

NLTRA Mission

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

Chair: Carlyne Fajkos, Tahome Marketing | **Vice Chair: Becky Moore**, Granite Peak Management

Adam Wilson, Northstar California | **Brit Crezee**, Sotheby's International Realty

Caroline Craffey, Tahoe Truckee Community Foundation | **Christine Horvath**, Palisades Tahoe | **Connor McCarthy**, Homewood Ski Resort

Kressa Olguin, Hyatt Regency | **Kristy Olk**, Resort at Squaw Creek | **Melissa Burin**, The Ritz-Carlton

Ray Villaman, Tahoe Restaurant Group | **Vinton Hawkins**, MJD Capital Partners/The Boatworks at Lake Tahoe |

Wendy Hummer, EXL Media

Advisory Board Member: **Stephanie Holloway**

Join Zoom Meeting

<https://us02web.zoom.us/j/89829338624?pwd=dE1oZUEra0RXenFmbHRKTWJyaEw2dz09>

Meeting ID: 898 2933 8624

Passcode: 645800

Dial by your location

+1 669 900 9128 US (San Jose)

AGENDA

- 2:00 p.m.**
1. Call to Order – Establish Quorum
 2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
- 2:05 p.m.**
3. **Agenda Amendments and Approval**
- 2:05 p.m.**
4. **Approval of Tourism Development Meeting Minutes from Jan 25, 2022** **Page 1**
- 2:10 p.m.**
5. **Introduction of new CEO**
- 2:15 p.m.**
6. **Introduction of new committee members**
- 2:20 p.m.**
7. **Event Sponsorship Action Items: Page 4**
 - a) **Adventure Van Expo Sponsorship Agreement for 2022** **Page 6**
 - b) **High Sierra Archery Sponsorship Agreement for 2022** **Page 8**
 - c) **Tahoe Cup Paddleseries Sponsorship Agreement for 2022** **Page 14**
 - d) **Tahoe 100 Mountain Bike Race Sponsorship Agreement for 2022** **Page 30**

- 3:50 p.m.** 8. 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
 - Marketing - Augustine Agency
 - Reno Tahoe Airport Reports
9. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report
- 3:55 p.m.** 10. Committee Member Comments
- 4:00 p.m.** 11. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

Tourism Development Meeting Draft - Meeting Minutes – Tuesday January 25, 2022

The Tourism Development Meeting was held via Zoom video conferencing.

Committee Members that joined via teleconference: Brit Creeze, Christine Horvath, Carlynn Fajkos, Vinton Hawkins, Becky Moore, Ray Villaman

Staff in attendance: Amber Burke, Katie Biggers,

Others in attendance: Lindsay Moore, Claire Marcus, Yulianna Cisneros, Caroline Ross, Christin Hanna

1. Meeting called to order at 2:02 pm and a quorum was established.
2. Public Comment: None
3. **Agenda Amendments and Approval**
Motion to approve the agenda as presented HORVATH/VILLAMAN/UNANIMOUS
4. **Approval of meeting minutes from Nov 23, 2021**
Motion to approve the meeting minutes from Nov 23, 2021 VILLAMAN/HAWKINS/UNANIMOUS
5. Election of Chair/Vice Chair
Burke questioned if there were any nominations for Chair/Vice Chair for 2022. No one stepped forward to volunteer, and Fajkos and Moore graciously offered to continue in their role as Chair/Vice Chair for the remainder of 2022.
Motion to elect current Chair, Fajkos and Vice Chair, Moore for 2022 VILLAMAN/HORVATH/UNANIMOUS
6. Recommendation of new Tourism Development Committee Members
The application process for the new Tourism Development Committee members were open for a little over a month, and 7 applications were submitted. There are currently 4 seats available on the committee. Burke asked that the committee recommend 4 applicants today and gave a brief overview of the applicant's current titles and background. The committee members had a discussion on who could be of additional support to the current committee member structure, considering their background. The following applicants were recommended Adam Wilson, Carline Craffey, Kristy Olk and Connor McCarthy.
Motion to nominate Adam Wilson, Caroline Craffey, Kristy Olk and Connor McCarthy as new Tourism Development Committee members for Board approval VILLAMAN/MOORE/UNANIMOUS
7. **Spring Media Recommendation & Discussion**
Burke shared a quick overview of the NLTRA's mission and the 5 stewardship principles. It's important this is aligned with our strategies. She shared examples of how these principles are being supported.
 - Elevate the experience of Lake Tahoe for all – Increase visitation and in-marketing spending during spring season, promote the NLT Know Before You Go Guide
 - Honor our region's history and local culture – Winter Olympics themed pitching and WinterWonderGrass social media contest
 - Ensure that our natural resources are cared for by visitors and residents – Promote Traveler Responsibility Pledge, Sustainability messaging (TART Connect, Backcountry Safety, Sledequitte), Pitching eco-friendly adventures
 - Engage our partners in collaboration toward common outcomes – Spring Expedia campaign opportunity.

- Create opportunities that support a balance for business owners, workers, and residents. Increase length of stay and mid-week visitation. Work from Nature messaging, Target national high value visitors, lead generation campaign with Meetings Today targeting planners to drive MCC leads. Increase in-market spending and support local businesses – North Lake Tahoe Gift Card promotion.

The Augustine team shared their presentation. (Click here to [view](#) the presentation starting on page 25.)

Comments:

- Horvath recommended having the Arrivalist team come do a presentation to gain more insights out of their data.

Motion to approve the direction for the Spring Media Plan FAJKOS/MOORE/UNANIMOUS

Action to staff (Amber): Coordinate with the Arrivalist team for future presentation.

8. Spartan and Gravel Event Update

Biggers gave a brief update that the Spartan event is moving forward but the Gravel World Championships has been postponed until 2023 due to Omicron concerns. The base sponsorship for Spartan is \$125K and the dates are Sept 23-26. Biggers gave the committee an update on remaining budget and explained there is now more funding available.

9. Event Sponsorship Action Items:

a) Lake Tahoe Dance Festival

Lake Tahoe Dance Festival is the only presenter and producer of a professional dance production in North Lake Tahoe. In 2021, LTDF received \$5,000 from Partnership Funding and an additional \$20,000 in NLTRA Event Sponsorship last year, which enabled them to re-hire a PR firm and social media manager specializing performing arts events on a national level. Additionally, they grew partnerships with lodging entities for the event which resulted in an overwhelming positive response from audiences traveling to the area. Of survey respondents, 75% stayed three nights or more in North Lake Tahoe, 96% of which stating they'd return to Tahoe. The Net Promoter Score of 87, far above industry standard. This year partnership funding panel awarded them \$2,500 and recommended \$5,000 out of Opportunistic funds. Her request was \$30,000 and she is now requesting an additional \$27,500.

Comments:

- Is the additional ask being spent on marketing? Christin Hannah shared the additional money is being spent on marketing.
- Horvath questioned since some of her events sells out, do they offer more programming? Christin explained they are looking at the bandwidth to increase the number of days.
- When do you start marketing for this event? Spring? Summer? Christin Hannah is hoping to start marketing mid to late February for her festival.
- The committee member like that this event fulfills our cultural pillar, along with being unique and diverse.
- One member questioned if she collaborates with Arts for The Schools. Burke shared she doesn't know but will ask. There may be opportunities to split cost for high level performing artist.
- One member suggested utilizing the stage that is used for the Lake Tahoe Shakespeare Festival that is right on the lake. Burke reminded the committee members that is during the same time period.
- It was suggested that she needs to add days to expand the event.

Motion to approve additional \$15,000 in funding for the Lake Tahoe Dance Festival Sponsorship MOORE/HAWKINS/UNANIMOUS

b) Made in Tahoe

Caroline Ross did a quick overview of the Squaw Village Neighborhood Company soon to become Palisades Neighborhood Company. They produce a significant number of events that take place in the village. They are seeking assistance for some of their shoulder season events. The Made in Tahoe Festival normally held during Memorial Day Weekend was cancelled so this was the first annual for the fall event held during Columbus Day weekend. The event was very successful. They are looking for a bi-annual event moving forward. The total request is for \$25,000 for both events. A \$5,000 grant was

received for Partnership Funding bringing this to a total of \$30,000 for both events. It draws 5,000 people daily and produces great revenue for the businesses in the village.

Comments:

- o Ray Villaman gave kudos to Caroline Ross and her team for always putting on a very professional and successful event.
- o A committee member recommended brainstorming ideas for the North Lake Tahoe booth.

Motion to approve additional funding for the two Made in Tahoe Festivals \$12,500 each (total of \$25,000) and \$6,000 in additional funding for Oktoberfest. FAJKOS/HAWKINS/Carried with Horvath abstaining.

c) Oktoberfest

Oktoberfest was canceled this last year due to the Caldor Fire and Covid. Squaw Village Neighborhood Company did receive a \$10,000 in 2021 for the event. This funding helped offset incurred cost, like glassware. This year they are requesting \$6,000 to bring up the total to \$10,000 including the \$4,000 that was given from Partnership Funding for marketing. This event will take place on September 17th and it will be a one day event. This event draws about 6,000 people and the proceeds for this event goes to the High Sierra Lacrosse Foundation.

10. Departmental Reports these reports can be viewed on our [website](#).
11. Standing Reports- these reports can be viewed on our [website](#).
12. Committee Member Comments
It was recommended that we look at the next meeting date as it is during the Ski Skate week.

Action to staff (Anna): Follow up with committee members to make sure the February date works.

13. Adjournment – The meeting adjourned at 4:45pm.

Minutes submitted by,
Anna Atwood
NLTRA



MEMORANDUM

Date: February 22, 2022

TO: NLTRA Tourism Development Committee

FROM: Katie Biggers, NLTRA Sr. Event Specialist

RE: 21.22 Opportunistic Event Sponsorship Funds Allocations

Action Requested:

The Tourism Development committee will hear from four (4) events in February requesting event sponsorships from the remaining 21.22 FY opportunistic funds. There is approximately \$218,500 unallocated in the approved 21.22 FY event budget. This remaining amount is a combination of previously allocated event funding and opportunistic funds. The total asks for these February event presentations is \$38,000.

Background:

FEBRUARY PRESENTATIONS

The following are applicants for opportunistic funds

High Sierra Archery - \$5,000 request - Review and possible approval of Team Whiskey's request for \$5,000 in support of their 2022 High Sierra Archery event taking place June 25-26, 2022 at Homewood Mountain Resort.

- The production company Team Whiskey requested \$5,000 during the 2022 Partnership Funding process and was awarded \$0. The Partnership Funding panel liked the fact that they had a different audience. They bring a unique audience. We realized they didn't need marketing, as they sold out last year. The panel recommended funding \$5,000 out of opportunistic funds that could be used on operations.

Tahoe SUP Series - \$3,000 request - Review and possible approval of Waterman's request for \$3,000 in support of their 2022 Lake Tahoe Paddle Racing Series events taking place June 18, July 23, August 27 & 28, September 17, 2022 in North Lake Tahoe.

- Watermans requested \$10,000 during the 2022 Partnership Funding process and was awarded \$7,000. They are requesting the additional \$3,000 from Opportunistic funds. The panel liked the marketing value and regional exposure the event brings.

Tahoe 100 - \$20,000 request - Review and possible approval of Northstar's request for \$20,000 in support of their 2022 Tahoe 100 event taking place July 16, 2022 at Northstar California Resort.

- The Tahoe Trail 100 offers athletes a 2-loop, 50-kilometer course filled with beautiful views of Lake Tahoe. Rocky summits and breathtaking pine forests are found in every direction from the host location of Northstar California.
- Northstar requested \$10,000 last year and was awarded the full amount for the July event. Northstar offers a world-class bike park which is a differentiator for the North Lake Tahoe region and is a desired visitor amenity. It is part of the Leadville Race Series, which brings people from all over the country.

Adventure Van Expo - \$10,000 request

Review and possible approval of Tahoe Adventure Van's request for \$10,000 in support of their 2022 Adventure Van Expo event taking place September 2022 at Homewood Mountain Resort.

- A traveling event series gearing back up in June as a four state, seven-stop run from California to Tennessee, Oregon, Utah, and Colorado. The Tahoe Show draws guests from the following areas: Bay Area, Los Angeles, Portland, OR, Salt Lake City, UT and Denver, CO.

- The expo is a consumer show and free to the public. The main attraction is the custom-built adventure rigs, and all the latest tech gear, builds, racks, and accessories.
- At last year's events, they hosted over-landing classes, solar technology courses, mountain bike rides, beer gardens and added music!
- Website traffic is now over 100k unique visits a year, and Instagram followship is over 26k, with a base of email subscribers is now at 8,000+
- Most of the funding will be used to go towards advertising; social media, local radio, out of area radio, local and out of area print, mail out cards, digital partner advertising.

Fiscal Impact:

Up to \$38,000

Adventure Van Expo Series 2022

2022 Tour:

San Juan Capistrano, CA 4/30-5/1

Placerville, CA June 4-5

Hood River, OR June 25-26

Eagle, CO July 16-17

Bend (Redmond Expo), OR Sept 3-4

Lake Tahoe, CA Sept.

Chattanooga, TN Oct. 1-2

Big Bear, CA 15-16

Adventure Van Expo

Shop, stroll, and check out killer vans and amazing builds!

- Events have a small fee (18 and over) and open to anyone.
- We are centered around vans but there will be 4x4 rigs and more:
- Come see the gear, racks, roof top tents, trailer tents and accessories
- Meet professional adventure vehicle builders and see their products on display
- Network with like minds, special parking in "Van Row" for van owners-first come come first serve.
- Food and Beer (where possible)
- Product Demonstrations, Workshops
- All events are near fun things to do, on bike paths, near biking, hiking
- Shows run Saturday, 10 a.m. to 5 p.m. and Sunday, 10 a.m. to 3 p.m.



2022 Special Event Partnership Funding Application

Following the application and evaluation process, a number of events will receive funds through the program. Funding will be awarded in early December 2021 after recommendations are accepted by the NLTRA Board of Directors.

Note: Refer to the "2022 Special Event Partnership Funding: Application Explanations" document for details and tips about the application. Note: Refer to "2022 General Information" & "2022 Applicant Checklist & Deadline Worksheet" Documents for Timeline, Eligibility, and Evaluation Process Details!

Section 1: Contact Information

Special Event Name: High Sierra Archery Shoot

Event Date: June 25-26 2022

Event Host Organization: Team Whiskey LLC

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

High Sierra Archery Shoot 2020 & 2021

Event Mailing Address: 1401 Meadow Crest Dr South Lake Tahoe

Event Office Phone: 5303078660

Event Director or Producer: Kevin Stang

Title: Partner

Email: whiskeyone@team-whiskey.com

Phone: 5303078660

Person Completing Application:

Title:

Email:

Phone:

Event Website URL: ww.team-whiskey.com

Unique Visitors in Past 12 Months: 13000

Facebook Page URL: @teamwhiskeyapparel

Number of Facebook "Likes": 25117

Instagram Handle: team.whiskey

Number of Instagram Followers: 14251

Twitter Handle: @TeamWhiskey2

Number of Twitter Followers: 30

YouTube URL:

Section 2: Event Overview

- Q2.1 Where will event take place? Homewood Ski Resort
- Q2.2 Will this be an annual event in the North Lake Tahoe region?
- Yes
- No (If "no", explain why)
- Q2.3 Including 2021, how many years has the event occurred in the North Lake Tahoe region?2
- 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.)
- No

Section 3: Financial

- Q3.1 What is the dollar amount of Funding being requested, If looking for additional funding (not for marketing) please specify breakdown HERE: **\$5000 for marketing Homewood only**
\$10000 for marketing Homewood and Palisades
\$5000 for operations Homewood only
- 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.) **We would hire a marketing partner for in market and out of market television, radio, publications ads**
- 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. **We will market through our social media channels and podcasts**
- 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 2022 In-Market Paid Advertising Budget: \$2150
- Q4.2 2022 Out-of-Market Paid Advertising Budget: \$5000
- Q4.3 Optional: 2020 Out-of-Marketing Public Relations Equivalency:

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 tried in 2021 but by the time nltra awarded grant event sold out
- 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 2021.

We tried to contact multiple Lodging Partners that was provided to us from NLTRA. Not one of them was

Q6.2 Identify the event's anticipated Placer County lodging partners for 2022. List type of partnership if one has already been established.

We will use whoever is willing to work with us as not one lodging partner responded to our requests

Section 7: Attendance

Q7.1 2021 Spectator/Fan Attendance (or 2019/2020- if canceled due to COVID-19) Specify below):

- Unique Individuals: 668
- Overall Event Attendance: 1086

Q7.2 2021 Participants in Attendance: 1086

Q7.3 Explain how 2021 attendance (Q7.1 and Q7.2) was calculated. Through ticket sales

Q7.4 Spectators/Fans: Based on the 2021 spectator/fan attendance figures (Q7.1), what percentage was from out-of-market? (Explain how percentage is calculated) 70% calculated by address of ticket purchasers

Q7.5 Participants: Based on the 2021 participants attendance figures (Q7.2), what percentage was from out-of-market? (Explain how percentage is calculated) 70% calculated by address of ticket purchasers

Q7.6 2022 Projected Spectator/Fan Attendance:

- Unique Individuals: 1336
- Overall Event Attendance: 2172

Q7.7 2022 Projected Participants: 2172

Q7.8 Explain how 2022 attendance (Q7.6 and Q7.7) was calculated.
Speaking with Homewood they stated we could double ticket sales per last years event

Section 8: Room Nights

Q8.1 2021 Placer County Room Nights

- Paid Room Nights: We dont know as no lodging partners responded to us
- Complimentary Room Nights: We rented two airbnb in Homewood for workers and ambassadors

Q8.2 Explain how 2021 room nights were calculated. NA

Q8.3 Which Placer County lodging properties feasibly received room nights as a result of the event? Dont know

Q8.4 2022 Placer County Room Nights

- Projected Paid Room Nights: projections are for 1336 participants will need lodging for a minmum of 2 nights
- Projected Complimentary Room Nights: we will be providing lodging for staff and ambassadors

Q8.5 Explain how 2022 room nights were calculated.
by the doubling of 2 day tickets projected to be sold

Section 9: Event Staff & Board of Directors

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

- Paid Staff
- Volunteer Committee

Justin Stang/ course director

Kevin Stang/ director

Cesia Cervantes/ coordinator

- Q9.2 Provide the names and positions of the events key staff/volunteers.
Justin Stang Kevin Stang
- Q9.3 Provide the names of events Board of Directors, if applicable.
Justin Stang Kevin Stang



Section 10: Sponsors

- Q10.1 Identify the top 5 sponsors of the 2021 event. Kuiu, Heaven Hill distillery, Great West Realty, Bear Archery, Maven optics
- Q10.2 Identify the top 5 sponsors that the event will target for 2022.
Kuiu, Heaven Hill Distillery, Ram trucks, Maven optics, Bear Archery

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 ONLY.
- 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: Kevin Stang

Date: 10/21/2021

Required Supplemental Documents

Document #1: Event Overview

- Yes, will submit
 No, will not submit

Document #2: 2021 Profit & Loss Statement

- Yes, will submit
 No, will not submit

Document #3: 2022 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



PADDLE RACING

Thank you for accepting Tahoe Waterman's application for the 2022 Special Event Partnership Funding. Funds provided by the NLTRA to support marketing initiatives for the race series were greatly appreciated and used for marketing strategic planning, target promotion efforts, event videography, and photography and communication to promote the race series.

Tahoe Waterman Paddle Racing Series' mission is to #PaddleTahoe, to attract paddlers of all crafts from around the world to enjoy our majestic paddle playground that is Lake Tahoe, providing a safe and healthy paddling challenge to the paddling enthusiast and the hardcore competitors. Tahoe Waterman Paddle Racing Series is creating a series of events around Lake Tahoe.

DATES:

- June 18, 2022 - Tahoe Waterman Enduro at Watermans Landing, Carnelian Bay, CA
 - NEW! Invite-only for 2022
- July 23, 2022 - Waterman's Jam Watermans Landing, Carnelian Bay, CA)
- August 27, 2022, Lake Tahoe Downwind Championship) Weather day August 28, 2022
- September 17, 2022, Tahoe Cup, Lake Crossing Weather day September 16 and 18, 2022

How the NLTRA/North Lake Tahoe will benefit from sponsoring the event:

- NLTRA logo prominently displayed in all promotion of the 2022 event series including print and digital ads, press releases, and more
- NLTRA logo will be prominently included on all on-site event signage at each event in the series
- Complimentary booth space at each event in the series + registration parties
- Social media shout-outs (to 2000+ engaged followers) in all event promotions + one live interview per event
- Live event announcements
- (promotional) Entries into each event in the 2022 Paddle Race Series
- NLTRA logo will appear on the registration website
- NLTRA logo on event swag
- Additional ideas: Lodging prize packages, access to race footage (photo and videography)

Sincerely,
Anik and Jay Wild



TAHOE WATERMAN - 2022 Special Event Partnership Funding

2022 Special Event Partnership Funding

Application

Note: Refer to the "2022 Special Event Partnership Funding: Application Explanations" document for details and tips about the application.

Section I: Contact Information

Special Event Name: Annual Tahoe Paddle Racing Series

Event Date:

- June 18, 2022 - Tahoe Waterman Enduro (invite-only for 2022) at Watermans Landing, Carnelian Bay, CA
- July 23, 2022 - Waterman's Jam Watermans Landing, Carnelian Bay, CA)
- August 27, 2022, Lake Tahoe Downwind Championship) Weather day August 28, 2022
- September 17, 2022, Tahoe Cup, Lake Crossing Weather day September 16 and 18, 2022

Event Host Organization: Tahoe Waterman LLC. DBA: Tahoe Paddle Racing / all profit goes to the Lake Tahoe Waterman Association inc - a 501C3 non-profit organization.

What other events have been produced by event promoters or host organizations? The Waterman's team produced 2018, 2019, 2020, and 2021. Tahoe Cup Race Series in its entirety and have historically hosted "Jam from the Dam" and the "Tahoe Waterman Challenge". We have collaborated with the former owner of the Tahoe Cup Series and with the Tahoe Nalu paddle event. Tahoe Waterman also has produced all of Tahoe Watergrom and Junior Waterman youth summer camps since 2011.

Event Mailing Address: PO Box 1001 Carnelian Bay, CA 96140

Event Office Phone: 530-546-3590

Event Director or Producer: Anik and Jay Wild

Title: Co-founders and Co-owners at Tahoe Waterman LLC

(Anik Wild - CEO | Jay Wild Paddle Sports Directors)

Email: anik@tahoewaterman.com

Phone: 530-412-3613

Person Completing Application: Anik Wild

Title: Event Co-Owner and Director

Email: anik@tahoewaterman.com

Phone: 530-412-3613



TAHOE WATERMAN - 2022 Special Event Partnership Funding

Event Website URL: <http://tahoepaddleracing.com> | <http://tahoewaterman.com>

Unique Visitors in the Past 12 Months: data not available

Facebook Page URL:

<https://www.facebook.com/tahoepaddleracing/>

<https://www.facebook.com/tahoewaterman/>

<https://www.facebook.com/teamtahoewaterman>

Numbers of Facebook "Likes": 4753

Numbers of Facebook "followers": 5066

Numbers of Facebook "check-ins": 4266

Instagram Handle: @tahoewaterman

Number of Instagram Followers: 2534

Twitter Handle: Tahoewaterman - we do not use that media

Numbers of Twitter Followers:

YouTube URL: <https://www.youtube.com/c/tahoewaterman>

Section 2: Event Overview

Q2.1 Where will the event take place?

- June 18, 2022 - Tahoe Waterman Enduro (invite-only for 2022) at Watermans Landing, Carnelian Bay, CA
- July 23, 2022 - Waterman's Jam Watermans Landing, Carnelian Bay, CA)
- August 27, 2022, Lake Tahoe Downwind Championship) Weather day August 28, 2022
- September 17, 2022, Tahoe Cup, Lake Crossing Weather day September 16 and 18, 2022

Q2.2 Will this be an annual event in the North Lake Tahoe region? Yes

Q2.3 Including 2021, how many years has the event occurred in the North Lake Tahoe region? 14

Q2.4 Can spectators (the general public) attend the event? Yes

Q2.5 Will there be a charge for spectators (general public) to attend the event? No



TAHOE WATERMAN - 2022 Special Event Partnership Funding

Section 3: Financial

Q3.1 What is the dollar amount of Funding being requested? \$10,000

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.)

Should funding be provided, the funding will be used for additional out-of-market and out-of-area advertising and marketing efforts to increase participation and spectators promoting multi-night vacationing in North Lake Tahoe. e.i Hawaii, Florida, North Carolina, and paddling "meccas" communities. In addition to PR efforts to "re-launch" the series after two devastating paddle racing seasons, 2020-2021.

Q3.3 If Partnership Funding is not awarded, will the event still take place? Yes

Q3.4 If the event does not receive Partnership Funding, or does not receive the full requested amount, summarize the effect to specific programs or promotional strategies.

If Tahoe Paddle Racing does not receive partnership funding, we will not implement additionally paid advertising strategies including both in- and out-of-market for digital marketing and targeted print publication advertising promoting visitation to the Tahoe Region. We will continue social media, building relationships with paddle communities, local (free) advertising, and continue work towards earned media efforts through partnerships.

Q3.5 Will the event solicit additional sponsors, either cash or in-kind? Yes

Section 4: Marketing, Advertising, Public Relations

Q4.1 2022 In-Market Paid Advertising Budget: \$5000

Q4.2 2022 Out-of-Market Paid Advertising Budget: \$15000

Q4.3 Optional: 2020-2021 combine Out-of-Marketing Public Relations Equivalency:



TAHOE WATERMAN - 2022 Special Event Partnership Funding

Section 5: Broadcast Opportunities (TV or Webcast)

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

We are continuing our outreach with industry-appropriate partners: including Total SUP, SUP Racer, and Ocean Paddler in addition to our Tahoe Waterman live feed.

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

TBD - Planning to host a Facebook Live broadcast - and continue inviting Ocean Paddle Sport webcast groups to cover our events, efforts are going toward the Lake Crossing for 2022

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.

Details to be determined

Q5.5 Are household ratings or viewership numbers available from the previous year's broadcast? No

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

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

Yes - live partnership mentioned, interviews.

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 2021.

- Tahoe Moon Properties
- Sunnyside Lodge
- Will be re-introducing the Tahoe Vistana and the Base Camp lodge for 2022



TAHOE WATERMAN - 2022 Special Event Partnership Funding

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

We are anticipating continuing our relationship with our 2021 lodging partners.

Tahoe Moon Properties is confirmed.

Will will be re-introducing the Tahoe Vistana and the Base Camp lodge for 2022

Section 7: Attendance

Q7.1 2021 Spectator/Fan Attendance:

Unique Individuals: 119 unique paddlers registered for all events in 2021 - important decline momentum in registration number starting at the end of July because of the fires and the smoke in the Tahoe Basin.

Overall Events Attendance: Total Participants (throughout the series): 400.

We had an attendance of 300 people for the Paddle Jam, July 24, 2021, and despite the Downwind Championship Cancellation and the Lake Crossing we still organized clinics and groups paddle for the interested paddler and we had about 50 paddlers showing up for each alternative event.

Q7.2 2021 Participants in Attendance: 138 total attendees/registered athletes for the race series.

The downwind Championship was canceled because of unsafe visibility and air quality - The Tahoe Cup Lake Crossing was also canceled because of the fires and unsafe winds on the Lake. We witness an important decline in momentum in registration number starting at the end of July because of the fires and the smoke in the Tahoe Basin.

Q7.3 Explain how 2021 attendance (Q7.1 and Q7.2) was calculated.

Overall event attendance was calculated by a standard event attendance percentage used by paddle sports and other relevant data-collecting event producers (participant +1.2). Participants are equal to the total number of registrants per event.

Q7.4 Spectators/Fans: Based on the 2021 spectator/fan attendance figures (Q7.1), what percentage was from out-of-market? (Explain how the percentage is calculated)

No data available for 2021

Q7.5 Participants: Based on the 2021 participants attendance figures (Q7.2), what percentage was from out-of-market? (Explain how the percentage is calculated)

Based on participants' billing zip codes, approximately 76% are estimated to be from out-of-town



TAHOE WATERMAN - 2022 Special Event Partnership Funding

markets. Participants are coming from the following regions.

Sacramento/South Sierra Area: 13% Fair Oaks, Auburn, Carmichael, Citrus Heights, Davis, El Dorado Hills, Fair Oaks, Folsom, Gold River, Granite Bay, Lodi, Nevada City, Orangevale, Placerville, Rancho Cordova, Roseville, Sacramento, San Rafael, Bridgeport, Roseville, Mammoth

San Francisco, Bay Area, North/South Bay: 47% Sausalito, San Rafael, Santa Cruz, Alameda, Benicia, Burlingame, Chico, Daly City, Discovery Bay, El Granada, Fairfax, Forest Knolls, Menlo Park, Oakland, Pacific Grove, Palo Alto, Portola Valley, Richmond, San Francisco, San Jose, San Mateo, San Rafael, Santa Cruz, Woodside.

Southern California: 6% Carlsbad, Arroyo Grande, Calabasas, Cardiff by the Sea, Carlsbad, Corte Madera, Encinitas, Rancho Santa Fe, Redondo Beach, San Pedro, Santa Barbara, Santa Monica, Torrance, Torrance, Laguna beach, Ventura, Oxnard.

Out of Area, USA: 5% | International: 0%
Oregon, Washington, Arizona, Hawaii

Q7.6 2022 Projected Spectator/Fan Attendance:

- Unique Individuals: 600
- Overall Event Attendance: 200+ per event

Q7.7 2022 Projected Participants:

180 per event for a total of 500 attendees.

Q7.8 Explain how 2021 attendance (Q7.6 and Q7.7) was calculated.

Based on previous years' attendees and an expectation that the event will grow with the continuing excitement for people to participate in sporting events and travel, we are going to make an effort to promote the health benefits of outdoor sporting activities and enjoy Lake Tahoe - Really hoping for a milder fire season.

Section 8: Room Nights

Q8.1 2020 Placer County Room Nights

Paid Room Nights: 93 a slight decrease compared to 2020 but considering Tahoe was "shut down" to tourism from two of the three events. We know we can see an increase in night stays in 2022

Q8.2 Explain how 2021 room nights were calculated

From participants at the registration questionnaire, 55% of the returned surveys indicated that they stayed overnight in the area with 62% of those staying in paid accommodation. They specified if they stayed in Hotel / Motel / Resort / Condo, Vacation Rental Home, Tent, RV, Camping, Van Life or Friends and family in the area.



TAHOE WATERMAN - 2022 Special Event Partnership Funding

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

Data was not provided on exact locations.

Q8.4 2022 Placer County Room Nights

- Projected Paid Room Nights: 210
- Projected Complimentary Room Nights: NA

Q8.5 Explain how 2022 room nights were calculated.

By anticipating an increase in participation. With NLTRA funding dollars, increase the out-of-market marketing to encourage participants to choose Tahoe Paddle Racing Series as one of their "destination" paddle events for summer 2022. Continuously working with logging partners, building relationships with incentives for both parties.

Section 9: Event Staff & Board of Directors

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

Tahoe Paddle Racing is produced by Tahoe Waterman owners and their Crew at Waterman's, The paddling team provides volunteers race day and prior organizational tasks (100% of the event is produced by Tahoe Waterman owners with the assistance of seasonal employees, and some volunteers from our paddle community.

Q9.2 Provide the names and positions of the events key staff/volunteers.

Anik and Jay Wild, Event Producer and Co-directors

Jessica Weaver, PR consultant

Matt Chappell, Branding and Marketing

Q9.3 Provide the names of events Board of Directors, if applicable.

NA

Section 10: Sponsors

Q10.1 Identify the top 5 sponsors of the 2021 events.

North Lake Tahoe Resort Association, Tahoe Quarterly

Q10.2 Identify the top 5 sponsors that the event will target for 2022

North Lake Tahoe Resort Association, ALIBI Brewing, Quickblade Paddles, 404, Ozone

*The team at Waterman is working on obtaining additional sponsors and event vendors.



TAHOE WATERMAN - 2022 Special Event Partnership Funding

Section 11: Acknowledgements & Electronic Signature

Q11.1 I am authorized to represent the event; information provided in the application and supporting documents is truthful. YES

Q11.2 Event will be held annually in the North Lake Tahoe region and is not contingent upon receipt of funding to occur. YES

Q11.3 If Partnership Funding is awarded, partnerships will be secured with at least one Placer County lodging property. YES

Q11.4 Event will collaborate with the NLTRA (if requested) to collect survey information or share existing information if the event conducts its own survey. YES

Q11.5 If Partnership Funding is awarded, funds will only be utilized for event promotion and marketing. YES

Q11.6 If Partnership Funding is awarded, the event will include the NLTRA logo and link on their website and in applicable advertising materials. YES

Q11.7 If Partnership Funding is awarded, the event will issue a Liability Policy (\$1M per occurrence/\$2M aggregate), as well as name the NLTRA as an additional insured. YES

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

Name: Anik Wild

Date: October 24, 2021

Required Supplemental Documents Document

#1: Event Overview

Event description:

Tahoe Paddle Racing Series, formerly known as Tahoe Cup Paddle Racing Series, offers both the recreational paddler, the race enthusiast, and the hardcore competitor an opportunity to participate in paddle events and enjoy the pleasure of paddling on Lake Tahoe. The series invites all paddling craft to participate: Stand-up Paddle Board, Prone Paddleboard, Outrigger Canoe and Surfski Kayaks. Competitors and participants inspire one another, cheer each other on, and at the end of the day, they revel in the beauty of a shared victory. The Race Series goes from June through September. It is the longest-running paddle race series event in the Lake Tahoe area and beyond attracting out-of-market participants and spectators, and has been recognized as a Tahoe "locals" race series.

The Tahoe Paddle Racing series is owned by Tahoe Waterman LLC, DBA: Tahoe Paddle Racing, and non for profit beneficiary is the Lake Tahoe Waterman Association, a 501c3 non-profit organization whose mission is to be a steward of the land and the lake, promote Ocean Paddle Sports education and safety on Lake Tahoe.

The Tahoe Paddle Racing series is one of Lake Tahoe Waterman Association's fundraising mechanisms with the goal of introducing Ocean Paddle Sport to youth.



TAHOE WATERMAN - 2022 Special Event Partnership Funding

Events History, Goals, and Mission:

In 2018, after 10 years of successfully running the Tahoe Cup Paddle Race Series, event founder Phil Segal formally owner of Tahoe Paddle and Oar in Kings Beach, handed the event series off to Jay and Anik Wild to manage into the future. Anik, Jay and the team at Watermans took over the series without prior event promotion and management experience. This was exciting as well as a huge endeavor. Over the past three summers, They learned a great deal about producing events! As 2022 did not go without hurdles...again with the intense fire season in the Tahoe Basin. What is Tahoe Waterman? A paddling community of employees, paddlers and local volunteers, a group of people who come together to commemorate a true love for paddle sports and adventure and managed to pull off the 2021 Series safely with some success, again!

Over the last three years, the team at Tahoe Waterman has shown it is an organization that coordinates and operates top-notch events with a level of professionalism and safety that exceeds industry standards. With limited experience in the field of events management, The Waterman team's goal is to continue to learn about events organization and to promote the joy of paddling Lake Tahoe through the vehicle of the Paddling Race Serie and to continue to grow the audiences making it a "bucket list event" for paddlers around the world. In 2021, the Race Series was put on halt because of the intense fire season, despite all the circumstances, the team wants to continue sharing the pristine experience to paddle on the big blue with an emphasis on community and safety.

Tahoe Waterman Signature Events:

Each of the races schedule on the series features a unique aspect of Tahoe Paddling

- **The Waterman Paddle Jam**

The Paddle Jam is guaranteed to be fast off the line on Lake Tahoe as competitors navigate one lap (4 miles) or two laps (8 miles) triangle paddle course at Watermans Landing.

2021, 73 registrants - Goal for 2022 - 160 registrant

- **Lake Tahoe Downwind Championships:** A classic downwind run from the Caspian Point to Waterman Landing, the lake provides a big fetch (12 miles) from the South West, when the water reaches the North Shores, getting great waves for gliding across Tahoe.

2021 Event was canceled due to lack of visibility from the smoke and unhealthy air quality, the goal for 2022 is to bring awareness to downwind paddling on Tahoe and increase registration to 80 entries

- **Tahoe Cup / Lake Crossing:** This event is set apart from paddle races by its length (22 miles) and the majestic paddle across Lake Tahoe. The distance calls for paddlers with a bucket list who have committed to their training and to their pursuit of endurance and adventure paddling. The course is one that requires some preparation but is sure to be a fun, rewarding experience. The race starts at Lakeview Commons Beach, South Lake Tahoe, CA, and finishes at Watermans Landing, Carnelian Bay. **NEW!** The Tahoe Crossing race will be open to relay teams and for 2022.

Our goal for 2022 is to make networking efforts toward attracting more Six-Man Outrigger Canoe Teams to the Lake Crossing event.

- **Tahoe Waterman "challenge"** This event is yet to be open to the public, 2022 will be the second test trial where athletes circum-navigate Lake Tahoe (53 miles) on 4 different ocean Paddle craft. (Prone Paddleboard, Surfski Kayak, Outrigger Canoe, and Stand-up paddleboard)



TAHOE WATERMAN - 2022 Special Event Partnership Funding

What paddlers say about the events:

- "This was my first time doing the Big Blue crossing. Thank you so much, Jay and Anik, and team. Very well-run operation. Jay, greatly appreciate you being out there OTW checking on everyone. I'm already looking forward to next year. Cheers!" -- Amy Byers (Bay Area Paddler)
- "Thank you, Jay, Anik, and the team for your hard work and unwavering support of paddle sports! Paddling the big blue Lake Tahoe from end to end was just plain fantastic. You guys put on a well-organized, SAFE, and fun crossing. The new course this year was perfect as were the weather and lake conditions. Looking forward to next year!" -- Geoff James (Sausalito, CA)
- "You two are the best. Thanks for all the hard work that went into creating such an awesome experience, as always." -- Brie Moore (Reno, NV)
- "Awesome event." -- Tai Boutell (Santa Cruz, CA)



TAHOE WATERMAN - 2022 Special Event Partnership Funding

Summary, key facts, and statistics

Important decline momentum in registration number starting at the end of July because of the fires and the smoke in the Tahoe Basin. The difficulty to find lodging with all the cancellation, the fear from the media and the forest being closed was a real challenge, from our perspective, the Caldor Fire represented a much worse economical disaster than COVID all together.

The Tahoe Paddle Racing Series has a tremendous potential to appeal to out of town paddlers, and has shown success over the years. The uniqueness of their signature events, and taking into consideration the fact that a large percentage of paddlers travel to destination events with their families. The 2021 data, were irrelevant to the increase in participation we have seen in the past. In 2021, 76% of the participants came from out of town. This is the most out-of-town registration we've seen over the years.

- 80% of these participants stay overnight in a paid accommodation
- 90% Stayed for more than one night
- 41% traveled with 2 or more people

To ensure maximum participation, while scheduling the events for the series, the team takes in consideration other paddling events and carefully makes sure the Tahoe Paddle Racing events do not overlap with highly attended paddling events in the region and beyond.

Because of the location of the events (Lake Tahoe) and Watermans Landing being our base camp, the race series is highly attractive to paddlers traveling with their families, vendors, and spectators, considering the availability of accommodation nearby, activities offered in north tahoe for the general public and the convenience of Watermans Landing offerings, making the Tahoe Paddle Racing Serie a destination event and a driver for generating overnight lodging in the North Tahoe Area.

- 98% of participants were very likely to return to North Tahoe
- 92% percent of the visitor participants came to Tahoe specifically for the paddle racing event.



TAHOE WATERMAN - 2022 Special Event Partnership Funding

#2: 2020 Profit & Loss Statement - No, will not submit Document see 2022 budget

#3: 2021 Event Budget

2022 Tahoe Paddle Racing Event projected Initial Budget

PROJECTED SERIES REVENUE

Sponsors in cash	\$8000
Vendors	\$6000
Grant Funding	TBD (\$10,000)
Participant entry fee (#480 @\$55)	<u>26,400</u>
	\$50,400

SERIES EXPENSES

Venue Fees	\$4000
Timing (paddleguru)	\$1800
Announcer + Entertainment	\$3000
Food	\$6000
Bibs	\$1000
Memorabilia T-shirt	\$2300
Water safety	\$6000
Marketing	\$10000
PR	\$2000
Video + photo production	\$3200
Awards	\$1800
Insurance	\$2400
Staff	<u>\$2000</u>
Total expenses	\$45,500
Net Income Series	\$4,900



TAHOE WATERMAN - 2022 Special Event Partnership Funding

#4: Marketing/Promotional Plans

Team Waterman is aware of their weakness in selling, networking and marketing their events. In addition to the education series offered by the North Tahoe Chambers, the funds provided by the NLTRA to support marketing initiatives are important for the event series success, allowing for the development of an effective marketing strategy, building and implementation of the strategy, and acquiring marketing assets that are used to promote each event.

The following goals, tactics, and key performance indicators have been established to create a new baseline of actions designed to help raise awareness and generate new and returning participation in the event.

2022 Goals and objectives

- Increase event series participation by 50% overall compared with 2019 (not 2021)
- Providing more information to competitors about logging and activities in the area, with the goal to drive more overnight stays and also providing incentives for the competitors that stay in South Tahoe in 2020 and make North Tahoe their base camp for the duration of their stay.
- Increase Out-of-Market awareness, networking and advertising to increase participation from the following regions; Southern California, USA East Coast, and Hawaii.
- Continued improvement in networking and marketing the Race Series locally.
- Provide live entertainment after each event, improve the race site activities and "vibe/ambiance" for competitors but also for spectators.
- Improve the social presence and website navigation.
- Secure sponsors on several levels not limited to include: energy drink and athletic supplements, automobile industry, paddling Industry, Media, ect...
- Secure international paddle media partnerships and event coverage.
- Inviting professional paddlers to participate in the series and engage with the Tahoe paddle community.

Part A: Marketing Plan Without Receipt of Funding

Marketing Strategy and Tactics:

To Increase Out-of-Market awareness, networking and advertising to increase participation from the following regions; Southern California, USA East Coast and Hawaii, Anik and Jay will travel to key events during the winter months (if possible) to promote the race series, a strategic collaboration with the North Lake Tahoe Resort Association could be beneficial extending marketing and sales efforts to out-of-market destination and generate overnight visitation.

Proposed Key Event representation:

- 101 Surf Sports Winter Series (San Raphael, CA)
- Hanohano Huki Ocean Challenge (San Diego, CA)
- Wild Buffalo Relay (Catalina Island, CA - Newport Beach, CA)



TAHOE WATERMAN - 2022 Special Event Partnership Funding

Social Media

- Facebook and Instagram events promotion.
- Facebook and Instagram strategic calendar posts featuring the races series, registration, lodging specials/partnerships, event sponsors, Tahoe lifestyle and activities, training tips, etc.

Newsletter & Traditional Marketing

- Outreach to Tahoe Paddle Racing's email database direct reach of 10690
- Event flyer/poster distribution to businesses frequented in the local community
- Earned Media/Public Relations
- Target media placements/story generation in publications in- and out-of-market; feature coverage and event series mentions
- Media outlet event calendar listings
- Sponsorships
 - Coordinate sponsorship opportunities with in- and out-of-market media outlets as a way to generate pre-event coverage for each race in the series
 - Leverage sponsor-owned channels (social media, email databases, etc.) to cross-promote event participation

Part B: Marketing/Promotional Initiatives to be implemented with Receipt of Funding

Additional 2022 Marketing Tactics with Funding Provided by NLTRA

- Targeted out-of-market pay-per-click digital advertising promoting event and partner lodging offer(s)
- Targeted digital banner ads on key out-of-market media outlet websites such as Total SUP, SUP Connect, SUP Racer, and some key print, such as Adventure Sport Journal
- Targeted social media ads (Google, Facebook, Instagram) and sponsored posts
- Create and distribute collateral with other events/retail/sponsors in the targeted out-of-market areas
- Continue to work with professionals in their field e.i. Jess VanPernis for PR to fill the void in our expertise.
- Add NLTRA logos to: website, all marketing/collateral pieces, registration pages, as part of the registration email, include information about lodging in registration email and direct registrants to lodging partners

Marketing KPIs (Key Performance Indicators)

- Event registration
- Total event attendance (participants and spectators)
- Media placement value and estimated audience reach
- Generation of sponsorship and vendor participation (new and returning)
- Analytics tracking video, and social networking sites, website, newsletter (Google, mail chimp, Facebook)
- Earned media placements



TAHOE WATERMAN - 2022 Special Event Partnership Funding

#5: Potential Sponsorship Amenities to NLTRA

Tahoe Waterman agrees to the following sponsorship amenities.

- Inclusion of NLTRA logo and hyperlink in event's e-newsletters
- Posting specific messages (content provided by NLTRA) on the event's Facebook and Instagram.
- Opportunity for NLTRA specific messaging (content provided by NLTRA) in event's e-newsletter
- Advertisement space on event's website NLTRA destination promotional video embedded on the event website
- Specific descriptive message and link from event website to GoTahoeNorth.com (example: click here for North Lake Tahoe lodging information) Event tickets for NLTRA contest giveaways or client hosting opportunities
- Opportunity to interact with out-of-market journalists that may be scheduled to attend the event
- Ad space in the event's program guide, event's brochure, or direct mail pieces
- NLTRA logo on event posters, postcards, and participant wear.
- Distribution of NLTRA destination brochures at out-of-market shows that event staff may attend, or at out-of-market business locations that event may have partnered with
- Distribution of NLTRA collateral materials in event participant registration packets, at event information booth, or on event shuttles NLTRA banners displayed during event NLTRA banners displayed on event's shuttle transportation.
- Daily PA announcements during the event (content provided by the NLTRA)
- Exhibit booth at the event
- Complimentary NLTRA commercial spots on webcast
- Opportunity for destination exposure via destination vignettes, interviews, on-air announcements of North Lake Tahoe branding messages during webcast.

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

No, will not submit



NORTHSTARTM
CALIFORNIA

TAHOE TRAIL EVENT PROPOSAL

Event Overview

July 16, 2022

The Tahoe Trail race showcases miles of North Tahoe's mountain bike trails, community amenities and stunning beauty.

In its 12th year, the Tahoe Trail event will bring hundreds of competitors and north of a thousand onlookers from around the country, region and world.



Event Overview

WHEN

July 16, 2022

WHAT

Mountain Bike Trail Race

CHOOSE

Solo 50k

Solo 100k

2-Person 100k Relay

Tandem 100k

WHO

650 Competitors,
hundreds of friends and
family members

FROM

International, National and
Regional competitors

WHERE

Within the MTB Golden
Triangle of Highways 89,
28 and 267

WHY

Visit North Lake Tahoe
for an epic 1 day
challenge and possibly
qualify for the pinnacle
of MTB endurance
races, The Leadville
Race Series held in
Colorado in late
Summer.

Event Sponsorship Opportunity

Branding

Race tape at start, finish
and all aid stations

All event signage and
collateral

Winners Podium

All event swag
(staff/volunteer shirts,
athlete shirts)

Media

North Tahoe info in event
briefs

Official Race Book/emails
to teams and riders/event
website

Highlight Video

Discuss Post event survey
and email pushes

Physical

Complimentary expo
space in prime location
near the main stage

Access to additional expo
opportunity in the village

Support Requested: \$20,000

THANK YOU



MEMORANDUM

Date: February 22, 2022
TO: Tourism Development
FROM: Katie Biggers, NLTRA Event Specialist
RE: Review and Approval of 2022 Independence Week Fireworks Show Sponsorships

Action Requested:

Review and approve sponsorship of the Tahoe City Downtown Association (TCDA) and North Tahoe Business Association (NTBA) Independence Week fireworks shows in 2022. Each entity has its own individual contract with the NLTRA.

Background:

In 2021, due to COVID and the safety of the North Lake Tahoe community, NTBA and TCDA's Board of Directors in partnership with Placer County, NLTRA and the fireworks producers around the Basin (Incline Village, South Lake Tahoe, Truckee, Donner, etc.) made the decision to cancel the July 3rd and July 4th fireworks shows for a second year in a row.

As firework displays return to the region, both NTBA and TCDA plan to move forward with a 2022 show. NLTRA is proposing a 1-year contract to sponsor both entities' firework shows in 2022.

NLTRA has sponsored both firework shows since 2016 with an annual contribution of \$10,000 to each entity. NLTRA and previous Tourism Development committees have entered these sponsorships with a belief that fireworks over the Independence Week holiday period is a visitor service to fulfill holiday expectations.

This year, both organizations approached NLTRA asking for additional funding, above the allocated \$10,000 per show. Each entity has requested a \$50,000 sponsorship as a result of increased costs due to supply chain cost increases and additional BMP cost. A document is attached explaining those increases in more detail.

Staff originally budgeted \$10,000 per show in the 21.22 FY but held off on contracting until each organization received final operational approvals.

With the cancellation of UCI Gravel World Championships at Northstar California, there is an excess of funds in the 21.22 FY event budget and financially, the NLTRA does have enough funding to fulfill these sponsorship requests if deemed appropriate.

Attached are two contracts, one for each entity, at the \$50,000 funding level per organization. NLTRA deliverables are outlined in the agreement and are similar to past years with a greater emphasis to collaborate on sharing the environmental mitigation actions taking place before and after the displays.

Fiscal Impact:

Up to \$100,000

- \$50,000 – North Tahoe Business Association: 3rd of July Fireworks
- \$50,000 – Tahoe City Downtown Association: 4th of July Fireworks

Attachments

- 2022 Proposal from Zambelli

- 2022 Letter from Fireworks provider Zambelli about why the significant increases.
- 2022 Proposed Contract Kings Beach Fireworks
- 2022 Proposed Contract Tahoe City Fireworks
- 2019 Agreement with the show details, showing exact proposals and costs, as well as previous shows.

Additional Costs for Fireworks 2022

- Power Boat Rentals (2 boats itself)- \$8,000
- Power Boat Patrol & Clean Up (tasks on boat/crews minimum 2/boat for the time required) - \$4,000.
- Clean Up Dives- \$6,500 up to \$8,000 depending on how many dives needed \$6,500 is min.
- Insurance (cost increase for fireworks insurance and added requirement needs like hold harmless and added certificates etc. those are \$250 each per BMP)- \$1,500.

We will internally handle all the beach clean ups with no costs associated.

- \$20,000 for BMPs (at minimum).
- Show increases - For a 2-barge regular show historically it was \$28,500 - that went up last year to \$35,000 - and now this year it's \$60,000 for the identical show they have always done - cost of show increase is \$25,000 (Note: it is even about 100 shells lower at \$60,000).

Option 2 -Smaller 1- barge show

- Will be much smaller than what they have ever done, and that increased from \$28,500 in 2019 to \$35,000 in 2021 to now \$45,000.
- Increased from 2019 (last time we did a show) is now \$45,000 (\$16,500 increase or \$10,000 from 2020 to 2022).

The BMP costs are for EACH of the shows - TCDA and NTBA.

Mitigation Efforts (included but not limited to)

- NTBA and TCDA will work with TNT/TMA to coordinate Park and Ride, as well as promotion of TART Connect, and all other TART Services.
- Coordination with CHP, including Sherriff Boat presence at both shows.
- Movable marquees throughout both towns highlighting safety precautions (fire, trash etc.)
- Divers hired to Clean up underwater after both fireworks displays.
- Kings Beach partnership with Clean Tahoe July 3rd, July 4th
- Kings Beach Clean-up with Keep Tahoe Blue – July 5th
- Tahoe City Clean-up with Keep Tahoe Blue – July 5th
- Tahoe City partnership with Clean Tahoe for July 4th
- Promotion of Sustainability Pledge at both Kings Beach and Tahoe City Fireworks Displays.
- Will send out notices to the community three weeks in advance notifying them of the shows and the impact they may have on wildlife and animals with sensitivities.
- Will work with Placer County to ensure there are Pedestrian Traffic monitors.
- Tahoe City will promote Trash pickup and have volunteers on hand day of with resources to educate the public.
- NTBA/TCDA will share clean-up efforts including photos via social, website and email with community and partners.

Zambelli

FIREWORKS

Documentation of Cost increase

Shipping cost from overseas: Zambelli Fireworks was paying approximately \$6,000 per container to ship product from overseas at time of last quote. That figure is now at least \$40,000 per unit to import. This is a 567% increase.

Domestic shipping/rental rates: Zambelli had been paying \$1500 per truck rental to transport product and materials to shows at the time. That figure is now \$2300, a 53% increase.

Labor Rates: Pyrotechnician labor rates for this display have gone up 30-40% percent from 2020 to 2022.

Fireworks Manufacturing Cost: Zambelli is paying a 20% increase on all fireworks goods manufactured compared to 2020. This is in addition to the 567% increase in the cost to ship those goods.

Transportation: Zambelli faces a 60% increase in fuel costs since 2020.

General Supplies Required for Display: Zambelli is seeing increases of 2 to 3 times the cost of lumber and pipe as we experienced in 2020.

Insurance and Workman comp: Zambelli was saddled with an increase of 68% on required insurance coverage from 2020.

Zambelli

FIREWORKS

Tahoe City Independence Day 2022 Fireworks Display



Zambelli Fireworks

**John Hagan
800-322-7142
502-220-7944**

**jhagan@zambellifireworks.com
Shafter, CA**

Zambelli

FIREWORKS

FIREWORKS PROPOSAL

Tahoe City Independence Day 2022 Fireworks Display

Show Dates: Monday July 4, 2022

Show Budget: Option One single barge display \$45,000
Option Two double barge display \$60,000

Insurance Liability Coverage: \$10 Million dollars per incident clause to cover the Fireworks Display. Zambelli uses the highest insurance premium in the industry, only offered to "AAA" rated companies.

State Local and Federal Permits: Zambelli Fireworks will secure all necessary state, local and federal permits / required licenses.

Transportation Liability Coverage: \$5 Million dollars as required by United States Department of Transportation. (DOT)

Workers Compensation: Pyrotechnicians will meet all of the requirements of the Workers Compensation Laws of California

Customer Responsibilities: Customer to provide barge or barges as required by display size. Customer will also be responsible for mooring, anchoring, barge placement.

Customer Responsibility: Provide equipment, services and staff to execute paragraph A5 in the current draft of Placer Co BMP.

Customer Responsibility: Provide equipment, services and staff to execute paragraph A6 in the current draft of Placer Co BMP.

Customer Responsibility: Provide equipment, services and staff to execute paragraph A7 in the current draft of Placer Co BMP.

Customer Responsibility: Provide equipment, services and staff to execute paragraph A8 in the current draft of Placer Co BMP.

Customer Responsibility: Provide equipment, services and staff to execute event logs and reporting outlined in section B in the current draft of Placer Co BMP.

Zambelli

FIREWORKS

Tahoe City Independence Day

TAHOE CITY, JULY 4TH - TEN MINUTE DISPLAY

Single barge option

PACKAGE PRICE \$45,000

SHELL DESCRIPTION	QUANTITY
MAIN BODY OF PROGRAM	
Four Inch Zambelli Floral Pattern Shells	48
Four Inch Zambelli Specialty Shells	48
Four Inch Zambelli Duration/Lingering Effect Shells	48
Four Inch Palm, Dahlia & Chrysanthemum Multi-Effect Shells	48
Four Inch Tourbillion & Serpent Effect Shells	48
TOTAL NUMBER OF FOUR INCH SHELLS	240
Five Inch Zambelli Floral Pattern Shells	30
Five Inch Zambelli Specialty Shells	30
Five Inch Zambelli Duration/Lingering Effect Shells	30
Five Inch Palm, Dahlia & Chrysanthemum Multi-Effect Shells	30
Five Inch Tourbillion & Serpent Effect Shells	30
TOTAL NUMBER OF FIVE INCH SHELLS	150
ZAMBELLI GRAND FINALE	
Three Inch Assorted Color Finale Display Shells	150
Three Inch Titanium Salute Report Shells	150
Four Inch Zambelli Specialty Finale Shells	42
Five Inch Zambelli Specialty Finale Shells	35
TOTAL NUMBER OF GRAND FINALE SHELLS	377
<u>TOTAL NUMBER OF SHELLS IN THE DISPLAY</u>	<u>767</u>

Zambelli

FIREWORKS

Tahoe City Independence Day

TAHOE CITY, JULY 4TH – EIGHTEEN MINUTE DISPLAY

two barge option

PACKAGE PRICE \$60,000

SHELL DESCRIPTION	QUANTITY
MAIN BODY OF PROGRAM	
Four Inch Zambelli Floral Pattern Shells	48
Four Inch Zambelli Specialty Shells	48
Four Inch Zambelli Duration/Lingering Effect Shells	48
Four Inch Palm, Dahlia & Chrysanthemum Multi-Effect Shells	48
Four Inch Tourbillion & Serpent Effect Shells	48
TOTAL NUMBER OF FOUR INCH SHELLS	240
Five Inch Zambelli Floral Pattern Shells	30
Five Inch Zambelli Specialty Shells	60
Five Inch Zambelli Duration/Lingering Effect Shells	30
Five Inch Palm, Dahlia & Chrysanthemum Multi-Effect Shells	30
Five Inch Tourbillion & Serpent Effect Shells	30
TOTAL NUMBER OF FIVE INCH SHELLS	180
Six Inch Zambelli Floral Pattern Shells	30
Six Inch Zambelli Specialty Shells	30
Six Inch Zambelli Duration/Lingering Effect Shells	30
Six Inch Palm, Dahlia & Chrysanthemum Multi-Effect Shells	30
Six Inch Tourbillion & Serpent Effect Shells	30
TOTAL NUMBER OF SIX INCH SHELLS	150
ZAMBELLI GRAND FINALE	
Three Inch Assorted Color Finale Display Shells	180
Three Inch Titanium Salute Report Shells	180
Four Inch Zambelli Specialty Finale Shells	42
Five Inch Zambelli Specialty Finale Shells	35
Six Inch Zambelli Specialty Finale Shells	36
TOTAL NUMBER OF GRAND FINALE SHELLS	473
<u>TOTAL NUMBER OF SHELLS IN THE DISPLAY</u>	<u>1043</u>

Zambelli

FIREWORKS



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Allied Specialty Insurance, Inc 10451 Gulf Boulevard Treasure Island, FL 33706-4814 1-800-237-3355	CONTACT NAME: PHONE (A/C No. Ext): FAX (A/C No.): E-MAIL ADDRESS:
	INSURER(S) AFFORDING COVERAGE
INSURED Zambelli Fireworks Mfg Co., dba: Zambelli Fireworks Internationale, etal 20 South Mercer Street New Castle, PA 16101	INSURER A: T.H.E. Insurance Company
	INSURER B:
	INSURER C:
	INSURER D:
	INSURER E:
	INSURER F:

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

ITEM LTR	TYPE OF INSURANCE	ADDITIONAL INSURED	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PROJECT <input type="checkbox"/> LOC		CPP0103167-01	02/01/2014	02/01/2015	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (EA OCCURRENCE) \$100,000 MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COMP/OP AGG \$2,000,000
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS		CPP0103167-01	02/01/2014	02/01/2015	COMBINED SINGLE LIMIT (EA ACCIDENT) \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR EXCESS LIAB <input checked="" type="checkbox"/> CLAIMS-MADE DED \$ RETENTION \$		ELP0011081-01	02/01/2014	02/01/2015	EACH OCCURRENCE \$9,000,000 AGGREGATE \$9,000,000
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	WC144355	02/01/2014	02/01/2015	<input checked="" type="checkbox"/> WC STATUTORY LIMITS OTH-ER E.L. EACH ACCIDENT \$1,000,000 E.L. DISEASE - EA EMPLOYEE \$1,000,000 E.L. DISEASE - POLICY LIMIT \$1,000,000
Workers Compensation Coverage is afforded in the State(s) of: AZ, CO, CT, DE, FL, GA, IL, IN, KY, LA, MD, MI, MN, MO, NC, NE, NJ, NM, NV, NY, OR, PA, SC, SD, TN, TX, UT, VA & WI.						

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

Display Date: Rain Date: Location:

RE: General Liability, the following are named as additional insured in respects to the operations of the named insured only

CERTIFICATE HOLDER	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
CERT#	

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Zambelli

FIREWORKS

Kings Beach Independence Day 2022 Fireworks Display



Zambelli Fireworks

John Hagan

800-322-7142

502-220-7944

jhagan@zambellifireworks.com

Shafter, CA

Zambelli

FIREWORKS

FIREWORKS PROPOSAL

Kings Beach Independence Day 2022 Fireworks Display

Show Dates: Sunday July 3, 2022

**Show Budget: Option One single barge display \$45,000
Option Two double barge display \$60,000**

Insurance Liability Coverage: \$10 Million dollars per incident clause to cover the Fireworks Display. Zambelli uses the highest insurance premium in the industry, only offered to "AAA" rated companies.

State Local and Federal Permits: Zambelli Fireworks will secure all necessary state, local and federal permits / required licenses.

Transportation Liability Coverage: \$5 Million dollars as required by United States Department of Transportation. (DOT)

Workers Compensation: Pyrotechnicians will meet all of the requirements of the Workers Compensation Laws of California

Customer Responsibilities: Customer to provide barge or barges as required by display size. Customer will also be responsible for mooring, anchoring, barge placement.

Customer Responsibility: Provide equipment, services and staff to execute paragraph A5 in the current draft of Placer Co BMP.

Customer Responsibility: Provide equipment, services and staff to execute paragraph A6 in the current draft of Placer Co BMP.

Customer Responsibility: Provide equipment, services and staff to execute paragraph A7 in the current draft of Placer Co BMP.

Customer Responsibility: Provide equipment, services and staff to execute paragraph A8 in the current draft of Placer Co BMP.

Customer Responsibility: Provide equipment, services and staff to execute event logs and reporting outlined in section B in the current draft of Placer Co BMP.

Zambelli

FIREWORKS

Kings Beach Independence Day

KINGS BEACH JULY 3RD - TEN MINUTE DISPLAY

Single barge option

PACKAGE PRICE \$45,000

SHELL DESCRIPTION	QUANTITY
MAIN BODY OF PROGRAM	
Four Inch Zambelli Floral Pattern Shells	48
Four Inch Zambelli Specialty Shells	48
Four Inch Zambelli Duration/Lingering Effect Shells	48
Four Inch Palm, Dahlia & Chrysanthemum Multi-Effect Shells	48
Four Inch Tourbillion & Serpent Effect Shells	48
TOTAL NUMBER OF FOUR INCH SHELLS	240
Five Inch Zambelli Floral Pattern Shells	30
Five Inch Zambelli Specialty Shells	30
Five Inch Zambelli Duration/Lingering Effect Shells	30
Five Inch Palm, Dahlia & Chrysanthemum Multi-Effect Shells	30
Five Inch Tourbillion & Serpent Effect Shells	30
TOTAL NUMBER OF FIVE INCH SHELLS	150
ZAMBELLI GRAND FINALE	
Three Inch Assorted Color Finale Display Shells	150
Three Inch Titanium Salute Report Shells	150
Four Inch Zambelli Specialty Finale Shells	42
Five Inch Zambelli Specialty Finale Shells	35
TOTAL NUMBER OF GRAND FINALE SHELLS	377
<u>TOTAL NUMBER OF SHELLS IN THE DISPLAY</u>	<u>767</u>

Zambelli

F I R E W O R K S

Tahoe City Independence Day

KINGS BEACH, JULY 3RD – EIGHTEEN MINUTE DISPLAY

two barge option

PACKAGE PRICE \$60,000

SHELL DESCRIPTION	QUANTITY
MAIN BODY OF PROGRAM	
Four Inch Zambelli Floral Pattern Shells	24
Four Inch Zambelli Specialty Shells	24
Four Inch Zambelli Duration/Lingering Effect Shells	24
Four Inch Palm, Dahlia & Chrysanthemum Multi-Effect Shells	24
Four Inch Tourbillion & Serpent Effect Shells	24
TOTAL NUMBER OF FOUR INCH SHELLS	120
Five Inch Zambelli Floral Pattern Shells	50
Five Inch Zambelli Specialty Shells	70
Five Inch Zambelli Duration/Lingering Effect Shells	50
Five Inch Palm, Dahlia & Chrysanthemum Multi-Effect Shells	50
Five Inch Tourbillion & Serpent Effect Shells	50
TOTAL NUMBER OF FIVE INCH SHELLS	270
Six Inch Zambelli Floral Pattern Shells	36
Six Inch Zambelli Specialty Shells	36
Six Inch Zambelli Duration/Lingering Effect Shells	36
Six Inch Palm, Dahlia & Chrysanthemum Multi-Effect Shells	36
Six Inch Tourbillion & Serpent Effect Shells	36
TOTAL NUMBER OF SIX INCH SHELLS	180
ZAMBELLI GRAND FINALE	
Three Inch Assorted Color Finale Display Shells	180
Three Inch Titanium Salute Report Shells	180
Four Inch Zambelli Specialty Finale Shells	60
Five Inch Zambelli Specialty Finale Shells	35
Six Inch Zambelli Specialty Finale Shells	28
TOTAL NUMBER OF GRAND FINALE SHELLS	483
<u>TOTAL NUMBER OF SHELLS IN THE DISPLAY</u>	<u>1053</u>

Zambelli FIREWORKS



CERTIFICATE OF LIABILITY INSURANCE

DATE (MMDDYYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Allied Specialty Insurance, Inc 10451 Gulf Boulevard Treasure Island, FL 33706-4814 1-800-237-3355	CONTACT NAME: PHONE (A/C, T/O, Ext): FAX (A/C, No): E-MAIL ADDRESS:	
	INSURER(S) AFFORDING COVERAGE INSURER A: T.H.E. Insurance Company	
INSURED Zambelli Fireworks Mfg Co., dba: Zambelli Fireworks Internationale, etal 20 South Mercer Street New Castle, PA 16101	NAIC # 12866	
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR	POLICY NUMBER	POLICY EFF (MMDDYYYY)	POLICY EXP (MMDDYYYY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GENL AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC		CPP0103167-01	02/01/2014	02/01/2015	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$100,000 MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COM/PROP AGG \$2,000,000
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS		CPP0103167-01	02/01/2014	02/01/2015	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	UMBRELLA LIAB <input checked="" type="checkbox"/> EXCESS LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$		ELP0011081-01	02/01/2014	02/01/2015	EACH OCCURRENCE \$9,000,000 AGGREGATE \$9,000,000
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/OWNER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N/A	WC144355	02/01/2014	02/01/2015	<input checked="" type="checkbox"/> WC STATU-TORY LIMITS <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$1,000,000 E.L. DISEASE - EA EMPLOYEE \$1,000,000 E.L. DISEASE - POLICY LIMIT \$1,000,000
Workers Compensation Coverage is afforded in the State(s) of: AZ, CO, CT, DE, FL, GA, IL, IN, KY, LA, MD, MI, MN, MO, NC, NE, NJ, NM, NV, NY, OR, PA, SC, SD, TN, TX, UT, VA & WI.						

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)
 Display Date: Rain Date: Location:
 RE: General Liability, the following are named as additional insured in respects to the operations of the named insured only

CERTIFICATE HOLDER CERT#	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE

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Tahoe City 4th of July Fireworks EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made on February 22, 2022, and entered into between **Tahoe City Downtown Association** ("Producer"), and the **North Lake Tahoe Resort Association, Inc.**, a California nonprofit corporation ("Sponsor").

1. Event. Tahoe City Downtown Association is the organizer, owner and operator of "Tahoe City 4th of July Fireworks" which will take place on July 4, 2022 at Commons Beach, Tahoe City, Placer County, California (the "Event"). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.
2. Term. This Agreement starts on the Effective Date and will expire on July 30, 2022 ("Term"). The Event will be conducted annually on the 4th of July. The rights and responsibilities of each party concerning each annual Event are further described in Obligations, which will be amended in writing by the parties annually no later than 90 days prior to each year's Event.
3. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:
 - a) Sponsor's name and logo shall be included on all event marketing materials, print advertising, and digital advertising when applicable.
 - b) Sponsor's name and logo shall be included on the year-round Event website home page and sponsor page, listed as a partner, with a link to www.GoTahoeNorth.com.
 - c) Sponsor will be mentioned in all E-newsletters sent in conjunction with the Event.
 - d) Sponsor shall receive, at a minimum, one (1) dedicated email to Producer's database with a focus on highlighting North Lake Tahoe's offerings, cleanup efforts, transportation initiatives (park and ride, pedestrian traffic monitors, tart connect, etc.). Content will be written by Sponsor and mutually agreed upon by both parties prior to distribution. Both parties will agree on a distribution date in advance.
 - e) Pre and post communications to share information.
 - f) Sponsor will be mentioned in all press releases sent in conjunction with the Event.
 - g) Sponsor shall be granted the ability to create unique onsite activations utilizing a 10'x10' booth. The booth must be staffed with Sponsor representatives. Event needs, at a minimum, 40 days advance notice of booth space to accommodate.
 - h) Sponsor will be given an opportunity to be the sponsor of an activity taking place during the Event for no additional charge.
 - i) Sponsor's color logo will be included on two sponsor banners (produced by Event) prominently placed and displayed by Event at the venue in visible locations.
 - j) Sponsor banners will be hung onsite during the event with an understanding of limited venue space.
 - k) Sponsor's name and logo shall be included on appropriate general event signage used to promote the Event.
 - l) Sponsor shall be included and thanked in daily PA announcements during the Event at a minimum of six (6) times.
 - m) Sponsor is granted ability to use the official Event trademarks and logos in promotions, marketing material, website and the like.

- n) Producer will provide a banner to be hung at the Tahoe City Visitor Information Center stating that NLTRA is an official sponsor.
- o) Producer will provide a P&L and event recap within 60 days of the completion of the Event.
- p) The Shows will be marketed on the same poster, rack cards, and print advertisements (“Marketing Materials”). Event is responsible for the development and cost of graphic design and final layered Adobe Illustrator working file for The Shows 11” x 17” poster to be used in-market and to be resized by NTBA and TCDA for other marketing purposes. Event will provide Sponsor with the opportunity to proof and provide feedback for the poster design prior to going to press.
- q) 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, Producer shall return to Sponsor all the sponsorship funding which has not been spent by Producer. Upon cancellation or postponement, Sponsor’s obligations to Producer per this Agreement shall terminate.
- r) Prior to the Event, Producer 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. Producer 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.

4. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$50,000 cash sponsorship to the Event. Event will submit an invoice for payment at least 30 days prior to a due date of May 1.
- b) Event shall receive email marketing support with inclusion in the following:
 - i. First article in early June email sent to entire NLTRA database with a call to action directing to the GTN.com 4th of July landing page. This article will include information on NTBA and TCDA fireworks.
 - ii. One (1) dedicated email to Chamber database in mid-May, requesting sponsors and donation for the Event with call to action to contact Event directly.
 - iii. Two (2) dedicated emails to Chamber database in late-May and/or June, requesting volunteer support for the Event; dates to be mutually agreed upon in April
- c) Event shall receive social media support with the following:
 - i. Three (3) social posts on North Lake Tahoe social pages to drive lodging via the GTN.com 4th of July landing page. Posts will take place four, five and six weeks prior to the Event date; dates to be mutually agreed upon in April
 - ii. Two (2) social posts on Chamber social pages to drive sponsorships and donations with a call to action to contact Event directly. Posts will take place the first two weeks of June prior to the Event.
- d) Sponsor to develop landing page on GTN.com highlighting 4th of July regional activities including Event. This page will be used for all marketing call to action efforts. The page will include a “Book Now” button.
- e) List Event on the event calendar on the NLTRA website (www.GoTahoeNorth.com).
- f) Event will be one of three rotating “Featured Events” on GTN.com homepage starting Memorial Day Weekend.
- g) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.

5. Economic Impact Assessment. Producer and Sponsor shall work together to share available information and data to develop and economic impact analysis of the Event.

6. Use of Producer’s Intellectual Property by Sponsor. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Producer, including, without limitation, the Event Marks; the Event (collectively Producer Property”); and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorialization or other information concerning or in connection with the Event, belong exclusively to Producer, (ii) Sponsor is hereby provided a limited license to use Producer 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 Producer 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 Producer Property, (iv) all uses of Producer Property by Sponsor, and all goodwill therefrom, inure to the benefit of Producer, (v) any permitted use of Producer Property may be used only to indicate a sponsor relationship with the Event and/or for event promotions across Sponsor marketing and PR channels, and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Producer, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

7. Use of Sponsor's Intellectual Property by Producer. Producer hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Sponsor, including, without limitation, web addresses, social hashtags and social handles (collectively "Sponsor Property"), belong exclusively to Sponsor, (ii) Producer 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 Producer to use Sponsor Property shall immediately cease, (iii) Producer 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 Producer, 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.

8. Relationship of the Parties. The relationship of Sponsor and Producer 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 Producer 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.

9. Indemnity. Producer agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages and claims ("Claims") arising from Producer'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 Producer, and Producer further agrees that it will pay or satisfy any judgment which may be rendered against Sponsor arising from such claims.

10. 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.

11. Sole Agreement/Amendment: This Agreement represents the entire agreement between Sponsor and Producer 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 Producer from the limitations on use of the Funding contained in this Agreement shall be effective unless in writing and signed by an officer of Sponsor and then only in the specific instance and for the specific purpose given.

12. 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.

13. Termination. Either party may terminate this Agreement for any reason upon 30 days written notice; provided that this Agreement may not be terminated for convenience after October 1 of each year. In addition, either party may terminate this Agreement upon 30 days written notice to the other party if that party is in material breach of this Agreement (unless that party cures the breach within 30 days of receiving notice).

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: _____

Title: _____

Date: _____

TAHOE CITY DOWNTOWN ASSOCIATION

By: _____

Name: _____

Title: _____

Date: _____



north lake tahoe

Chamber | CVB | Resort Association

Kings Beach 3rd of July Fireworks EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this “Agreement”) is made on February 22, 2022 and entered into between **North Tahoe Business Association** (“Producer”), and the **North Lake Tahoe Resort Association, Inc.**, a California nonprofit corporation (“Sponsor”).

1. Event. North Tahoe Business Association is the organizer, owner and operator of “Kings Beach Independence Day Fireworks” which will take place on July 3, 2022, at Kings Beach State Recreation Area, Placer County, California (the “Event”). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.

2. Term. This Agreement starts on the Effective Date and will expire on July 30, 2022 (“Term”). The Event will be conducted annually on the 3rd of July. The rights and responsibilities of each party concerning each annual Event are further described in Obligations, which will be amended in writing by the parties annually no later than 90 days prior to each year’s Event.

3. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:

- a. Sponsor’s name and logo shall be included on all event marketing materials, print advertising, and digital advertising when applicable.
- b. Sponsor’s name and logo shall be included on the year-round Event website home page and sponsor page, listed as a partner, with a link to www.GoTahoeNorth.com.
- c. Sponsor will be mentioned in all E-newsletters sent in conjunction with the Event.
- d. Sponsor shall receive, at a minimum, one (1) dedicated email to Producer’s database with a focus on highlighting North Lake Tahoe’s offerings, cleanup efforts, transportation initiatives (park and ride, pedestrian traffic monitors, tart connect, etc.). Content will be written by Sponsor and mutually agreed upon by both parties prior to distribution. Both parties will agree on a distribution date in advance.
- e. Sponsor will be mentioned in all press releases sent in conjunction with the Event.

- f. Sponsor shall be granted the ability to create unique onsite activations utilizing a 10'x10' booth. The booth must be staffed with Sponsor representatives. Event needs, at a minimum, 40 days advance notice of booth space to accommodate.
- g. Sponsor will be given an opportunity to be the sponsor of an activity taking place during the Event for no additional charge. Example, the July 3rd Fireworks & Beach Party Watermelon Eating Concert, sponsored by North Lake Tahoe Resort Association or GoTahoeNorth.com
- h. Sponsor's color logo will be included on two sponsor banners (produced by Event) prominently placed and displayed by Event at the venue in visible locations.
- i. Sponsor's name and logo shall be included on appropriate general event signage used to promote the Event.
- j. Sponsor shall be included and thanked in daily PA announcements during the Event at a minimum of six (6) times.
- k. Sponsor is granted ability to use the official Event trademarks and logos in promotions, marketing material, website and the like.
- l. Event will include North Lake Tahoe specific questions in a post-event survey. Questions will be agreed upon prior to survey being sent.
- m. Sponsor to receive ten (10) Preferred Fireworks Seating Tickets and ten (10) Beach Party Drink Tickets.
- n. Producer will provide a P&L and event recap within 60 days of the completion of the Event.
- o. The Shows will be marketed on the same poster, rack cards, and print advertisements ("Marketing Materials"). Event is responsible for the development and cost of graphic design and final layered Adobe Illustrator working file for The Shows 11" x 17" poster to be used in-market and to be resized by NTBA and TCDA for other marketing purposes. Event will provide Sponsor with the opportunity to proof and provide feedback for the poster design prior to going to press.
- p. 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, Producer shall return to Sponsor all the sponsorship funding which has not been spent by Producer. Upon cancellation or postponement, Sponsor's obligations to Producer per this Agreement shall terminate.
- q. Prior to the Event, Producer 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. Producer 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.

4. Obligations of Sponsor to Producer/Event:

- a. Sponsor shall provide a \$50,000 cash sponsorship to the Event. Event will submit an invoice for payment at least 30 days prior to a due date of May 1.
- b. Event shall receive email marketing support with inclusion in the following:
 - i. First article in early June email sent to entire NLTRA database with a call to action directing to the GTN.com 4th of July landing page. This article will include information on NTBA and TCDA fireworks.
 - ii. One (1) dedicated email to Chamber database in mid-May, requesting sponsors and donation for the Event with call to action to contact Event directly.
 - iii. Two (2) dedicated emails to Chamber database in late-May and/or June, requesting volunteer support for the Event; dates to be mutually agreed upon in April
- c. Event shall receive social media support with the following:

- i. Three (3) social posts on North Lake Tahoe social pages to drive lodging via the GTN.com 4th of July landing page. Posts will take place four, five and six weeks prior to the Event date; dates to be mutually agreed upon in April
- ii. Two (2) social posts on Chamber social pages to drive sponsorships and donations with a call to action to contact Event directly. Posts will take place the first two weeks of June prior to the Event.
- d. Sponsor to develop landing page on GTN.com highlighting 4th of July regional activities including Event. This page will be used for all marketing call to action efforts. The page will include a “Book Now” button.
- e. List Event on the event calendar on the NLTRA website (www.GoTahoeNorth.com).
- f. Event will be one of three rotating “Featured Events” on GTN.com homepage starting Memorial Day Weekend.
- g. For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.
- h. Producer will provide Sponsor an acceptable Certificate of Insurance naming Sponsor as an additional insured (\$1,000,000 per occurrence, \$2,000,000 general aggregate).

5. Economic Impact Assessment. Producer and Sponsor shall work together to share available information and data to develop and economic impact analysis of the Event.

6. Use of Producer’s Intellectual Property by Sponsor. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Producer, including, without limitation, the Event Marks; the Event (collectively “Producer Property”); and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorialization or other information concerning or in connection with the Event, belong exclusively to Producer, (ii) Sponsor is hereby provided a limited license to use Producer 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 Producer 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 Producer Property, (iv) all uses of Producer Property by Sponsor, and all goodwill therefrom, inure to the benefit of Producer, (v) any permitted use of Producer Property may be used only to indicate a sponsor relationship with the Event and/or for event promotions across Sponsor marketing and PR channels, and will use ownership marks (such as ® or ™) and designations (such as “An Official Sponsor”) as directed by Producer, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

7. Use of Sponsor’s Intellectual Property by Producer. Producer hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Sponsor, including, without limitation, web addresses, social hashtags and social handles (collectively “Sponsor Property”), belong exclusively to Sponsor, (ii) Producer 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 Producer to use Sponsor Property shall immediately cease, (iii) Producer 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 Producer, 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.

8. Relationship of the Parties. The relationship of Sponsor and Producer 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 Producer 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.

9. Indemnity. Producer agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages and claims ("Claims") arising from Producer'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 Producer, and Producer further agrees that it will pay or satisfy any judgment which may be rendered against Sponsor arising from such claims.

10. 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.

11. Sole Agreement/Amendment: This Agreement represents the entire agreement between Sponsor and Producer 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 Producer from the limitations on use of the Funding contained in this Agreement shall be effective unless in writing and signed by an officer of Sponsor and then only in the specific instance and for the specific purpose given.

12. 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.

13. Termination. Either party may terminate this Agreement for any reason upon 30 days written notice; provided, that this Agreement may not be terminated for convenience after October 1 of each year. In addition, either party may terminate this Agreement upon 30 days written notice to the other party if that party is in material breach of this Agreement (unless that party cures the breach within 30 days of receiving notice).

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

By:

Name:

Title:

Date:

NORTH TAHOE BUSINESS ASSOCIATION

By:

Name:

Title:

Date:

ZABELLI FIREWORKS MANUFACTURING CO.

THIS CONTRACT AND AGREEMENT (this "Contract") is made effective as of this 18th day of January 2019, by and between:

Zambelli Fireworks Manufacturing Co. of New Castle, Pennsylvania (hereinafter referred to as "Zambelli"),

-AND-

North Tahoe Business Association (NTBA) of California (hereinafter referred to as "Client").

WHEREAS, Zambelli is in the business of designing and performing exhibitions and displays of fireworks; and

WHEREAS, Client desires that Zambelli provide an exhibition and display of fireworks for Client's benefit pursuant to the terms and conditions hereof, and Zambelli desires to perform an exhibition and display of fireworks for Client's benefit pursuant to the terms and conditions hereof.

NOW, THEREFORE, in consideration of the mutual agreements herein contained:

Zambelli, intending to be legally bound, agrees as follows:

- Zambelli agrees to sell, furnish and deliver to Client a fireworks display [per the synopsis (Exhibit A) submitted by Zambelli to Client, accepted by Client and made a part hereof] (hereinafter referred to as the "Display") to be exhibited on the display date set forth below (hereinafter referred to as the "Display Date"), or on the postponement date set forth below [if the Display is postponed as provided herein], (hereinafter referred to as the "Postponement Date") which Display Date and Postponement Date have been agreed upon at the time of signing this Contract.

Display Dates: July 3, 2019 Postponement Date: n/a

EXHIBIT A

SYNOPSIS FOR KINGS BEACH, JULY 3rd 2019 - 16 AND ONE HALF MINUTE DISPLAY
ALL INCLUSIVE PACKAGE PRICE \$28,500

SHELL DESCRIPTION	QUANTITY
MAIN BODY OF PROGRAM	
Four Inch Zambelli Floral Pattern Shells	18
Four Inch Zambelli Specialty Shells	18
Four Inch Zambelli Duration/Lingering Effect Shells	18
Four Inch Palm, Dahlia & Chrysanthemum Multi-Effect Shells	18
Four Inch Tourbillion & Serpent Effect Shells	18
TOTAL NUMBER OF FOUR INCH SHELLS	90
Five Inch Zambelli Floral Pattern Shells	54
Five Inch Zambelli Specialty Shells	54
Five Inch Zambelli Duration/Lingering Effect Shells	54
Five Inch Palm, Dahlia & Chrysanthemum Multi-Effect Shells	54
Five Inch Tourbillion & Serpent Effect Shells	54
TOTAL NUMBER OF FIVE INCH SHELLS	270
Six Inch Zambelli Floral Pattern Shells	36
Six Inch Zambelli Specialty Shells	36
Six Inch Zambelli Duration/Lingering Effect Shells	36
Six Inch Palm, Dahlia & Chrysanthemum Multi-Effect Shells	36
Six Inch Tourbillion & Serpent Effect Shells	36

TOTAL NUMBER OF SIX INCH SHELLS 180

ZAMBELLI GRAND FINALE (1.5 minute duration)

Three Inch Assorted Color Finale Display Shells 180
Three Inch Titanium Salute Report Shells 240
Four Inch Zambelli Specialty Finale Shells 120
Five Inch Zambelli Specialty Finale Shells 45
Six Inch Zambelli Specialty Finale Shells 28
TOTAL NUMBER OF GRAND FINALE SHELLS 613

TOTAL NUMBER OF SHELLS IN THE DISPLAY 1153

Average shot time for body portion of the display (15 mins) one shell per 1.66 seconds

ADDITIONAL PRODUCT TO BE INCLUDED (PER AGREEMENT ON NON-FIRED 2018):

- THREE INCH-10 SHELLS
- FOUR INCH-55 SHELLS
- FIVE INCH-16-SHELLS
- SIX INCH-19-SHELLS

1,243
TOTAL SHELLS
W/ADDITIONAL

2. Zambelli agrees to furnish the services of display technicians (hereinafter referred to as "Display Technicians") who are sufficiently trained to present the Display. Zambelli shall determine in its sole discretion the number of Display Technicians necessary to take charge of and safely present the Display. All Zambelli Operators will have a valid California State Pyrotechnic Operators license. All technicians, (workers under the Operator) will have valid BATF explosive credentials under Zambelli.
3. Zambelli agrees to furnish insurance coverage in connection with the Display for bodily injury and property damage, including products liability, which insurance shall include Client as additional insured regarding claims made against Client for bodily injury or property damage arising from the operations of Zambelli in performing the Display provided for in this Contract. Please note policy limits specified below.

Such insurance afforded by Zambelli shall not include claims made against Client for bodily injury or property damage arising from failure of Client, including through or by its employees, agents and independent contractors, to perform its obligations under this Contract, including without limitation those set forth in paragraphs 6 and 7 below. Client shall indemnify and hold Zambelli harmless from all claims and suits made against Zambelli for bodily injury or property damage arising from failure of Client, including through or by its employees, agents and independent contractors, to perform its obligations under this Contract, including without limitation those set forth in paragraphs 6 and 7 below.

Insurance requirements follow:

Comprehensive General Liability:	\$1,000,000 each occurrence
Automobile Liability:	\$1,000,000 each occurrence
Workers Compensation:	Statutory (Required by law)
Excess Liability	\$9,000,000 Excess follows form

Client, intending to be legally bound, agrees as follows:

4. Client agrees to pay Zambelli the sum of **\$28,500.00** (hereinafter referred to as the "Purchase Price"), twenty percent (20%) of which is due upon signing this Contract, thirty percent (30%) by June 1st, 2019 and fifty percent (50%) due at noon on the Display Date. In addition, Client agrees to pay a postponement fee of fifteen percent (15%) of the Purchase Price plus Additional Third Party Charges (as defined in paragraph 11 below) if the Display is fired on the Postponement Date, or twenty-five percent (25%) of the Purchase Price plus Additional Third Party Charges if the Display is fired on a date other than the Display Date or the Postponement Date ("Alternate Date"). The Alternate Date must occur within six months of the original Display Date at a time agreeable to both Zambelli and the Client. Generally, Alternate Dates will not include the period from June 28th through July 7th. Checks shall be made payable to Zambelli Fireworks Manufacturing Co., unless otherwise authorized in writing by Zambelli. NO CASH shall be paid to any agent or employee of Zambelli, unless otherwise authorized in writing by Zambelli. There shall be no refund of the Purchase Price due and payable under this paragraph 4, except as specifically provided in paragraph 11 below.
5. Client agrees to meet all deadlines outlined in the Design and Production Provisions, which has been provided to Client, including but not limited to the following:

- (a) Zambelli, with assistance from the Client must select a suitable place for the Display, including a firing and debris zone reasonably acceptable to Zambelli (hereinafter referred to as the "Display Area") and submit such selection to Zambelli no later than April 30th, 2019. The Display Area shall adhere to or exceed applicable National Fire Protection Association ("NFPA") standards including the Zambelli guideline that the Display Area have a radius of at least 100 feet per inch (or as mutually agreed to between Zambelli and Client) of the largest diameter pyrotechnic from the firing site in all directions to any parking area, spectators, inhabited buildings, public roads, or active railroad. Client shall submit a site map (attached hereto as Exhibit A) to Zambelli accurately representing the physical characteristics of the Display Area as pertains to NFPA and Zambelli guidelines. The content of the Display may be limited by the selection of the Display Area due to the requirement to provide sufficient safety zones.
 - (b) Zambelli, with assistance from the Client must secure and deliver to Zambelli no later than June 1, 2019 or 30 days prior to the Display Date all permits necessary for the Display, including but not limited to police, local, state and United States Coast Guard ("USCG") permits, and arrange for any security bonds or insurance as required by law. Zambelli will assist Client when appropriate in completing permit applications.
6. If, in its sole discretion, Client designates an area for members of the public to view the Display (hereinafter referred to as the "Spectator Area") or an area for vehicular parking (hereinafter referred to as the "Parking Area"), Client shall ensure that the Spectator Area does not infringe on the Display Area, have sole responsibility for ensuring that the terrain of the Spectator Area and any structures thereon, including but not limited to grandstands and bleachers are safe for use by spectators, have sole responsibility for ensuring that the Parking Area is safe for use, have sole responsibility to police, monitor and appropriately control spectator access to the Spectator Area and the Parking Area and police, monitor and appropriately control the behavior of persons in these areas. It is expressly agreed that Zambelli shall not inspect any area other than the Display Area, except to ensure that any Spectator or Parking Areas are outside the Display Area.
 7. Prior to, during, and immediately following the Display, Zambelli shall monitor the Discharge Area and Client and U. S Coast Guard will be solely responsible to keep all persons and property not authorized by Zambelli out of the Display Area and behind safety zone lines and limits.
 8. Following the Display, Client, U.S. Coast Guard with assistance from Zambelli shall be solely responsible for policing of the Display Area and for lake cleanup except as specifically provided in the sentence immediately following. Zambelli shall be responsible for the removal of unexploded fireworks and the cleanup of material debris, the removal of frames, sets and lumber from the Discharge Area, and the refilling of holes created by Zambelli or on behalf of Zambelli within the Discharge Area.

The parties, intending to be legally bound, mutually agree as follows:

1. Zambelli and the Client agree to follow the fireworks timeline (Exhibit B) to the best of their ability. Should any of the tasks assigned to Zambelli, the Client or the Client's fireworks team, are not able to be completed within the specified time frame and will result in a significant impact on the outcome of the fireworks display, parties will update each other in writing by email, unless time is of the essence, then notification will be handled by phone or text.
2. Client and Zambelli will follow 2019 BMP (Best Management Practices) Cleanup document (Exhibit C) to address Lake and land/shoreline fireworks debris cleanup procedures.
3. It is agreed and understood by the parties hereto that should inclement weather prevent firing of the Display on the Display Date, as determined by the Authority Having Jurisdiction (as defined in paragraph 14 below) or as reasonably determined by Zambelli, then the program shall be postponed and fired on the Postponement Date. If there is no Postponement Date and the Display is not fired on the Display Date, or if inclement weather prevents firing of the Display on the Postponement Date, as determined by the Authority Having Jurisdiction or as reasonably determined by Zambelli, the Display will be cancelled and Client will pay to Zambelli, 50% of the Purchase Price, less any Deposit paid prior to the Display Date.
9. Client's cancellation of the Display will only be effective upon receipt by Zambelli of a written notice from an authorized person representing Client. In the event of cancellation of the Display, the parties agree as follows:
 - (a) If Client cancels the Display more than sixty-one (61) days prior to the Display Date, Client agrees to pay Zambelli a cancellation fee equal to ten percent (10%) of the Purchase Price plus Additional Third Party Charges, as defined below.
 - (b) If Client cancels the Display from thirty-one (31) to sixty (60) days prior to the Display Date, Client agrees to pay Zambelli a cancellation fee equal to twenty percent (20%) of the Purchase Price plus Additional Third Party Charges, as defined below.

- (e) If Client cancels the Display from five (5) to thirty (30) days prior to the Display Date, Client agrees to pay Zambelli a cancellation fee equal to thirty percent (30%) of the Purchase Price plus Additional Third Party Charges, as defined below.
 - (d) If Client cancels the Display less than five (5) days prior to the day of the Display, Client agrees to pay Zambelli a cancellation fee equal to fifty percent (50%) of the Purchase Price plus Additional Third Party Charges, as defined below.
 - (e) "Additional Third Party Charges" shall mean all costs and expenses incurred by Zambelli and paid or payable to third parties in connection with the Display, including but not limited to security fees, permits and licensing fees and expenses, barge and tow expenses, and fire watch fees.
10. Zambelli reserves the exclusive right to make minor modifications and substitutions to the Display, provided that such changes are reasonable and necessary and do not materially, adversely affect price, time of delivery, functional character or performance of the Display.
 11. It shall be within Zambelli's and/or the Authority Having Jurisdiction's discretion to terminate the firing of the Display if any unsafe or unsuitable condition is identified. If such condition is not corrected, Zambelli may cancel the Display without further liability to Client for such cancellation.
 12. The parties agree to cooperate with the regulatory authorities having jurisdiction over the Display, including, but not limited to local fire and police departments, the Bureau of Alcohol, Tobacco, Firearms and Explosives, the Department of Transportation, the Department of Homeland Security, and the USCG (any such authority having jurisdiction over the Display is sometimes referred to herein as, the "Authority Having Jurisdiction"). The parties acknowledge that such governmental regulatory authorities having jurisdiction over the Display have the right to prohibit the Display until unsafe or unsuitable conditions are corrected.
 13. This contract shall be deemed made in the State of California and shall be construed in accordance with the laws of the State of California, excluding its conflict of law rules. The parties agree and consent to the jurisdiction of the courts of the State of California and the Federal District Court to decide all disputes regarding this Contract.
 14. If Client becomes bankrupt or insolvent, or if a petition in bankruptcy is filed by or against Client or if a receiver is appointed for Client, Zambelli may refuse to perform under this Contract and may terminate this Contract without prejudice to the rights of Zambelli. If Client's financial condition becomes unsatisfactory to Zambelli, Zambelli may require that Client deposit the balance of the Purchase Price in escrow or provide sufficient proof of its ability to pay the balance of the Purchase Price.
 15. Except to the extent, if any, specifically provided to the contrary herein, in no event shall Zambelli be liable to Client for any indirect, special, consequential, incidental or punitive damages or lost profits, however caused and on any theory of liability (including negligence of any kind, strict liability or tort) arising in any way out of this contract, whether or not Zambelli has been advised of the possibility of damages.
 16. If Client fails to pay the monies due under this Contract, Zambelli is entitled to recover the balance due plus interest at one and one-half percent (1 ½ %) per month on amounts past due sixty (60) days or more. Further, on balances outstanding one hundred twenty (120) days or more, Zambelli is entitled to recover the balance due, plus accrued interest, plus attorney's fees of ten percent (10%) of the amount past due, plus court costs, or, if less, the maximum amount permitted by law.
 17. This Contract shall not be construed to create a partnership or joint venture between the parties or persons mentioned herein.
 18. Each party hereunder shall be excused for the period of delay in the performance of any of its obligations hereunder and shall not be liable for failure to perform or considered in default hereunder, when prevented from so performing by a cause or causes beyond its reasonable control, including but not limited to fire, storm, earthquake, flood, drought, accident, explosion, operation malfunction, or interruption, strikes, lockouts, labor disputes, riots, war (whether or not declared or whether or not the United States is a member), Federal, state, municipal or other governmental legal restriction or limitation or compliance therewith, failure or delay of transportation, shortage of, or inability to obtain materials, supplies, equipment, fuel, power, labor or other operational necessity, interruption or curtailment of power supply, or act of God, nature or public enemy.
 19. This Contract constitutes the sole and entire understanding of the parties with respect to the matters contemplated hereby and supersedes and renders null and void all prior negotiations, representations, agreements and understandings (oral and written) between the parties with respect to such matters. No change or amendment may be made to this Contract except by an instrument in writing signed by each of the parties.
 20. Notices, consents, requests or other communications required or permitted to be given by either party pursuant to this Contract shall be given in writing by first class mail, postage prepaid addressed as follows: if to Zambelli, to the address set forth below; if to Client, to: NTBA, P.O. Box 1023, Kings Beach, CA 96143 _____.

21. This Contract may be executed in one or more counterparts, each of which shall be deemed to be an original but all of which together shall be deemed to be one and the same instrument. The exchange of copies of this Contract and of signature pages by facsimile transmission shall constitute effective execution and delivery of this Contract as to the parties and may be used in lieu of the original Contract for all purposes. This Contract and all the rights and powers granted by this Contract shall bind and inure to the benefit of the parties and their respective successors and assigns.

22.

IN WITNESS WHEREOF, we set our hands and seals to the agreement in duplicate the day and year first above written.

FOR Client: North Tahoe Business Association-(NTBA)

FOR: Zambelli Fireworks Manufacturing Co.

BY: Joy M. Doyle 1/25/19
date

BY: _____
date

BY: Joy M. Doyle, ED
PLEASE PRINT NAME and TITLE

BY: John D. Hagan - West Coast Project Manager
PLEASE PRINT NAME and TITLE

Please sign contract where indicated for Client and return all copies for final acceptance to:

Zambelli Fireworks Manufacturing Co.
P.O. Box 986
Shafter, CA 93263
Or email to: t.nichols@zambellifireworks.com
800-322-7142 Fax: 800-641-8932

