



### NLTRA Mission

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

**Chair: Becky Moore, Granite Peak Management** | **Vice Chair: Christine Horvath, Squaw Alpine**  
**Brit Crezee, Sotheby's International Realty** | **Brett Williams, Agate Bay Realty**  
**Carlyne Fajkos, Tahome Marketing** | **Kressa Olguin, Hyatt Regency** | **Melissa Burin, The Ritz-Carlton** |  
**Ray Villaman, Tahoe Restaurant Group** | **Susan Whitman, Northstar** |  
**Tyler Gaffaney, Tahoe Biltmore** | **Vinton Hawkins, MJD Capital Partners/The Boatworks at Lake Tahoe**  
**Wendy Hummer, EXL Media**  
Advisory Board Member: **Erin Casey, Placer Countys, Agate Bay Realty**  
Advisory Board Member: **Erin Casey, Placer County**

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### Join Zoom Meeting

<https://us02web.zoom.us/j/86283536531?pwd=bUMxY0R3blgvb2NZQVFWN1lWVEl5Zz09>

Meeting ID: 862 8353 6531

Passcode: 422412

+1 669 900 9128 US (San Jose)

### AGENDA

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.
3. **Agenda Amendments and Approval**
4. **Approval of Tourism Development Meeting Minutes from November 17, 2020** **Page 1**
5. **Action Items:**
  - a. **Election of Chair and Vice Chair for 2021**
  - b. **Discussion and Possible Recommendation to NLTRA Board on the North Tahoe Fire App, Explore Tahoe – Erin Holland** **Page 4**
6. Event Update - [Katie Biggers](#) (10 minutes) **Page 29**
7. **Homewood Presentation for Pride Ride Opportunistic Funds – Katie Biggers & Lisa Small, Homewood** **Page 32**
8. **Broken Arrow Event Sponsorship Presentation - Brendan Madigan (15 minutes)** **Page 51**

9. **Action Items:**
  - a. **Approval of Event Sponsorship via Opportunistic Funds for 2021 Homewood Pride Ride**
  - b. **Approval of Event Sponsorship for 2021 Broken Arrow Skyrace**
10. NLT Consumer Advertising Timing and Market Discussion - Jeff Hentz and Amber Burke (15 minutes)
11. TBID Update – Jeff Hentz
12. 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
  - Social Media - The Abbi Agency
  - Public Relations & Communications - Liz Bowling
  - Advertising - Augustine Agency
13. Standing Reports (located on nltra.org; [here](#))
  - Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report
14. Committee Member Comments
15. Adjournment

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*

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# north lake tahoe

Chamber | CVB | Resort Association

## **Tourism Development Meeting Draft - Meeting Minutes – Tuesday Nov 17, 2020**

The Tourism Development Meeting was held via Zoom video conferencing.

**Committee Members that joined via teleconference:** Wendy Hummer, Christine Horvath, Carlyne Fajkos, Tyler Gaffaney, Becky Moore, Brit Crezee

**Staff in attendance:** Sarah Winters, Amber Burke, Katie Biggers, Liz Bowling, Anna Atwood

**Others in attendance:** Connie Anderson, Brittany Lima, Cathy Nanadiego, Lindsay Moore,

1. Meeting called to order at 2:33pm.
2. Public Comment: None
3. **Agenda Amendments and Approval HUMMER/GAFFANEY/UNANIMOUS**
4. **Approval of meeting minutes from Oct 27, 2020 FAJKOS/GAFFANEY/UNANIMOUS**
5. **Action Items:**

a) Recommendation on Candidates to Fill Committee Open Seats

Sarah reviewed the application process and the new applications NLTRA received to fill the open seats on the Tourism Development Committee. She reviewed the three pools with the different terms necessary so that not all the committee members term out at the same time. 6 new applications were received, and staff is recommending forwarding 5 of the 6 applicants.

Staff is recommending that we renew the existing committee members that expressed interest in staying on the committee: Christine Horvath, Brit Crezee and Carlyne Fajkos.

Staff is recommending the following new applicants 1-5:

1. Melissa Burin, The Ritz-Carlton
2. Ray Villaman, Tahoe Restaurant Group
3. Vinton Hawkins, MJD Capital Partners
4. Susan Whitman, Northstar
5. Kressa Olguin, Hyatt Regency, Lake Tahoe
6. Karen Steele, Tahoe By Design

Sarah shared that Melissa lives in Chicago but represents Lake Tahoe and this is very common now with some of the bigger properties. The property she represents is a large TOT contributor.

Comments:

- Wendy questioned with Melissa being 2 hours ahead of us, is she committed to attending these calls every month? Sarah stated she is aware of the time commitment and she has been placed in pool C with a 2-year term.
- Does Vinton have any marketing experience? Vinton has some experience, but it is not his area of expertise, but he is looking at long term investments in our community.
- It was recommended that we look at longevity when we assign people to the different pools.

Motion to renew the existing applicants Christine Horvath, Brit Creeze, Carlyne Fajkos  
HUMMER/GAFFANEY/Carried with Horvath, Creeze and Fajkos abstaining

Motion to accept staff recommendations for Tourism Development Committee applicant 1-5 on Staff  
Memorandum GAFFANEY/CREEZE/UNANIMOUS

6. Update on Winter Consumer Media Plan & Creative

Brittany shared the consumer objectives:

- Promote responsible travel safety.
- Continue to position North Lake Tahoe as a four-season destination; reinforce multi-town experience.
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy.
- Increase midweek travel and/or extended overnight stays.
- Increase awareness of experiences and activities throughout destination.
- Increase brand loyalty and positive sentiment.
- Highlight differentiating factors of destination, supporting North Lake Tahoe's positioning as an ideal location.
- Leverage travel trends and consumer journey insight

Brittany shared the paid tactics that are being used. Amber shared that the organization is now having conversations about putting this on hold since it was just announced yesterday that our county is going back to Tier 1.

Brittany also went through the MCC objectives. A MCC Readiness Guide is being developed and will include Responsible travel and tourism tips, team building suggestions, venue information, travel resources and more.

Comments:

- Wendy asked if they could share the TV spot on OTT? Cathy stated it is being edited but she can share when it's done.

7. Update on Winter Social Media & Content Campaigns

Connie gave an overview of the Winter Social Media Strategy. Over the past few months, the content across all of North Lake Tahoe's social media channels has been predominantly safety related, including fire safety, responsible travel, business closure updates and more. North Lake Tahoe's social media channels can benefit from a tiered approach to posting based upon the COVID-19 safety tiers as designated by Placer and Washoe County.

Content Focus:

- Local Business Highlights
- Responsible Tourism Messaging
- Scenic Imagery
- Individual Resort Education
- In-marked Campaign Support (dining and shopping)

Winter Responsible Travel Video Series – The Abbi Agency, in conjunction with North Lake Tahoe, created a Winter Resort messaging video. The video aims to inform the public of what they should expect from the individual resorts when they visit this winter. The video is currently being boosted and promoted across social media to drive markets and local audiences and will continue to do so as we transition from Fall into Winter.

Comments:

- Christine suggested pausing the advertising and paid media efforts at this time due the new restriction and revisiting this in January. Amber, Jeff and Andy are already discussing this.

8. Sales Update, Conference & Leisure

Sarah reviewed the Conference Sales Update that goes out bi-weekly to all Director of Sales in the region. Groups. This document includes:

- Trade Shows & Events
- New Definite Groups
- New Leads

- New CVENT Inquiries
- Canceled Groups Programs since March 15, 2020
- Postponed/Re-booked Group Programs.
- Upcoming Groups

Sarah gave an update on International Strategy. The contracts with Black Diamond in UK and MSI in Germany were dropped in July and she is now working on reduced contracts with the Australia and Canada office.

Canada next steps: Hitting pause with majority of sales calls and trainings. Only moving forward with November Truffle Pig Luxury Tour Operator Training. Australia next steps: Hitting pause on travel trade webinars/trainings/sales calls.

9. Welcome to Winter Toolkit Update

Liz shared what is included in the toolkit that has been shared with our partners:

- What to Expect video & What to Expect Press Release (this talk about navigating the region and what's new)
- Know Before You Go Guide
- The Ski Safety Blog
- Promotions of the Backcountry Awareness Week
- Shop Local and Takeout Tahoe initiatives

Brit shared a lot of the avalanche courses in the region is already sold out.

10. Restaurant Operations Update for Winter

Liz shared there will be a Restaurant Town Hall meeting coming up this Thursday, November 19<sup>th</sup> via zoom. This will be to discuss business survival tactics for this winter and how we can support them.

11. PR Summit Update

Liz shared the upcoming Public Relations and Crisis Communications Summit coming up on December 11<sup>th</sup>. Ryan Becker with Visit California will be the keynote speaker. This webinar will host 7 expert panelists comprised of journalist, ski industry leaders and public relations pros. A live Q&A will conclude the summit.

12. Departmental Reports – these reports can be viewed on our [website](#).

13. Standing Reports- these reports can be viewed on our [website](#).

14. Committee Member Comments – Amber reminded the committee that there is no meeting in December.

15. Adjournment – The meeting adjourned at 3:45pm.





**North Tahoe and Meeks Bay Fire Protection Districts**



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**222 Fairway Drive  
P.O. Box 5879  
Tahoe City, CA 96145  
530.583.6913  
Fax 530.583.6909**

***Michael S. Schwartz, Fire Chief***

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December 29, 2020

North Lake Tahoe Resort Association  
Jeffrey Hentz, CEO  
[Jeff@GoTahoeNorth.com](mailto:Jeff@GoTahoeNorth.com)  
530-581-8739

Re: "Explore Tahoe" App Proposal

Dear Jeff,

I am writing as a follow up to our conversation following the CAP Committee meeting, where our app concept was declined for funding via a Tourism Master Plan Grant. The Committee supported the concept, but felt that the project should be funded through the NLTRA. Given the situation with the pandemic and the ongoing shut-down affecting visitors, there is a possibility that Placer County could work with the NLTRA to utilize CARES Act or similar funding for the project, as the concept would most certainly be used to communicate relevant COVID19-related information to visitors.

In 2018, North Tahoe Fire sought out a Tourism Master Plan Grant for mobile message boards to keep visitors informed of important information. Over the past two fire seasons, we experienced enormous success with the sign trailers that Placer County awarded to the District. In the spirit of building on this success, and a determination to keep our visitors safe and informed, North Tahoe Fire has identified a solution that all of the fire agencies in the Basin can utilize for fire-relevant notifications, knowing that the likelihood of visitors signing up for Placer Alert is unlikely. We are also aware that as visitors travel around Lake Tahoe and the Resort Triangle, signing up for emergency alerts with one of the five counties they may be visiting is not realistic, nor is it sufficient for them to receive a relevant emergency notification once they cross a jurisdictional boundary to recreate and patronize locations across those boundaries throughout their visit. We are proposing a solution that reaches our visitors during the entirety of their Tahoe Experience, wherever it may take them, which supports the Tourism Master Plan's Tier 1 priority for Visitor Information, and specifically the use of an app as identified in the 2015 Tourism Master Plan (Pg. 71). The Tier 2 priority for Visitor Information specifically mentions mobile information (Pg. 82).

The concept, a Tahoe Visitor Information App is a marketing instrument with a dual purpose to serve as a "behavior guidance tool" to promote the various campaigns promoting Tahoe's safe norms, such

as Take Care, Stronger Together, and Know Before You Go, while also giving the visitor direct access to road conditions, weather conditions, bear awareness information, transit information, etc. Underneath the front-facing layer, the app will also be used to issue emergency fire notifications by Basin and Resort Triangle Fire Agencies.

We propose the front-facing marketing-focused layer be managed by the NLTRA. You will have the ability to use the app as a marketing tool for your campaigns, promote events, specials, drive visitors toward transit options, etc. Locals and visitors can download the app without the need to share their personal information. The fire agencies will manage features under the front-facing layer, with the ability to send fire-relevant notifications to display on the front-facing layer. There will also be an option for the user to receive local law enforcement notifications, as the same developer hosts apps with Placer County Sheriff and El Dorado County Sheriff. Currently, unless the visitor downloads the ECSO or PCSO app, they would not receive their notifications. With the development of this app, we have an all-in-one solution to amplify public safety notifications from law enforcement to visitors.

When a user selects the Fire Safety button on the front page, they will see a picture of the fire districts' boundary map in the Basin and a "You Are Here" indicator, with a drop-down to each fire agency's app page. Each agency will have the ability to send push notifications to their own jurisdiction, or they can select a push that would reach all users in a Geo-fenced zone such as the entire Basin and/or Resort Triangle. On red flag days and heavy snow days, we could have a static warning banner at the top of the front facing page. While the front page is visitor focused, the fire pages would be locally managed without any effort on the part of the NLTRA. Each agency would manage their own app features with the support of the developer, without impacting the front-facing visitor experience.

The proposal for the app includes all of the local fire agencies in the Tahoe Basin, and the Resort Triangle agencies of Northstar Fire and Olympic Valley Fire. We envision the NLTRA, the Tahoe RCD, the Parasol Tahoe Community Foundation, and possibly the Tahoe Fund to serve as stakeholders on the project. The proposed cost to launch the project is roughly \$25,990 for development plus \$12,995 for annual support. We are leveraging our partnerships to cover at least 25% of the project total with a match of funds, and are asking the NLTRA to fund the remaining \$28,895. After the first year, annual support is \$12,995. These costs will be covered by the Tahoe RCD, or absorbed by the local agencies. These figures do not include marketing costs to promote the app.

The agencies are members of the Lake Tahoe Regional Fire Chiefs Association (LTRFCA) as well as the Tahoe Fire and Fuels Team; consequently, the LTRFCA or the Tahoe RCD can serve as the lead/signatory for the contract with the NLTRA. We understand that the NLTRA is funded through the County and must follow County processes for any project the NLTRA Board recommends. We will be happy to make any presentations and other efforts to help move the project forward. The attached proposal is from one vendor, we understand there may be the requirement for a more formalized procurement process through the County.

We appreciate your consideration, and look forward to working with you to find innovative ways to keep our forest and community safe while keeping our visitors safe and informed.

Respectfully,

Michael S. Schwartz  
Fire Chief, North Tahoe Fire



north lake tahoe  
Chamber | CVB | Resort Association

## Capital Projects Advisory Committee (CAP Committee)

### Tourism Master Plan Grant Proposal Template

The total application packet should be no more than **15 pages** including maps, appendices, literature cited or other required forms. Letters of support are not included in this total. If the application exceeds the maximum page limit it will be considered incomplete.

#### Date of Application:

#### Organizational Contact Information

Full Legal Name of Organization: North Tahoe Fire		
Address: 222 Fairway Dr		
City: Tahoe City	State: CA	Zip Code: 96145
Website: www.ntfire.net		
President/Exec. Dir.: Mike Schwartz		Title: Fire Chief
Phone #: 5305836911	Email: schwartz@ntfire.net	
Contact Person (if different): Erin Holland		Title: Public Information Officer
Phone #: 5305842361	Email: holland@ntfire.net	

#### Tourism Master Plan Grant Proposal Request

Project Name: Tahoe Visitor Information App	
Application Type: <input type="checkbox"/> Planning/Design <input type="checkbox"/> Construction/Implementation <input checked="" type="checkbox"/> Other	
Project Term (Start/End Date): 12/15/2020 - 10/1/2021	
Total TOT Requested:	Total Matching funds:
Total In-kind Contributions:	Total Project Budget: \$38,985
Geographic Area Served: Resort Triangle and Tahoe Basin	
TMP Priority: Tier 1 (Pg 71 of the TMP) and Tier 2 (Pg 82): Visitor Information	
Brief project description: A Tahoe Visitor Information App will provide a marketing tool to be used as a "behavior guidance tool" to promote the various campaigns promoting Tahoe's safe norms, such as Take Care, Stronger Together, etc, while also giving the visitor direct access to road conditions, weather conditions, bear awareness information, transit information, etc. Underneath the front-facing layer, the app will be used to issue emergency fire notifications by Basin and Resort Triangle Fire Agencies. It doesn't require the user to sign up for alerts, and the app gives the user the ability to opt in for notifications from law enforcement (both PCSO and EDSO use an app by this developer).	

#### Check list of required documentation:

- Tourism Master Plan Grant Proposal
- Tourism Master Plan Grant Proposal Budget Worksheet (must agree with amounts listed above)
- Letter(s) of Support
- Proof of nonprofit or legal entity status
- In-Kind Contribution Form (if applicable)



## SECTION I: ORGANIZATIONAL PROFILE

Please provide your organization's mission and vision statement.

The North Tahoe Fire Protection District provides the highest possible level of fire and life safety, rescue and emergency medical service, fire prevention and public education to the citizens and visitors of the communities we serve.

### ORGANIZATIONAL VALUES

- Honesty
- Integrity
- Honor
- Compassion
- Respect
- Pride

Provide a brief overview of your organization's history and experience in managing and completing projects of a similar scope and scale.

In 2018, North Tahoe Fire was awarded a similar Tourism Master Plan grant. The District received approval for two mobile message boards and outreach material in support of providing visitor information and way-finding to enhance public safety awareness. The Project Budget totaled \$48,839 with a 10% match from the District and a TMP grant of \$43,443. The two mobile message boards were deployed in 2019, along with outreach materials for TOT certificate holders with fire safety messaging distributed to property managers, and given out during fire and life safety inspections of STRs.

The sign trailers are used at high traffic areas throughout fire season, to promote the wearing of masks during the pandemic, and are updated for red flag warnings. The sign trailers are shared to partner agencies such as:

Snowfest: Parade Traffic Control  
Tahoe City PUD: No boat trailer parking (Lake Forest)  
California State Parks: Prescribed Fire Notification

The sign trailers have been so successful, the District has since purchased two additional sign trailers, and has submitted for additional grant funding through other sources for three more.

The District is very competitive with grants of all types, complexities and amounts to obtain resources in support of the District's Mission, Vision and Values.

Briefly describe the proposed project. Indicate if the project is new or continuing. If continuing, provide project funding history, accomplishment, funding shortfalls (if any) and explain why additional funding is needed.

In 2018, North Tahoe Fire sought out a Tourism Master Plan Grant for mobile message boards used to keep visitors informed of important information. Over the past two fire seasons, we experienced enormous success with the sign trailers that Placer County awarded to the District. In the spirit of building on this success, and a determination to keep our visitors safe and informed, North Tahoe Fire has identified a solution that all of the fire agencies in the Basin can utilize for fire-relevant notifications, knowing that the likelihood of visitors signing up for Placer Alert is low to at best. We are also aware that as visitors travel around Lake Tahoe and the Resort Triangle, signing up for emergency alerts with one of the five counties they could be visiting is not realistic, or sufficient for them to receive a relevant emergency notification. Guests recreate and patronize locations across jurisdictional boundaries throughout their visit. We are proposing a solution that reaches our visitors during the entirety of their Tahoe Experience, wherever it may take them, which supports the Tier 1 priority for Visitor Information, and specifically the use of an app as identified in the 2015 Tourism Master Plan (Pg 71). The Tier 2 priority for Visitor Information specifically mentions mobile information (Pg 82).

This concept evolved into that of an app with a front-facing visitor information focus, possibly managed by the NLTRA. They will have the ability to use the app as a marketing tool for their campaigns (Take Care Tahoe, Stronger Together, promote events, specials, new transit options, etc). Locals and visitors will download the app without having to share their personal information. The fire agencies will be under the front facing layer with the ability to send fire-relevant notifications to display on the front facing layer. There will also be an option for the user to receive law enforcement notifications, as the same developer hosts apps with Placer County Sheriff and El Dorado County Sheriff. Currently, unless the visitor downloads the ECSO or PCSO app, they would not receive their notifications. With the development of this app, we have an all-in-one solution to amplify public safety notifications from law enforcement to visitors.

When a user selects the Fire Safety button on the front page, they will see a picture of the fire districts' boundary map in the Basin and a "You Are Here" indicator, with a drop-down to each fire agency's app page. Each agency will have the ability to send push notifications to their own jurisdiction, or they can select a push that would reach all users in a Geo-fenced zone such as the entire Basin and/or Resort Triangle. On red flag days and heavy snow days we could have a static warning banner at the top of the front facing page. While the front page is visitor focused, the fire pages would give visitors information that they may be interested in, and would include the local community's features for fire prevention efforts such as scheduling defensible space inspections and curbside chipping. Each agency would manage their own app features with the support of the developer without impacting the front-facing visitor information and experience.

The proposal for the app includes all of the local fire agencies in the Tahoe Basin, and the Resort Triangle agencies of Northstar Fire and Olympic Valley Fire. The NLTRA, the Tahoe RCD and the Parasol Tahoe Community Foundation will serve as partners on the project. The cost to launch the project is roughly \$89,000, and we are leveraging our partnerships to cover the development and ongoing support costs with a match of funds. After the first year, annual support is \$13k for all 8 fire agencies and the NLTRA. We can share the ongoing cost with the NLTRA supporting the marketing and information function of the app, with the Tahoe RCD providing support for the Fire Safety function of the app.

## SECTION II: PROJECT PROPOSAL

How does the project address a community need(s)? Is the project identified in other community plans? (Tahoe Basin Area Plan, transportation plans, other)

In addition to fulfilling both Tier One and Tier Two priorities, the app will provide a remedy for challenges with communicating with visitors identified in several plans. The ability to notify visitors of emergency situations is a Basin-wide and Resort Triangle challenge. While law enforcement would issue notifications for events such as evacuations, this app provides the ability for that message to be amplified to visitors. The app provides an avenue to promote the evolution of transportation and transit plans for visitors, and other new opportunities.

Will the project require maintenance? If so, how will your organization address maintenance needs and cost?

The ongoing software support costs will be shared; with the NLTRA supporting the marketing and visitor information elements, and the Tahoe Resource Conservation District providing support for the Fire Safety elements.

Does the project require outside agency approval? If so, please list the agencies below and status of the required approval. (i.e. Caltrans, U.S. Forest Service, Placer County, land owner etc.)

Once the grant is awarded, North Tahoe Fire has partnership agreements with the fire agencies via the Tahoe Fire and Fuels Team and via the Lake Tahoe Regional Fire Chief's Association. One of these bodies would serve as the lead for all fire agencies under a joint agreement with the vendor, the Tahoe RCD, the NLTRA, and potentially the Parasol Tahoe Community Foundation.

What is to be accomplished during the period of the project? Project objectives should be achievable with funds identified in the grant proposal and within the grant period. Please use the table below to describe project tasks and schedule. You may attach another page if additional space is needed.

Task	Task Description	Start Date	Completion Date
Example: Planning	Series of public and stakeholder workshops	October 4, 2020	July 1, 2021
Recommendation of Awards to County	Establish stakeholder groups, roles, etc.	12/15/20	2/17/21
Sign Contract, begin Product Design	Stakeholders will begin meeting to design the app.	2/17/21	3/15/21
Feature Development	Stakeholders will finalize the features and functionality.	3/15/21	4/30/21
System Testing	Stakeholders begin testing and troubleshooting	5/1/21	6/15/21
Implementation	System vendor stands to app up to go live	6/15/21	6/21/21
Marketing of the app	Stakeholders market with vendor-provided materials	6/21/21	9/30/21

Please describe how you will measure project success. How will the objective(s) and tasks be accomplished? Please use the table below to describe project objectives and outcome measures that you plan to collect, and how those measures will be used to determine if the project is successful.

Project Objective	Quantitative Measure
Visitor Utilization of the App	Analytics: Downloads
Promotion of Campaigns	Analytics: Features accessed
Promotion of Events	Analytics: Features accessed
Promotions of Specials	Analytics: Features accessed
Notifications of Severe Weather	Analytics: Features accessed



**SECTION III: TOURISM MASTER PLAN**

Tourism Master Plan Priority (Check all that apply)	
<input checked="" type="checkbox"/> Tier 1 priority	<input checked="" type="checkbox"/> Tier 2 priority

Does the project propose new and/or innovative solutions to address community priorities?

Yes, the projects support Visitor Information action items in both the Tier One and Tier Two priorities. The priorities specifically mention the development of an app (Pg 71) and the need for mobile information (Pg 82).

**SECTION IV: FUNDING**

Total project cost	\$38,985
Total funds requested	\$28,985
Identify other funding from secured sources	\$10,000

Explain and justify all requested budget items and costs associated with the funding request.

The development costs for the app are as follows:

iOS Development: \$12,995  
Android Development: \$12,995  
Annual Support: \$12,995

Total for Project Launch: \$38,985

Ongoing Annual Support: \$12,995

Has the project secured the minimum match requirements? Provide clear description of how the match directly relates to the project's purpose, objectives, and approach.

The Tahoe Resource Conservation District has committed to upfront funding of \$5,000. North Tahoe Fire has committed to upfront funding of \$5,000, for a combined match of 25% or \$10,000 for project development.

We anticipate the possibility of an additional match in funds from the Parasol Tahoe Community Foundation, and possibly the North Lake Tahoe Resort Association.

Has the project been previously funded with TOT? If yes, what were the funds used for? Is this project complete or are there remaining funds?

No, this is a new project.

Can the project accept partial funding? If yes, what is the minimum amount needed to successfully implement the project?

The 75% funding request is the minimum unless additional partners such as Parasol and NLTRA commit to funding, which would decrease the amount of the TMP grant request.

**SECTION V: ECONOMIC BENEFIT**

**Geographic location:**

Geographic Area Served (Check all that apply)	
<input type="checkbox"/>	Donner Summit
<input checked="" type="checkbox"/>	Kings Beach
<input checked="" type="checkbox"/>	Tahoe Vista
<input checked="" type="checkbox"/>	Carnellian Bay
<input checked="" type="checkbox"/>	Tahoe City
<input checked="" type="checkbox"/>	Squaw Valley
<input checked="" type="checkbox"/>	Northstar/Martis Valley
<input checked="" type="checkbox"/>	West Shore
<input checked="" type="checkbox"/>	Other <u>Incline Village, greater Tahoe Basin</u>

**User Impact:**

Estimated number of users	15,000 minimum
Time of year	Year round
Weekends	Yes
Weekdays	Yes

**Visitor Attraction:**

Percent of fulltime residents	100%
Percent of users out of the area (define location of visitor)	Unknown for users in the Tahoe Basin and Resort Triangle

**Direct Impacts:**

Jobs created for local residents	N/A
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**Indirect Impacts:**

**Tax Revenue Generated**

Sales Tax	Unknown
Property Tax	N/A
Transient Occupancy Tax	Unknown

Please describe how the project enhances visitor experiences in eastern Placer County.

The app will provide a one-stop source of information for visitation, area amenities, weather, road conditions, safety information, trails information, bear awareness tips, and general guidance of appropriate conduct while visiting Tahoe. It will also notify guests of fire emergencies, fire weather conditions or severe winter weather conditions, etc.

**SECTION VI: COMMUNITY SUPPORT/AGENCY COLLABORATION**

Please document community support for the project. Please include project partners including government agencies, nonprofit organizations and/or other community groups. (Please see Page 3 in the TMP Grant Guide and Application for letter of support and land tenure requirements).





October 13, 2020

Capital Projects Advisory Committee Placer County  
Erin Casey, Principal Management Analyst  
775 North Lake Boulevard  
P.O. Box 1909  
Tahoe City, CA 96145

Dear Capital Projects Advisory Committee Members:

On behalf of the Lake Tahoe Regional Fire Chief's Association, we would like to express support for North Tahoe Fire's grant application entitled "Tahoe Visitor Information App" submitted for the 2020-21 Tourism Master Plan Grant.

As the fire agencies serving Eastern Placer County and the Lake Tahoe Basin, we are acutely aware of how difficult it is to notify visitors of critical information during an emergency. Adding to this challenge even more so during the pandemic, many visitors are new to the forest and to Tahoe, and are often not aware of appropriate norms that keep our communities safe. Reaching visitors with the right information at the right time is critical for everyone's safety, both visitors and locals, for the lake, our bears, and especially our forest. The concept of a single app that serves as a marketing tool and a "behavior guidance" tool for visitors, which can also be used for emergency notification by any fire agency in the Basin and Resort Triangle, checks all of the boxes. Appropriate members of the Tahoe Fire and Fuels Team, the Lake Tahoe Regional Fire Chief's Association, and the Eastern Placer County Joint Powers Alliance will participate in the development and ongoing maintenance of the Fire Safety component of this app.

Thank you in advance for your consideration of the "Tahoe Visitor Information App" funding request.

Sincerely,

Ryan Sommers  
Vice President

Scott Baker  
Treasurer

PO Box 5879 | Tahoe City, CA 96145

EASTERN PLACER COUNTY FIRE CHIEFS

JOINT POWERS AUTHORITY

Northstar fire department

Olympic valley fire department

Truckee fire protection district

North tahoe fire protection district

**Capital Projects Advisory Committee (CAP Committee)**

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**Tourism Master Plan Grant Letter of Support Template**

October 13, 2020

Capital Projects Advisory Committee  
Placer County  
Erin Casey, Principal Management Analyst  
775 North Lake Boulevard, P.O. Box 1909  
Tahoe City, CA 96145

Dear Capital Projects Advisory Committee Members:

On behalf of the Eastern Placer County Fire Chiefs Joint Powers Authority, we would like to express support for North Tahoe Fire's grant application entitled "Tahoe Visitor Information App" submitted for the 2020-21 Tourism Master Plan Grant.

As the fire agencies serving Eastern Placer County and North Lake Tahoe, we are acutely aware of how difficult it is to notify visitors of timely, critical information. Adding to this challenge during the pandemic, many visitors are new to Tahoe, and may not be aware of appropriate norms that keep our lake and forest safe. Reaching visitors with the right information at the right time is critical for everyone's safety; visitors and locals, for the lake, our bears, and especially our forest. The concept of a single app that serves as a marketing tool and a "behavior guidance" tool for visitors, which can also be used for fire emergency notification by any fire agency in the Basin and Resort Triangle, checks all of the boxes. Appropriate members of the Tahoe Fire and Fuels Team, the Lake Tahoe Regional Fire Chief's Association, and the Eastern Placer County Joint Powers Authority will participate in the development and ongoing maintenance of the Fire Safety component of this app.

Thank you in advance for your consideration of the "Tahoe Visitor Information App" funding request.

Sincerely,



Bill Selline, Truckee Fire Chief



**FOUNDERS**

Warren Tropp  
Carla Hanson

**BOARD OF DIRECTORS**

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Stuart Yount

October 13, 2020

Capital Projects Advisory Committee Placer County  
Erin Casey, Principal Management Analyst  
775 North Lake Boulevard, P.O. Box 1909  
Tahoe City, CA 96145

Dear Capital Projects Advisory Committee Members:

On behalf of the Parasol Tahoe Community Foundation, we would like to express support for North Tahoe Fire's grant application entitled "Tahoe Visitor Information App" submitted for the 2020-21 Tourism Master Plan Grant.

The Parasol Tahoe Community Foundation is dedicated to helping minimize both the impacts of tourism, as well as the fire risk in the Tahoe Basin. We believe the "Tahoe Visitor Information App" will work toward accomplishing both goals by offering up-to-date fire safety, prevention, and evacuation information, in addition to providing visitors with information on how to enjoy our Tahoe home while reducing their environmental impact. The "Tahoe Visitor Information App" is sure to be a great resource for residents and visitors alike.

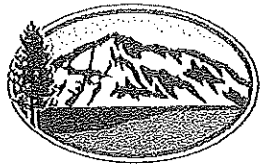
Thank you in advance for your consideration of the "Tahoe Visitor Information App" funding request.

Sincerely,

A handwritten signature in black ink, appearing to read "Claudia Andersen", written over a horizontal line.

Claudia Andersen  
CEO  
Parasol Tahoe Community Foundation

948 Incline Way  
Incline Village, NV  
89451  
775.298.0100  
parasol.org



# TAHOE

RESOURCE CONSERVATION DISTRICT

870 Emerald Bay Road Suite 108, South Lake Tahoe, CA 96150 • 530.543.1501 PH • 530.543.1660 FAX • TahoeRCD.org

October 13, 2020

Capital Projects Advisory  
Committee Placer County  
*Erin Casey, Principal Management Analyst 775*  
*North Lake Boulevard, P.O. Box 1909 Tahoe*  
*City, CA 96145*

Dear Capital Projects Advisory Committee Members:

On behalf of the Tahoe Resource Conservation District, we would like to express support for North Tahoe Fire's grant application entitled "Tahoe Visitor Information App" submitted for the 2020-21 Tourism Master Plan Grant.

Tahoe RCD houses the Basin-wide Tahoe Network of Fire Adapted Communities and works directly with North Tahoe Fire and other basin fire districts to manage grants and programs that make free defensible space inspections and community chipping services available to all residents of Lake Tahoe. Our program is very interested in contributing to efforts to streamline information sharing and service availability around wildfire prevention and preparedness. The "Tahoe Visitor Information App" could provide a very valuable platform for the work we do collaboratively with North Tahoe Fire and other fire partners around the Lake. Tahoe RCD can contribute at least \$5000 to this project.

Thank you in advance for your consideration of the "Tahoe Visitor Information App" funding request.

Sincerely,

Nicole Shaw  
Fire Adapted Communities Program Manager  
Tahoe Resource Conservation District  
870 Emerald Bay Road, Suite 108, South Lake Tahoe, CA 96150

### We Do Conservation

The mission of the Tahoe RCD is to promote the conservation, stewardship and knowledge of the Lake Tahoe region's natural resources by providing leadership and innovative environmental services to all stakeholders.



north lake tahoe

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Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Project Proposal Budget Worksheet

Line Item Description	Transient Occupancy Tax Funding Requested (\$)	Matching Funds (identify entities and amounts) (\$) <sup>1</sup>	In-Kind Contributions (identify entities and amounts) (\$) <sup>2</sup>	Project Totals (\$)
Salary and Wages (specify position types utilized and rates)				
Staff Benefits				
Planning and Design	\$ 28,985.00	\$ 10,000.00		\$ 38,985.00
Permitting				
Environmental Review				
Construction				
Equipment				
Materials and Supplies				
Public Outreach and Marketing				
Contractual Services (specify subcontractors, consultant services, travel)				
<b>Total Direct Costs</b>	\$ 28,985.00	\$ 10,000.00		\$ 38,985.00
Indirect Costs (i.e. overhead) <sup>3</sup>				
<b>Total Costs</b>	\$ 28,985.00	\$ 10,000.00		\$ 38,985.00

<sup>1</sup> Additive total value of Matching Funds must be at least 10 percent of project grand total.

<sup>2</sup> In-Kind contributions cannot exceed 15 percent of the total Matching Fund requirement.

<sup>3</sup> Provide indirect cost breakdown and justification below.



Please provide a breakdown and justification for inclusion of Indirect Costs (See page 3 for definition of indirect cost):

N/A

# Mobile App Design



# Explore Tahoe Mobile App

Built by **THEPUBLICINFORMATIONAPP.COM**  
CUSTOM MOBILE APPS



## Introducing Our NEW App

Navigating critical information  
has never been **easier**.

- PUSH NOTIFICATIONS
- FOREST SAFETY INFO
- COVID-19 SAFETY INFO
- WATER SAFETY TIPS
- EXPLORE/OUTDOORS
- WEATHER
- SOCIAL MEDIA
- MUCH MORE

Suzanne Blanco - [sblanco@thepublicinformationapp.com](mailto:sblanco@thepublicinformationapp.com) - 619-488-6481

The sample was created only as an illustration of how a customized app for your agency might look. The images, features, and design are fully customizable and this should only serve as an illustration of the possibilities.





TheFireDepartmentApp.com  
CUSTOM APPS

## Proposal

IOS	\$ 12,995
Android	\$ 12,995
Annual Support:	\$ 12,995
<b>Year 1 Total:</b>	<b>\$ 38,985</b>
<b>Annual Support Renewal Year 2:</b>	<b>\$ 12,995</b>

**Marketing Package** **\$1,995\***

*\* Marketing Package Fee Waived - Cornerstone Select Promotion -*

A Digital Marketing Package is a significant value to help you promote your app and increase usage and effectiveness of your mobile app:

- Custom 2 ½' x 6' vertical banner (Digital File)
  - Dual-sided business cards (Digital File)
  - Press release and download links for both platforms
  - Flyer design for you to print, post, email, and hand out
  - Postcard design for you to print and mail or hand out
  - Five images to promote your app on social media, website, and email
  - Smart Banner for website reflecting you have an app - iOS / Android stores
  - Promotional Video - one-minute video with voiceover and images. You can provide traditional media to leverage the initial launch of the app, upload the video to your YouTube channel, Facebook page, and add to the website to make your app more visible to the public.
- Additional Marketing Support and packages and pricing available upon request**

**\*Quote Created 10/13/2020 & Valid 60 Days**



north lake tahoe  
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## Capital Projects Advisory Committee (CAP Committee)

### Tourism Master Plan Grant Ranking Sheet

Reviewer Name: \_\_\_\_\_

Date: \_\_\_\_\_

Project Name: \_\_\_\_\_

**Minimum Criteria**

1. Project must score a minimum of 75 points to be eligible for funding.
2. Project must score points in all categories including Organization Profile, Project Proposal, Tourism Master Plan Priorities, Funding, Economic Benefit and Community Support/Agency Collaboration.
3. Project must score a minimum of 30 points in the Tourism Master Plan Priority category.

Please refer to this document for guidance when responding to application questions. All proposals will be evaluated based on the categories listed below.

<b>I. Organization Profile</b>	
The applicant has the organizational structure and capacity to implement the proposed project.	
The organization has established oversight and financial management.	
The organization has experience successfully implementing similar projects/programs.	
The organization has demonstrated success in managing grant funding.	
Category Total	(Maximum of 10 Points)
<b>II. Project Proposal</b>	
The proposal includes achievable measures of success.	
The project addresses a community need.	
The proposal is feasible with a realistic timeline and schedule.	
The project addresses future operations and maintenance costs.	
Category Total	(Maximum of 20 Points)



<b>III. Tourism Master Plan Tier 1 and Tier 2 Priorities</b>	
Capital project addresses a Tier 1 priority in key focus areas including Visitor Activities and Facilities. Projects include class 1 bike trails, mountain bike trails, capital replacement for trails and signage. <b>(Maximum 50 points)</b>	
Capital project addresses a Tier 2 priority in key focus areas including Visitor Activities and Facilities, Transportation and Visitor Information. Projects include bus shelters, sidewalks and pedestrian infrastructure, wayfinding signage, museums, interpretive centers and public art. <b>(Maximum 30 points)</b>	
Category Total	(Maximum of 80 Points)
<b>IV. Funding</b>	
The applicant has provided a clear description of how public funds will be used.	
The project budget and funding request are reasonable based on comparable projects costs.	
Indirect project costs are either covered by other funding sources or are justified per the proposal description.	
The applicant has taken steps to secure funding from other sources and has met minimum match requirements.	
Category Total	(Maximum of 20 Points)
<b>V. Economic Benefit</b>	
The project attracts visitors to the region and enhances visitor experience.	
The project supports tourism in eastern Placer County.	
The project creates jobs.	
The project generates revenue in eastern Placer County.	
Category Total	(Maximum of 10 Points)
<b>VI. Community Support/Agency Collaboration</b>	
The applicant has secured partners to achieve the project/program goals.	
Landowners (if applicable), agencies and/or stakeholders have been informed about the project and are partners or have expressed support.	
The applicant received letter(s) of support from government agencies and or community groups including nonprofit organizations, business groups and other.	
Public outreach and engagement have demonstrated broad public support for the project.	
Category Total	(Maximum of 10 Points)
<b>Reviewer ranking of project application</b>	<b>Ranking total 150 points maximum</b>

<b>Bonus Points</b>	
Match funds (cash only) exceed the required ten percent minimum. Bonus points should be assigned as follows: 1. 11%-30% (5 points) 2. 31%-50% (10 points) 3. Greater than 50 percent (15 points)	
The project has previously received TOT funds and met project goals as outlined in the agreement. (5 points)	
The project is identified in other community plans (Tahoe Basin Area Plan, transportation plans, other) (5 points)	
The project demonstrates a new and innovative approach to addressing community needs. (5 points)	
Category Total	(Maximum of 30 Points)
<b>Reviewer ranking of project application including bonus points</b>	<b>Ranking total 180 points maximum</b>



## MEMORANDUM

Date: January 26, 2021

TO: NLTRA Tourism Development Committee

FROM: Katie Biggers, Sr. Event Specialist

RE: 2021 Event Updates and Budget Discussion

---

### Action Requested:

No action is being requested at this time. Staff will give an overview of events, discuss what factors freed up the funds we have, and which direction to take from here.

### Background:

#### Marketing Event Sponsorships

- 2021 WinterWonderGrass – postponed again to 2020
  - WWG has postponed the 2021 event to April 1-3, 2022.
  - Working with producers on possibly hosting smaller local events.
  - Discussing selling Merch at the Visitor Center to promote 2022.
  - With the cancellation of the 2021 event, \$24,400 in the event sponsorship budget are now available.
- 2021 Spartan North American Championships
  - September 25-26, 2021
  - This event is still scheduled to take place in 2021 as of now.
  - With PR coming in house (Liz), we will not hire the Abbi Agency for an event contract this year. That will return \$4,000 to the event sponsorship budget.
- 2021 Lake Tahoe Summit Classic Lacrosse Tournament
  - June 18-20, 2021 | North Lake Tahoe/Truckee
  - This event is still scheduled to take place in 2021 as of now.
  - Summit Lacrosse Ventures (SLV) has approached staff regarding some additional funding to support new initiatives. Staff will bring more details to the committee in the coming months.
- 2021 Independence Day Fireworks
  - TCDA and NTBA are currently in discussion with the firework production company Pyrospectacular for the 2021 fireworks shows. Staff is working on gathering additional details from both organizations and plan to have them present at an upcoming meeting.

#### Other Event Updates - (For Committee Reference)

- 2021 Tourism Cares
  - Currently postponing from June 2021 to October 2021
  - Assisting Leisure and Conference team with planning community visits and nonprofit partnerships.
  - Sponsorship funding came out of the NLT Marketing Coop budget.

## Special Event Partnership Funding

- [2021 Homewood - Pride Ride](#) | March 26-28 | Homewood Resort
- [2021 Tahoe City Food and Wine Festival](#) (June 6-12 Subject to Change) | Tahoe City
- [High Sierra Archery](#) | June 12-13th, 2021 | Homewood Mountain Resort
- [2021 Tahoe Paddle Racing Series](#) | July 24 - August 28 & 29 - September 18 & 19 | Waterman's Landing- Carnelian Bay & West Shore
- [2021 Lake Tahoe Dance Festival](#) | July 28-30 | North Lake Tahoe/West Shore
- [2021 TaHoeNalu](#) | August 7-8 | Kings Beach
- [2021 Skate the Lake](#) | August 28-29 | Tahoe City & Squaw Valley
- [2021 Halloweekends at Homewood](#) | October 22-24 | Homewood Resort

Special Event/Sponsorship Budget  
July 2020 - June 2021

Line Item	Date	Budget	Actual	Allocated (Not Yet Paid)	Remaining
<b>Sponsorships</b>					
2021 Spartan World Championships	September 26 & 27, 2021	\$180,900	\$0	\$176,900	\$4,000
Cash Sponsorship		\$175,000		\$175,000	
The Abbi Agency		\$4,000		\$0	
Booth Staffing		\$400		\$400	
Media Reception		\$1,500		\$1,500	
2021 WinterWonderGrass Tahoe	April 9-11, 2021	\$24,400	\$0	\$0	\$24,400
Cash Sponsorship	CANCELLED	\$20,000		\$0	
Tahoe City Banners		\$400		\$0	
The Abbi Agency		\$4,000		\$0	
2021 Broken Arrow Skyrace	June 2021	\$25,400	\$0	\$25,400	\$0
Cash Sponsorship	Pending Approval	\$25,000		\$25,000	
Booth Staffing		\$400		\$400	
2021 Tahoe Lacrosse Tournament	June 2021	\$6,000	\$0	\$6,000	\$0
Cash Sponsorship		\$6,000		\$6,000	
4th of July Fireworks Sponsorship 2021		\$20,000	\$0	\$20,000	\$0
2021 Tahoe City Fireworks	TBD (Placeholder)	\$10,000		\$10,000	
2021 Kings Beach Fireworks	TBD (Placeholder)	\$10,000		\$10,000	
New Event Development (Potential Events)		\$302,300	\$5,000	\$0	\$297,300
Opportunistic Funds		\$302,300			
2020 Tahoe City Scavenger Hunt	September 2020		\$5,000		
Northstar Enduro World Series	August 22 & 23, 2021				
Homewood Pride Ride	March 26 & 28, 2021				
Halloweekends at Homewood	October 22- 24, 2021				
High Sierra Archery	June 12-13, 2021				
Lake Tahoe Dance Festival	July 28-30, 2021				
<b>Sponsorship Totals</b>		<b>\$559,000</b>	<b>\$5,000</b>	<b>\$228,300</b>	<b>\$325,700</b>
<b>Operations</b>					
Operations		\$6,000	\$1,166	\$4,834	\$0
Swag					
Banners					
Barrier Jacket Banners					
Partnership Funding Selection Panel			\$206		
Partnership Funding Newsletter Inclusion			\$960		
<b>Operations Totals</b>		<b>\$6,000</b>	<b>\$1,166</b>	<b>\$4,834</b>	<b>\$0</b>
<b>Total Spend</b>		<b>\$565,000</b>	<b>\$6,166</b>	<b>\$233,134</b>	<b>\$325,700</b>

Approved Budget	\$565,000
Spent	\$6,166
Allocated (Not Yet Paid)	\$233,134
Remaining Budget	<u>\$325,700</u>





## MEMORANDUM

Date: January 26, 2021

TO: NLTRA Tourism Development Committee

FROM: Katie Biggers, NLTRA Sr. Event Specialist

RE: 20.21 Opportunistic Event Sponsorship Funds Allocations

---

### Action Requested:

The Tourism Development committee will hear proposals from one (1) event in January and four (4) events in February/March requesting event sponsorships from the remaining 20.21 FY opportunistic funds. There are currently \$325,700 unallocated in the approved event budget. This remaining amount is a combination of previously allocated event funding and opportunistic funds.

### Background:

#### JANUARY PRESENTATIONS

##### Pride Ride - "A Weekend Out & About at Homewood" - \$8,000 request

- Homewood requested \$5,000 during the 2021 Partnership Funding process and was awarded \$5,000.
- Along with a fun weekend of skiing, they are hosting a variety of mini-events both on and off the mountain including Live DJ & Dance Parties at the Big Blue View Bar, Slalom Drag Race, Ski Parade down Rainbow Ridge, Après drink specials lasting all-day at the 89 Bar & Grill and a VIP Cocktail Reception + Dinner at the West Shore Cafe.
- Their goal for hosting Pride Ride is to create a unique annual event within the Tahoe area. "Gay Ski Week" is seen around the country in other resort towns however it isn't something Tahoe currently hosts. They hope to continue to grow this year over year and increase community participation with additional activities to create a bigger draw.
- With the additional ask of \$8,000 from opportunistic funds they hope to hire a San Francisco promotor to run the event and help get other local businesses involved, creating a larger event schedule
  - Welcome reception
  - Dance Parties each evening
  - Extend event to Thursday – Sunday
  - Potential to add an outdoor concert
  - DJ's / Live Music
  - Partner with a spa, in the way of a "spa partner" who would offer discounts throughout the week end
  - Yoga partner to offer discounted yoga sessions
- If awarded the special event sponsorship funding, they would work with the promotor on targeted advertisement placements - <http://gay.dothebay.com/p/about>

## FEBRUARY/MARCH PRESENTATIONS

The following are potential applicants for opportunistic funds; the information below is subject to change

### Lake Tahoe Dance Festival - \$20,000 request

- The LTDF requested \$25,000 during the 2021 Partnership Funding process and were awarded \$5,000. In 2019 the event utilized a Bay Area marketing firm to implement a large scale, out of market advertising plan. Last year they were originally awarded \$10,000 opportunistic in addition to a \$10,000 Partnership Funding allocation.

### Halloweekends - \$10,000 request

- Homewood requested \$6,000 during the 2021 Partnership Funding process and was awarded \$5,000.
- The event hired an event production company to produce events at both Homewood and West Shore Café.
- For its second year (cancelled in 2020), this event will feature a bigger, more elaborate, version of the previous year's event.
- Since all of the Halloween decorations were purchased in 2019 they will be able to build upon what they already have, add to the chairlift "scenes" and also add on more kids games and activities at the base of the resort.
- The main draw will continue to be the spooky chairlift ride and haunted house.  
Hiring a designer (Forget me Knot Events) was a great decision for the event in 2019 and is something they will do for year two (2021). It allowed them to focus more on the marketing and other aspects of the event vs. the operations.
- Last year they were awarded an additional \$5,000 towards that from Opportunistic Funds.
- This year they are requesting \$10,000 in addition to the \$5,000 Partnership Funding allocation. Our Partnership Funding panel suggested a \$10,000 allocation out of opportunistic funds.

### High Sierra Archery - \$3,000 request

- The production company Team Whiskey requested \$8,000 during the 2021 Partnership Funding process and was awarded \$5,000. We mentioned that we would like to see a more elaborate Marketing Plan from them before granting them any additional marketing funds.
- This 3D Archery Event is a second-year event at Homewood Mountain Resort that will take place June 12-13, 2021. They successfully completed an event during the pandemic in 2020 with restrictions.
- This year the event will be run the same, like golf where participants will have certain "shoot times" (or "tee times")
  - All participant group sizes will be limited to 4-6 people
  - All targets will be 200-400 yards apart to ensure social distancing
- The producers are also in discussion with Squaw about hosting an event there (June 26-27, 2021)

### Northstar California/ EWS World Series - TBD

- We are in discussions with Northstar regarding a sponsorship for the 2020 EWS World Series Race being held at Northstar, scheduled for August 22-23, 2021
- In 2020 we committed \$20,000 for the Northstar Continental Series (a step below Enduro World Series), in 2019 we sponsored the World Series event at \$80,000.
- Opportunity to have destination video on EWS Northstar event page (2017 EWS website saw 3.6 million views)
- Participants: 600+ from all over the country/continent. 2019, we had representation from 20+ states and we expect that number to increase after last year's EWS. Spectators: 600 – 800.
- Average duration of stay for riders and teams is 5-6 nights and on average the event generates 3,000/4,500 bed nights per stop, not including spectators.

### Fiscal Impact:

\$63,000-\$113,000





**APPROVED**

# Event Brief



<b>Event Name:</b>	Pride Ride <i>"A weekend Out &amp; About at Homewood"</i>																							
<b>Prospective Date(s):</b>	Friday, March 26 - Sunday, March 28																							
<b>Location:</b>	Homewood Mountain Resort																							
<b>Time:</b>	7-10pm Friday, 9-5 Saturday, 9-4 Sunday																							
<b>COVID-19</b>	<p>Safety continues to our top priority at Homewood. As we get nearer to the event date and understand what mandates will be in place, we will include policies and procedures to fall within those restrictions.</p> <p>Homewood and West Shore already have procedures in place to ensure social distancing, reduce touchpoints and policies to sanitize and disinfect. We will continue to morph the activities we already have in place to fit the event and restrictions. For example: staggered start times for our Drag Race, modified meetups that include social distancing and singles chairlift rides, and outdoor dining that includes social distancing.</p>																							
<b>Goal(s) of Event:</b>	<ul style="list-style-type: none"> <li>○ Host an inclusive weekend focusing on celebrating the LGBTQA+ community.</li> <li>○ Offer activities, food + lodging packages to entice people to stay for the weekend. See increase skier visits, lessons, and F&amp;B revenue</li> <li>○ Drive TOT by utilizing lodging partners and packages</li> <li>○ Offer an unique event for the area – one that other resort towns in the country hold</li> <li>○ Host a signature event that is well positioned with our brand</li> <li>○ Drive revenue by selling event tickets and F&amp;B</li> </ul>																							
<b>Projected Attendance:</b>	<table border="1"> <thead> <tr> <th>PRIDE RIDE ATTENDANCE ESTIMATE</th> <th>2019 ATTENDANCE</th> <th>ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING</th> <th>ESTIMATED ATTENDANCE COUNT WITH FUNDING</th> </tr> </thead> <tbody> <tr> <td>Total Unique Attendees</td> <td>137</td> <td>600</td> <td>1,200</td> </tr> <tr> <td>Total Attendees</td> <td>150</td> <td>700</td> <td>1,350</td> </tr> <tr> <td>Total Participants</td> <td>80</td> <td>400</td> <td>750</td> </tr> <tr> <td>Total Spectators</td> <td>57</td> <td>200</td> <td>450</td> </tr> </tbody> </table> <p><b>2019 Recap</b></p> <ul style="list-style-type: none"> <li>• Event was added into the schedule last minute in 2019 (in the beginning of March)</li> <li>• 127 tickets sold at promotional price point – 100% were from out of market</li> <li>• 978 over budgeted skier count (not included in attendance above)</li> <li>• 50 Attendees for Rainbow Parade</li> <li>• 20 Drag Race</li> <li>• 10 Staff</li> </ul>				PRIDE RIDE ATTENDANCE ESTIMATE	2019 ATTENDANCE	ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	ESTIMATED ATTENDANCE COUNT WITH FUNDING	Total Unique Attendees	137	600	1,200	Total Attendees	150	700	1,350	Total Participants	80	400	750	Total Spectators	57	200	450
PRIDE RIDE ATTENDANCE ESTIMATE	2019 ATTENDANCE	ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	ESTIMATED ATTENDANCE COUNT WITH FUNDING																					
Total Unique Attendees	137	600	1,200																					
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Total Participants	80	400	750																					
Total Spectators	57	200	450																					
<b>Event Description:</b>	<i>"A Weekend Out &amp; About at Homewood"</i>																							





APPROVED

# Event Brief



	<p>We're thrilled to host our second annual "Pride Ride" at Homewood Mountain Resort! Along with a fun weekend of skiing, we're hosting a variety of mini-events both on and off the mountain including Live DJ &amp; Dance Parties at the Big Blue View Bar, Slalom Drag Race, Ski Parade down Rainbow Ridge, Après drink specials lasting all-day at the 89 Bar &amp; Grill and a VIP Cocktail Reception + Dinner at the West Shore Cafe.</p> <p><b>Raffle &amp; Awards</b> Our raffle will revolve around this weekend signature event, the Drag Race! Raffle tickets may be purchased inside the Big Blue View Bar, and the winners will be announced along with the Drag Race winner around 3:00 pm, or whenever the race concludes. Every participant who enters the Slalom Drag Race will be awarded one free ticket for participating. And the grand prize will include a 2021/22 Homewood Season Pass! Additional tickets can be purchased as follows: 1 for \$1, 8 for \$5, 15 for \$10. All proceeds from this raffle will benefit our friends at the <a href="#">Sacramento LGBT Community Center</a>. Visit their page to learn more about their organization.</p> <p><b>Lodging</b> Discounted lodging packages are available at <a href="#">Basecamp Tahoe City</a> and <a href="#">Basecamp South Lake Tahoe</a> Use the code BASECAMP to get 20% off your stay during Pride Ride.</p> <p><i>Pride Ride is in association with <a href="#">Sacramento LGBT Community Center</a>, <a href="#">Splash Video Dance Bar</a> in Reno Nevada, and <a href="#">Sudwerks Brewing</a>.</i></p>
<p><b>Ticket Structure/Event Price:</b></p>	<ul style="list-style-type: none"> <li>- Lift Ticket special - TBD</li> <li>- Drag Race = Free</li> <li>- Looking to connect the event to West Shore by hosting a Cocktail and Dinner party on Saturday night</li> <li>- VIP Package = Lift Ticket + Cocktail Party and Dinner</li> </ul>
<p><b>Event Schedule:</b></p>	<p><b>EVENT ITINERARY</b>  <b>Rainbow Ridge Pride Parade   Saturday at 12:00 pm, meet at the summit of Old Homewood Express.</b>  Join us for our 2<sup>nd</sup> annual Rainbow Parade! Appropriately placed on Rainbow Ridge, our signature 2-mile long beginner trail, this parade is set to stretch from peak to shore while showcasing everyone's colorful ensemble all the way down. Be sure to bring a flag and colorful attire, we'll be filming this celebration from above with a drone. Simply meet us at the summit of the mountain (on top of the Old Homewood Express chairlift) at 12:00 pm to join. Lost? <a href="#">View our trail map here.</a></p> <p><b>DJ Dance Parties   Saturday &amp; Sunday at the Big Blue View Bar from 12:00 – 3:00 pm</b>  You haven't been to a dance party until you've been to one on top of a mountain. Located at the <a href="#">Big Blue View Bar</a>, our mid-mountain yurt located near Madden Chair, one of our favorite DJ's will be spinning tracks outside along with drink specials and panoramic views of Big Blue. You can find this event taking off from 12-3pm on both Saturday &amp; Sunday.</p> <p><b>Slalom Drag Race   Saturday, from 1:00 – 3:00 pm starting at the Big Blue View Bar</b>  Who is the fastest drag queen of them all? We're ready to find out. From 1-3 pm on Saturday, we're hosting a free-to-enter race where we're asking for all participants to dress in their best drag ensemble. The top 3, to be chosen by the public, will be rewarded with a handful of prizes! The winner will be chosen based on a judging scale considering both race speed and drag attire by the discretion of the crowd. While this event is free to enter, we</p>



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# Event Brief



	<p>encouraging all participants to submit a free RSVP via the link below to help our team plan ahead for the event.</p> <p><b>Apres Ski Specials   All day, 89 Bar &amp; Grill (North Lodge base area)</b> Enjoy a full apres scene along with drink specials from at the base of the mountain through the <a href="#">89 Bar &amp; Grill</a>. On Saturday, <a href="#">Sudwerks</a> Brewery will be “taking over” our tap, pouring an assortment of their signature brews.</p> <p><b>Group Pride Ski   Saturday &amp; Sunday at 10:00 am, meet at the base of Madden</b> A casual ski-n-meet will gather and set off from the base of Madden Chair at 10:00 am on both Saturday and Sunday. Anyone is welcome to join!</p> <p><b>Saturday Night VIP Cocktail Reception and Dinner at the West Shore Café   Saturday 7pm   \$100</b> Enjoy appetizers and drinks as you mingle and enjoy the West Shore Café lakeside view. Dinner will be served family style and include a 5 course meal with wine pairings.</p>
<b>Layout</b>	<ul style="list-style-type: none"> <li>o The event will be held on the mountain and at the base of the resort and at West Shore Café.</li> </ul>
<b>Examples of Similar Events:</b>	<p>Aspen: <a href="#">Gay Ski Week</a> / <a href="#">Aspen Snowmass</a> Utah: <a href="#">Elevation</a> Stowe: <a href="#">Winter Rendezvous</a></p>

## Marketing Plan

### Target Customers

Our goal for hosting Pride Ride is to create a unique annual event within the Tahoe area. “Gay Ski Week” is seen around the country in other resort towns, however it isn’t something Tahoe currently hosts. We hope to continue to grow this year over year and increase community participation with additional activities to create a bigger draw.

Our target demographic is mainly people 20-40 years old in the LGBTQ+ community who currently live in the San Francisco, Sacramento, Roseville and Reno areas.

#### **Geographic**

The geographical region we’re targeting is the same as our usual audience: Bay Area, Sac, Roseville, and Reno.

#### **Behavioral**

Our target user likely skis more than once during a ski season, is a weekend warrior when it comes to skiing, likely has been to a dance club, maybe associated with an LGBTQ organization.

#### **Psychographic**

Active lifestyle, athletic, affluent, owns home, works Monday-Friday, likely has a significant other who would join.

#### **Demographic**

Majorly Caucasian, 18-35 years of age.

### SWOT Analysis

#### **Strengths**



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# Event Brief



There are no marquee "Gay Ski Week" events in Tahoe, but similar events in several other resort towns in the country. It provides the opportunity to get other community businesses involved.

### **Weaknesses**

Other similar events host a series of activities throughout the weekend and even during the week. With it being our second year, will our events have enough draw for people to travel?

### **Opportunities**

There is a big opportunity for this event in Tahoe and to grow it past Homewood and get the community involved. We could also bring in a bigger promotor, such as Elevation, to help grow the event.

### **Threats**

Weather is a potential threat along with other similar competition type events in the area. COVID could also be a threat, depending on restrictions, but we will put policies and procedures in place based on guidance from local and government officials.

### **Offers & Promotions**

#### **Promotions**

- Drink specials at North Lodge all weekend
- Lift Ticket / Lesson Specials – TBD
- VIP Cocktail Reception and Dinner

### **Marketing Materials**

#### **Marketing Materials**

We will create a logo and poster for the event that will feature sponsors, and featured festivities.

### **Marketing Strategy**

#### **Overview**

Our marketing plan reflects the strategies that have proven effective for our resort in the past, which is a traditional and digital mix. On the digital front, we have a handful of Facebook, Instagram and AdWords Campaigns utilizing a/b testing through messaging, targeted demographics and execution timeline. This typically represents a large portion of our budget. A portion is also used for print and digital ads in local publications, such as Tahoe Quarterly, Tahoe Tribune and Tahoe Weekly. Further tangible advertising costs would be for a banner to hang in Tahoe City thanks to the Tahoe City Public Utility District. Flyers are also distributed within a 15mile radius at key locations

#### **Free / Internal Advertising**

By continuing to utilize local partnerships and free event listings we will continue to keep the event low budget and focus on bringing in the local community. This will be accomplished with the following:

Flyers printed and distributed throughout community

- Media Generation at the event
- 3-4 Reminder E-Blasts
- Press Release
- 3<sup>rd</sup> Party Listing Sites
- North Lake Tahoe Chamber
- LGBTQ Organizations and Groups online, FB





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# Event Brief



- Local Paper Websites: Moonshine, Tahoe Weekly, Sierra Sun

### Social Media

Our social media marketing structure will be focused on promotion and awareness. Including the following:

- Creating a Facebook event and tagging all vendors
- Adding social media mentions of the event to our social media calendar
- Mentioning the event on all three properties pages
- Push through resort ambassador base

### Guerrilla/Other Marketing

- Make a list of all LGBTQ+ organizations in the area and send them emails / flyers
- Post on Tahoe Truckee People
- 3<sup>rd</sup> party website listings
- TV station interviews?
- Real estate list email

### Marketing Plan A: No additional funding

#### **Budgeted In-Market Advertising: \$650**

- Adwords: \$200
- Banner: \$50
- Facebook / Instagram: \$200
- 101.5/KRLT: \$200

#### **Budgeted Out-Of-Market Advertising: \$600**

- Adwords: \$200
- Facebook / Instagram: \$300
- Radio: \$100

### Marketing Plan B: Additional funding

#### **Budgeted In-Market Advertising: \$1,250**

- Adwords: \$300
- Banner: \$50
- Print: \$400
- Facebook / Instagram: \$400
- 101.5/KRLT: \$100

#### **Out-of-Market Advertising: **Requesting \$5,000 (Special Event Partnership Funding)****

- Google: \$1,000
- Facebook / Instagram: \$1,000
- Radio Advertising: \$1,000
- Work with advertiser like Gay Market News to place other targeted digital advertising: \$2,000

#### **Operational Funding: **\$8,000 (Special Event Sponsorship)****

Requested operational funding would be allocated to the following:



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# Event Brief



- Hire a San Francisco promotor to run the event and help get other local businesses involved, create a larger event schedule
  - Welcome reception
  - Dance Parties each evening
  - Extend event to Thursday – Sunday
  - Potential to add an outdoor concert
  - DJ's / Live Music
  - Partner with a spa, in the way of a "spa partner" who would offer discounts throughout the weekend
  - Yoga partner to offer discounted yoga sessions
- If awarded the special event sponsorship funding we would work with the promotor on targeted advertisement placement
- <http://gay.dothebay.com/p/about>

### Partnerships

Aim to find additional LGBTQ partners to partner within co-hosting this event.

Top Potential partners:

- <https://tahoesafealliance.org/help-us/host-an-event> - local, has lgbtq portion of website
- <https://ourcenterreno.org/events/national-coming-out-day/> - Out Center Reno
- <https://saccenter.org/> - Sacramento LGBT Community Center
- <http://www.sfcenter.org/> - San Fransisco LGBTQ Community Center

### Lodging

The plan is to collaborate with nearby lodging to further promote the event, while earning unique impressions and awareness. By promoting discounted nearby lodging, our goal is to entice visitation for this event and drive TOT. We'd first communicate this effort to West Shore current lodging partners, and approach others in Tahoe City, Kings Beach, Squaw, Truckee, etc.

In addition, Homewood Mountain Resort can provide a large amount of unique impressions for these lodging partners, by listing their logo and the promotion within our various communications.

If 25% of our unique spectators stay overnight in local accommodation for at least one night, that would give us the below numbers to account for referred lodging

PRIDE RIDE ATTENDANCE ESTIMATE	2019 ATTENDANCE	ESTIMATED ATTENDANCE COUNT WITHOUT FUNDING	ESTIMATED ATTENDANCE COUNT WITH FUNDING
Total Unique Attendees	137	600	1,200
Total Attendees	150	700	1,350
Total Participants	80	400	750
Total Spectators	57	200	450
Beds	54	240	480
Room Nights	22	120	240

\*Based on 40% of unique attendees staying 1 night.



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# Event Brief



2 people per room

### Lodging Partnership Details and Surveying Strategies:

- **Room Discounts:** If we move forward with room discounts, we can advertise that event participants and/or spectators get 5% off (for example) their lodging price when they mention they're visiting for the event.
- **Survey Participates and Guests:** Request information about where spectators and participants are staying the day-of the events. On-site surveys.
- **Post Event Reporting:** Post event reporting from lodging partners. Have them tally these numbers as well.

### Potential lodging sponsors:

West Shore Café, Granlibakken, Cedar Crest, Tahoma Cottages, Squaw Creek, Tahoe Getaways, Tahoe Lux, Basecamp and others. If granted the funding we would want to include as many community partners as possible.

## Sponsorship Amenities

### Logo Inclusion

There are several avenues for NLTRA's logo to be included as a sponsor of the event via digital or print including:

- Event Specific Webpage: Visits per year 337k
- Homewood eBlasts Regarding the Event: List Size 23k
- Inclusion on printed event posters
- Inclusion on event banners when applicable
- Promotional event video / video content
- Including "In Partnership with North Lake Tahoe" in any radio / TV advertising (when space allows)
- Social media tagging and promotion of NLTRA when talking about the event

## Press

### Press Plan

A press release would be drafted and sent closer to the event date and target all major news outlets and journalists within the Lake Tahoe, Reno, Sacramento, San Francisco and other applicable areas. In addition, we would create a list of press to invite to the event at no cost.

## Photo / Video Highlights

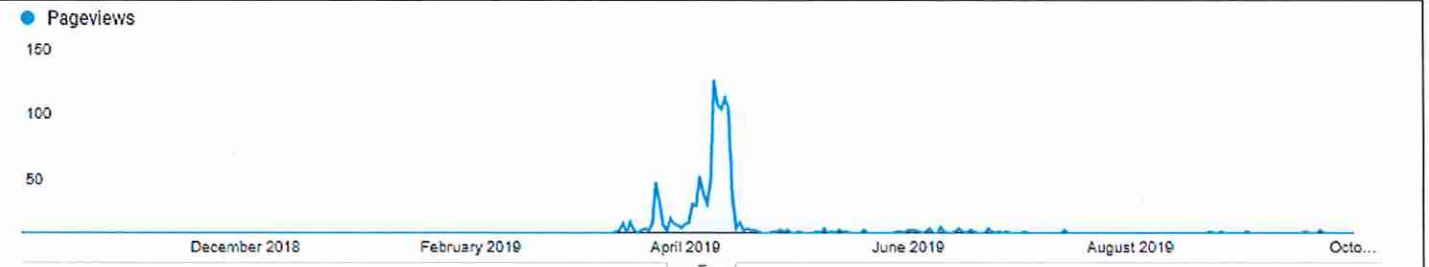
We captured a lot of great content from the event in 2019, including the drag race and rainbow parade. [Which can be found on google drive here.](#)

## Additional Demographic Information



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# Event Brief



Primary Dimension: Page Other

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /event/pride-ride/	946 % of Total: 0.06% (1,544,407)	830 % of Total: 0.06% (1,281,119)	00:02:36 Avg for View: 00:01:21 (91.41%)	568 % of Total: 0.10% (574,016)	79.51% Avg for View: 40.41% (96.76%)	71.56% Avg for View: 37.17% (92.55%)	\$0.00 % of Total: 0.00% (\$26.21)
	946(100.00%)	830(100.00%)	00:02:36	568(100.00%)	79.51%	71.56%	\$0.00 (0.00%)

Page	Affinity Category (reach)	Pageviews
		7,270 % of Total: 0.47% (1,544,407)
1. /event/pride-ride/	Shoppers/Value Shoppers	254 (3.49%)
2. /event/pride-ride/	Sports & Fitness/Health & Fitness Buffs	231 (3.18%)
3. /event/pride-ride/	Banking & Finance/Avid Investors	228 (3.14%)
4. /event/pride-ride/	Travel/Travel Buffs	228 (3.14%)
5. /event/pride-ride/	Lifestyles & Hobbies/Outdoor Enthusiasts	224 (3.08%)
6. /event/pride-ride/	Lifestyles & Hobbies/Art & Theater Aficionados	214 (2.94%)
7. /event/pride-ride/	Lifestyles & Hobbies/Business Professionals	214 (2.94%)
8. /event/pride-ride/	Lifestyles & Hobbies/Green Living Enthusiasts	192 (2.64%)
9. /event/pride-ride/	Media & Entertainment/Music Lovers	192 (2.64%)
10. /event/pride-ride/	Media & Entertainment/Movie Lovers	183 (2.52%)





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# Event Brief



Page ?		City ?	Pageviews ?
			<b>1,020</b> % of Total: 0.07% (1,544,407)
1.	<a href="/event/pride-ride/">/event/pride-ride/</a>	Sacramento	<b>136</b> (13.33%)
2.	<a href="/event/pride-ride/">/event/pride-ride/</a>	San Francisco	<b>133</b> (13.04%)
3.	<a href="/event/pride-ride/">/event/pride-ride/</a>	Truckee	<b>57</b> (5.59%)
4.	<a href="/event/pride-ride/">/event/pride-ride/</a>	Reno	<b>44</b> (4.31%)
5.	<a href="/event/pride-ride/">/event/pride-ride/</a>	Tahoe City	<b>30</b> (2.94%)
6.	<a href="/event/pride-ride/">/event/pride-ride/</a>	Homewood	<b>25</b> (2.45%)
7.	<a href="/event/pride-ride/">/event/pride-ride/</a>	Incline Village	<b>25</b> (2.45%)
8.	<a href="/event/pride-ride/">/event/pride-ride/</a>	(not set)	<b>24</b> (2.35%)
9.	<a href="/event/pride-ride/">/event/pride-ride/</a>	San Jose	<b>18</b> (1.76%)
10.	<a href="/event/pride-ride/">/event/pride-ride/</a>	Sparks	<b>18</b> (1.76%)
11.	<a href="/event/pride-ride/">/event/pride-ride/</a>	South Lake Tahoe	<b>17</b> (1.67%)
12.	<a href="/event/pride-ride/">/event/pride-ride/</a>	Folsom	<b>13</b> (1.27%)
13.	<a href="/event/pride-ride/">/event/pride-ride/</a>	Elk Grove	<b>10</b> (0.98%)
14.	<a href="/event/pride-ride/">/event/pride-ride/</a>	Kings Beach	<b>9</b> (0.88%)
15.	<a href="/event/pride-ride/">/event/pride-ride/</a>	Oakland	<b>9</b> (0.88%)

Page ?		Age ?	Pageviews ?
			<b>319</b> % of Total: 0.02% (1,544,407)
1.	<a href="/event/pride-ride/">/event/pride-ride/</a>	25-34	<b>124</b> (38.87%)
2.	<a href="/event/pride-ride/">/event/pride-ride/</a>	35-44	<b>82</b> (25.71%)
3.	<a href="/event/pride-ride/">/event/pride-ride/</a>	45-54	<b>56</b> (17.55%)
4.	<a href="/event/pride-ride/">/event/pride-ride/</a>	55-64	<b>41</b> (12.85%)
5.	<a href="/event/pride-ride/">/event/pride-ride/</a>	65+	<b>16</b> (5.02%)



# Event Budget for Pride Ride Weekend

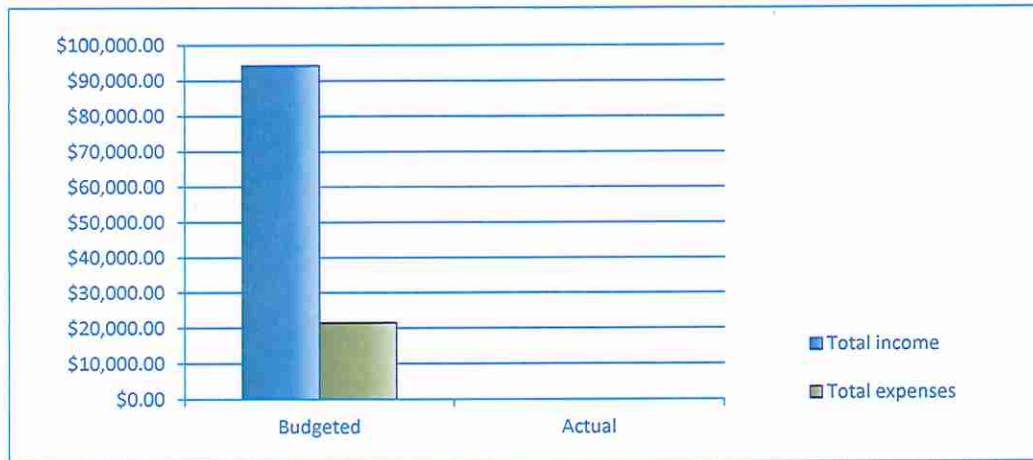
> Income

		Budgeted	Actual
<b>Total Income</b>		<b>\$94,350.00</b>	<b>\$0.00</b>
<b>Tickets</b>			
Budgeted	Actual	Budgeted	Actual
450	Spectators \$60.00	\$27,000.00	\$0.00
650	Pre purchased tickets \$79.00	\$51,350.00	\$0.00
100	Adult Lessons \$79.00	\$7,900.00	\$0.00
	Private Lessons	\$0.00	\$0.00
		<b>\$78,350.00</b>	<b>\$0.00</b>
<b>Exhibitors/vendors</b>			
Budgeted	Actual	Budgeted	Actual
	Large booths @	\$0.00	\$0.00
	Med. booths @	\$0.00	\$0.00
	Small booths @	\$0.00	\$0.00
		<b>\$0.00</b>	<b>\$0.00</b>
<b>Food and Beverage</b>			
Budgeted	Actual	Budgeted	Actual
80	WSC Welcome Reception \$100.00	\$8,000.00	\$0.00
80	WSC Cocktail Party and Dinner \$100.00	\$8,000.00	\$0.00
		\$0.00	\$0.00
		<b>\$16,000.00</b>	<b>\$0.00</b>
<b>Raffle</b>			
Budgeted	Actual	Budgeted	Actual
		\$0.00	\$0.00
	Other	\$0.00	\$0.00
	Other	\$0.00	\$0.00
		<b>\$0.00</b>	<b>\$0.00</b>

# Event Budget for Pride Ride Weekend

## > Profit - Loss Summary

	Budgeted	Actual
Total income	\$94,350.00	\$0.00
Total expenses	\$21,597.20	\$0.00
<b>Total profit (or loss)</b>	<b>\$72,752.80</b>	<b>\$0.00</b>
Giveaway / Sponsorship Profit (or loss)	-\$1,100.00	\$0.00
Total profit (or loss) w/ Giveaway Sponsorship	\$71,652.80	\$0.00



### Sponsorship Income

	Budgeted	Actual	Budgeted	Actual
Other			\$0.00	\$0.00
Other			\$0.00	\$0.00
Other			\$0.00	\$0.00
			<b>\$0.00</b>	<b>\$0.00</b>

### Giveaways Expense

	Budgeted	Actual	Budgeted	Actual
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## 2021 Special Event Partnership Funding Application

*Note: Refer to the "2021 Special Event Partnership Funding: Application Explanations" document for details and tips about the application.*

### Section 1: Contact Information

Special Event Name: Pride Ride "A weekend Out & About at Homewood"

Event Date: Friday, March 26 - Sunday, March 28, 2021

Event Host Organization: Homewood Mountain Resort

What other events have been produced by event promoter or host organization?

Craft Beer & Food Truck Festival (3x), Passholder Parties (throughout winter season) , 250+ person weddings (regularly), etc.

Event Mailing Address: PO Box 165 Homewood, CA 96141

Event Office Phone: 530-584-6839

Event Director or Producer: Lisa Nigon

Title: Marketing Director

Email: [lnigon@skihomewood.com](mailto:lnigon@skihomewood.com)

Phone: 530-584-6839

Person Completing Application:

Title: Marketing Director

Email: [lnigon@skihomewood.com](mailto:lnigon@skihomewood.com)

Phone: 530-584-6839

Event Website URL: <https://www.skihomewood.com/event/pride-ride/>

Unique Visitors in Past 12 Months: Unique Pageviews 937

Facebook Page URL: <https://www.facebook.com/HomewoodMountainResort/>

Number of Facebook "Likes": 18k Followers on Homewood's Page

Instagram Handle: @skihomewood

Number of Instagram Followers: 12.6k

Twitter Handle: @skihomewood

Number of Twitter Followers: 8,327

## Section 2: Event Overview

- Q2.1 Where will event take place? North Lodge, Homewood Mountain Resort. 5145 West Lake. Blvd.
- Q2.2 Will this be an annual event in the North Lake Tahoe region?
- Yes
- No (If "no", explain why)
- Q2.3 Including 2020, how many years has the event occurred in the North Lake Tahoe region? This will be the 2nd year.
- Q2.4 Can spectators (general public) attend event?
- Yes
- No
- Q2.5 Will there be a charge for spectators (general public) to attend the event?
- Yes (If "yes", provide ticket information: quantity, cost, etc.) Yes, guests will need to pay for lift tickets or other activ
- No

## Section 3: Financial

- Q3.1 What is the dollar amount of Funding being requested? \$5,000 for Special Event Partnership Funding | \$8,000 Special I
- Q3.2 Summarize how Funding will be utilized? (Recap the marketing/promotional efforts that could be implemented with a funding award that otherwise would not be possible.) Special Event Partnership funding would allow us to increa:
- Q3.3 If Partnership Funding is not awarded, will the event still take place?
- Yes
- No (If "no", explain why)
- Q3.4 If event does not receive Partnership Funding, or does not receive the full requested amount, summarize the effect to specific programs or promotional strategies. The marketing plan would be focused on targeting in-market audie
- Q3.5 Will event solicit additional sponsors, either cash or in-kind?
- Yes
- No (If "no", explain why)

## Section 4: Marketing, Advertising, Public Relations

- Q4.1 2021 In-Market Paid Advertising Budget: \$1,250 with funding | \$650 w/ out funding
- Q4.2 2021 Out-of-Market Paid Advertising Budget: \$5,000 with funding | \$600 w/ out funding
- Q4.3 Optional: 2020 Out-of-Marketing Public Relations Equivalency: NA

## Section 5: Broadcast Opportunities (TV or Webcast)

Q5.1 Does the event have media partners, either local and/or out-of-market?

- Yes (Identify partners – indicate whether the primary audience is in-market or out-of-market)  
We hope to again partner with Sacramento LGBT Community Center and reat  
 No

Q5.2 Will your event air on network TV, cable TV or Webcast as a scheduled broadcast?

- Yes (Continue to Q5.3)  
 No (Skip to Section 6)

Q5.3 What is the broadcast coverage?

- Local  
 Regional (Identify cities or DMAs)  
 National  
 International

Q5.4 Provide details about the applicable broadcast coverage and anticipated air dates.

- Network or Cable TV
  - Broadcast Affiliates:
  - Air Dates:
  - Program Length:
- Webcast
  - Provider:
  - Air Dates:
  - Program Length:
- Remarks, if any:

Q5.5 Are household ratings or viewership numbers available from the previous year's broadcast?

- Yes (Provide details)  
 No

Q5.6 Can the NLTRA receive complementary commercial time during the broadcast as a sponsorship amenity?

- Yes  
 No

Q5.7 Can the NLTRA receive promotional exposure (interviews, vignettes, etc.) during the broadcast?

- Yes  
 No

Q5.8 If complementary commercial time and/or promotional exposure is available to the NLTRA, summarize opportunities.

## Section 6: Lodging Partnerships

Q6.1 Identify the event's Placer County lodging partners in 2020.  
In 2019 Basecamp

Q6.2 Identify the event’s anticipated Placer County lodging partners for 2021. List type of partnership if one has already been established.

Basecamp, Peppertree, Tahoe Luxury Properties, Tahoma Cottages - and will try to add Granlibakken, Cedar Crest Cott

## Section 7: Attendance

Q7.1 2020 Spectator/Fan Attendance (or 2019 if canceled due to COVID-19) Specify:

- Unique Individuals: 137 - all numbers for 2019
- Overall Event Attendance: 150

Q7.2 2020 Participants in Attendance: 80

Q7.3 Explain how 2020 attendance (Q7.1 and Q7.2) was calculated. Please refer to the event recap.

Q7.4 Spectators/Fans: Based on the 2020 spectator/fan attendance figures (Q7.1), what percentage was from out-of-market? (Explain how percentage is calculated) 80% Please refer to event brief - website statistics and ticket sales

Q7.5 Participants: Based on the 2020 participants attendance figures (Q7.2), what percentage was from out-of-market? (Explain how percentage is calculated) 70% Please refer to event brief - website statistics and ticket sales

Q7.6 2021 Projected Spectator/Fan Attendance:

- Unique Individuals: 600 w/out Funding | 1,200 w/ Funding
- Overall Event Attendance: 700 w/out Funding | 1,350 w/ Funding

Q7.7 2021 Projected Participants: 400 w/out Funding | 750 w/ Funding

Q7.8 Explain how 2020 attendance (Q7.6 and Q7.7) was calculated.  
See detail in event brief.

## Section 8: Room Nights

Q8.1 2020 Placer County Room Nights

- Paid Room Nights: Do not have confirmed data.
- Complimentary Room Nights: NA

Q8.2 Explain how 2020 room nights were calculated.

Q8.3 Which Placer County lodging properties feasibly received room nights as a result of the event? Vacation Rentals / Tahoe

Q8.4 2021 Placer County Room Nights

- Projected Paid Room Nights: 120 w/out Funding | 240 w/ Funding
- Projected Complimentary Room Nights: NA

Q8.5 Explain how 2021 room nights were calculated.

\*Based on 40% of unique attendees staying 1 night. 2 people per room. See event brief.

## Section 9: Event Staff & Board of Directors

Q9.1 Is event produced by a paid staff or volunteer committee?



Paid Staff



Volunteer Committee

- Q9.2 Provide the names and positions of the events key staff/volunteers. Homewood Marketing Department, Mountain Ops, C
- Q9.3 Provide the names of events Board of Directors, if applicable.

## Section 10: Sponsors

- Q10.1 Identify the top 5 sponsors of the 2020 event. Sacramento LGBT Community Center, Sudwerks Brewing, Splash Video I
- Q10.2 Identify the top 5 sponsors that the event will target for 2021.  
Sacramento LGBT Community Center, Sudwerks Brewing, Splash Video Dance Bar in Reno, Basecamp, Other Lodging

## Section 11: Acknowledgements & Electronic Signature

- Q11.1 I am authorized to represent the event; information provided in application and supporting documents is truthful.
- Yes
- No (If "no", explain why)
- Q11.2 Event will be held annually in the North Lake Tahoe region and is not contingent upon receipt of funding to occur.
- Yes
- No (If "no", explain why)
- Q11.3 If Partnership Funding is awarded, partnerships will be secured with at least one Placer County lodging property.
- Yes
- No (If "no", explain why)
- Q11.4 Event will collaborate with the NLTRA (if requested) to collect survey information, or share existing information if event conducts their own survey.
- Yes
- No (If "no", explain why)
- Q11.5 If Partnership Funding is awarded, funds will only be utilized for event promotion and marketing.
- Yes
- No (If "no", explain why)
- Q11.6 If Partnership Funding is awarded, event will include the NLTRA logo and link on their website and in applicable advertising materials.
- Yes
- No (If "no", explain why)
- Q11.7 If Partnership Funding is awarded, event will issue a Liability Policy (\$1M per occurrence/\$2M aggregate), as well as name the NLTRA as an additional insured.
- Yes
- No (If "no", explain why)

Type your name and date, which denotes your signature as an authorized representative of the event.

Name: Lisa Nigon

Date: 10/4/2020

## Required Supplemental Documents

Document #1: Event Overview

- Yes, will submit
- No, will not submit

Document #2: 2020 Profit & Loss Statement

- Yes, will submit
- No, will not submit

Document #3: 2021 Event Budget

- Yes, will submit
- No, will not submit

Document #4: Marketing/Promotional Plans – Part A: Marketing Plan Without Receipt of Funding, Part B:

Marketing/Promotional Initiatives to be implemented with Receipt of Funding

- Yes, will submit
- No, will not submit

Document #5: Potential Sponsorship Amenities to NLTRA

- Yes, will submit
- No, will not submit

Document #6: OPTIONAL PR Equivalency for Out-of-Market

- Yes, will submit
- No, will not submit





## MEMORANDUM

Date: January 26, 2021  
TO: NLTRA Tourism Development Committee  
FROM: Katie Biggers, Sr. Event Specialist  
RE: 2021 Broken Arrow Skyrace Sponsorship Contract

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### Action Requested:

Review and possible approval of an agreement with Alpenglow Mountain Racing, LLC to sponsor the 2021 Broken Arrow Skyrace taking place at Squaw Valley, June 18-20, 2021 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 2021 (postponed in 2020) and the NLTRA has been a sponsor since it's inception. 1,350 Race entries were rolled over from 2020 participants, and 400 racers are on a wait list. The race is again part of the World Mountain Running Series and the Golden Trail Series.

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

### Fiscal Impact:

\$20,000 - \$30,000

Staff allocated \$25,000 in the 20.21 Special Event Budget.



north lake tahoe

Chamber | CVB | Resort Association

## 2021 Broken Arrow Skyrace Contract Summary

### Duration & Timing

- 1-Year Contract
- Event Date: June 18-20, 2021
- Location: Squaw Valley

### Cash Sponsorship

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

### Sponsorship History

- 2020: \$25,000 (All of which was returned)
- 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: 4,709 Broken Arrow Skyrace followers/9,507 Alpenglow Sports followers
    - Instagram: 5,230 Broken Arrow Skyrace followers/5,255 Alpenglow Sports followers
    - Twitter: 698 Broken Arrow Skyrace followers/1,167 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
- Added a kids race, had over 200 racers
- Added an 11k, shorter distance to add a less extreme race
- 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 Trailsin 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 Alpengl Mountain Racing LLC (“Producer”), and the NORTH LAKE TAHOE RESORT ASSOCIATION, INC., a California nonprofit corporation (“Sponsor”) on January 26, 2021.

1. Event. Alpengl Mountain Racing LLC, is the organizer, owner and operator of “Broken Arrow SkyRace” which will take place on June 18-20, 2021 at Squaw Valley, Placer County, California (the “Event”). Sponsor desires to obtain, and Alpengl 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/hash tags shall be included in all Event collateral, posters, websites, social media, videos, on-site signage, etc. where applicable. Sponsor is to be mentioned as a sponsor of the event wherever possible with links to GoTahoeNorth.
  - b) 50+ mentions over all social media outlets to highlight sponsorship (FB, Twitter, Instagram) during the 6 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) NLT will have a presence within Vendor Village during the 3-day event expo in The Village at Squaw Valley.
  - e) List 2021 Broken Arrow Skyrace on the event calendar on the NLTRA website ([www.GoTahoeNorth.com](http://www.GoTahoeNorth.com)).
  - f) Dedicated email to non-Western US states and international registrants with NLTRA desired messaging.
  - g) Alpengl 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.
  - h) Alpengl Mountain Racing LLC will provide Sponsor with images and video for use in promoting both the event and the region.
  - i) Sponsor shall receive five (5) race entries (any distance) which can be used for giveaways and/or staff.
  - j) Alpengl Mountain Racing LLC will conduct a post-event survey including the NLTRA specific questions and include results in the post-event report.
  - k) Prior to the Event, Alpengl 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. Alpengl 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.
  - l) Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event due to an act of God, natural disaster, inclement weather, catastrophe, pandemic, disease, accident, or fire immediately upon such cancellation or postponement, Alpengl Mountain Racing LLC shall return to Sponsor all the sponsorship funding which has not been spent by Alpengl Mountain Racing LLC. Upon cancellation or postponement, Sponsor’s obligations to Alpengl 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. Economic Impact Assessment. Alpenglow Mountain Racing LLC and Sponsor shall work together to share available information and data to develop and economic impact analysis of the Event.

5. 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.

6. 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 hash tags, 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.

7. 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.

8. 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.

9. 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.

10. 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.

11. 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.**

By: \_\_\_\_\_

Name: Jeffrey Hentz

Title: CEO North Lake Tahoe Resort Assoc.

Date: \_\_\_\_\_

**ALPENGLow MOUNTAIN RACING, LLC**

By: \_\_\_\_\_

Name: Brendan Madigan

Title: Owner/Founder Alpenglow Mountain Racing LLC

Date: \_\_\_\_\_