passport' program in which information/discounts/special rates from local businesses are provided to LTSC participants in order to attract them to great-off field activities, sights, etc. while in the area for the event.

4. Use of Producer's Intellectual Property by Sponsor. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of LTSC, including, without limitation, the Event Marks; the Event (collectively "Producer Property"); and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorialization or other information concerning or in connection with the Event, belong exclusively to Producer, (ii) Sponsor is hereby provided a limited license to use LTSC Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such LTSC Property shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to LTSC Property, (iv) all uses of LTSC Property by Sponsor, and all goodwill therefrom, inure to the benefit of LTSC, (v) any permitted use of LTSC Property may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by LTSC, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

5. Use of Sponsor's Intellectual Property by LTSC. LTSC hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Sponsor, including, without limitation, web addresses, social hashtags and social handles (collectively "Sponsor Property"), belong exclusively to Sponsor, (ii) LTSC is hereby provided a limited license to use Sponsor Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of LTSC to use Sponsor Property shall immediately cease, (iii) LTSC will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Sponsor Property, (iv) all uses of Sponsor Property by LTSC, and all goodwill therefrom, inure to the benefit of Sponsor and (v) any permitted use of Sponsor Property may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Sponsor.

6. Relationship of the Parties. The relationship of Sponsor and LTSC hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership, joint venture or any relationship other than that of independent contractors. Sponsor and LTSC acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.

7. Indemnity. Producer agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages and claims ("Claims") arising from LTSC's use of the sponsorship funding provided under this Agreement or from any other term or provision of the Agreement, including without limitation, all attorneys, accountants, and other professional fees incurred by Sponsor in defense of any action, suit or other proceeding which may be brought against the Sponsor as a result of any action or inaction of LTSC, and LTSC further agrees that it will pay or satisfy any judgment which may be rendered against Sponsor arising from such claims.

8. Governing Law, Venue and Attorney Fees. This Agreement shall be governed by and interpreted in accordance with the laws of the State of California. Any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement shall be commenced and maintained only in the Superior Court in and for the County of Placer, State of California. In any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement,

the prevailing party shall be entitled to an award of its attorneys' fees, costs, expert witness fees, fees of consultants and court costs incurred in connection therewith, in addition to any other relief awarded.

9. Sole Agreement/Amendment: This Agreement represents the entire agreement between Association and LTSC and supersedes any and all or prior agreements, negotiations or proposals related to the subject matter of this Agreement. This Agreement shall not be amended except by written agreement signed by both parties. No consent to any departure by LTSC from the limitations on use of the Funding contained in this Agreement shall be effective unless in writing and signed by an officer of Association and then only in the specific instance and for the specific purpose given.

10. Counterparts; Scan/Facsimile. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

LAKE TAHOE SUMMIT CLASSIC

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____



MEMORANDUM

Date: November 14, 2019
TO: NLTRA Tourism Development Committee
FROM: Amber Burke, Dr. of Marketing
RE: 2020/2021 Fiscal Year – Agency RFP Process

Action Requested:

No action requested. Informational.

Background:

NLTCM will put out a Request for Proposal (RFP) for agency work pertaining to media, creative, public relations, social media and content. Both current agency contracts, Augustine and The Abbi Agency, expire at the end of the current fiscal year. Staff is recommending combining the RFP process to include all services to allow agencies to bid on any or all of the services.

The proposed RFP process timeline is as follows:

December 1, 2019	Send out RFP and open the application process
January 6 – 10, 2020	Q&A Week – Interested agencies can contact NLT staff with questions
February 14, 2020	Proposals Due to NLT Staff
March 2 – 13, 2020	Conduct Presentations/Interviews
March 16 – 20, 2020	Selection Committee makes recommendations
March 24, 2020	Present recommendations to NLTRA Tourism Development Committee
April 1, 2020	Present recommendations to NLTRA Board of Directors for Approval
April 15, 2020	Present recommendations to IVCBVB Board of Directors for Approval
April 16, 2020	Notification of selected agencies

The selection committee will be made up of 4 NLT staff members, 2 representatives from NLTRA, and 2 representatives from IVCBVB.

Fiscal Impact:

No fiscal impact currently. A small amount of funds will be allocated to facilitating the process, but that number has not yet been determined.