

Board of Directors:

Chair: Adam Wilson, Northstar Business Assoc. | **Vice Chair:** Sue Rae Irelan, Placer County Appointee
Treasurer: Dan Tester, Squaw Valley Business Assoc. | **Secretary:** Ray Villaman, Tahoe Restaurant Group
Mike DeGross, Palisades Tahoe | **Amy Ohran**, Northstar California Resort | **Harry Hirsch**, Homewood Mountain Resort
Manfred Steuerwald, Resort at Squaw Creek | **Colin Perry**, Ritz-Carlton, Lake Tahoe
Jill Schott, Tahoe Moon Properties | **Stephanie Hoffman**, Tahoe Luxury Properties
Jim Phelan, Tahoe City Marina | **Dave Wilderotter**, Tahoe Dave's | **Melissa Siig**, TCDA | **Alyssa Reilly**, NTBA
Advisory members: **Stephanie Holloway**, Placer County Executive Office | **Jeff Cowen**, TRPA

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link: <http://bit.ly/3gWNfHV>
Pre-registration is required, and members of the public will be admitted into the meeting as an attendee, with audio and video controls disabled. If you wish to make a public comment, use the "Raise Hand" feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item.

8:30 a.m. 1. Call to Order – Establish Quorum

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2. Approval of Resolution 2022.12

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD DEC 6, 2022 TO JAN 5, 2023 PURSUANT TO BROWN ACT PROVISIONS. **[ACTION]**

8:32 a.m. 3. 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.

8:35 a.m. 4. Agenda Amendments and Approval **[ACTION]**

8:40 a.m. 5. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

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A. NLTRA Board Meeting Minutes from Nov 2, 2022 [Link to preliminary online document](#)

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B. Review and Approval of CEO's Expense Report for Oct 2022

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C. NLTRA Preliminary Financial Statements, Oct 2022

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D. Approval of Event Partnership Funding Recommendations (9 events) at a total of \$50,000

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- E. Approval of Event Sponsorship for the 2023 Highlander Event in the amount of \$25,000
- F. Approval of Event Sponsorship for the 2023 Lake Tahoe Concours D'Elegance in the amount of \$10,000

G. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting Nov 30, 2022
- TOT Committee Meeting, Nov 21, 2022
- TBID Advisory Committee Meeting, Nov 16, 2022
- Zone 1 Committee Meeting, Nov 16, 2022
- Tourism Development Committee Nov 29, 2022
- In-Market Tourism Development Committee Nov 29, 2022

8:45 a.m.

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6. Action Item:

- A. Approval of Event Sponsorship for the 2023 Winter Wondergrass music festival in the amount of \$65,000 – Kim Brown
- B. Approval of Event Sponsorship for the 2023 Broken Arrow Skyrace in the amount of \$65,000 – Kim Brown
- C. Approval of the North Tahoe Business Association FY 22/23 Agreement and SOW in the amount of \$150,000 – Kim Brown
- D. Approval of the Tahoe City Downtown Association FY 22/23 Agreement and SOW in the amount of \$150,000 – Kim Brown
- E. Approval of Election Committee – Tony Karwowski
- F. Approval of new Tourism Development Committee Members - Kirstin Guinn
- G. Final Grant Process Review and Recommendation of Approval to Placer County Board of Supervisors - Tony Karwowski/Erin Casey
- H. CAP Committee FY 22/23 Project Recommendations - Tony Karwowski

10:35 a.m.

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7. Informational Updates/Verbal Reports:

- A. NTCA rebrand update presentation- Kirstin Guinn

10:50 a.m.

8. Reports/Back up – The following reports are provided on a monthly or periodic basis by staff and can be pulled for discussion by any Board member.

- A. Destimetrics Report, Oct 2022
- B. Conference Revenue Statistics Report, Oct 2022
- C. Tourism Development Report on Activities, Oct 2022
- D. Reno Tahoe Airport Report, Sept 2022
- E. Visitor Information Center Report, Oct 2022

10:51 a.m.

9. CEO and Staff Updates

10:53 a.m.

10. Directors Comments

10:55 a.m.

11. Meeting Review and Staff Direction

10:57 a.m.

12. Closed Session

11:00 a.m.

13. Adjournment

Posted online at nltra.org



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 12/06/2022

TO: NLTRA Board of Directors

FROM: Tony Karwowski, CEO

RE: Resolution Proclaiming a Local Emergency and Authorizing Remote Teleconference Meeting

Action(s) Requested:

North Lake Tahoe Resort Association (NLTRA) board approval of Resolution No. 2022.12 as **A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD DEC 6, 2022 TO JAN 5, 2023 PURSUANT TO BROWN ACT PROVISIONS.**

Background:

The NLTRA Board of Directors has been conducting virtual Board of Directors meetings since April 1, 2020 under the provisions of the Governor of California's Executive Order N-29-20 in response to the COVID -19 pandemic. That order expired on September 30, 2021. On September 16, 2021, the Governor signed into law AB 361 which amends the Brown Act to allow continued flexibility for conducting public meetings. A subsequent Executive Order N-15-21 gave AB361 an application date of October 1, 2021. The provisions of AB 361 regarding remote meetings can only be used in the event there is a Governor issued state of emergency that is active under the California Emergency Services Act that impacts our area. The Governor's state of emergency enacted on March 4, 2020 remains in effect.

Under AB 361 the board is required to vote and adopt a resolution finding that meeting in person during the state of emergency would pose imminent risk to the health and safety of attendees. That resolution is attached. This resolution would need to be renewed every 30 days should the board desire to hold another meeting under the modified remote meeting rules.

Fiscal Impact:

None.

Attachments:

Resolution 2022.12

RESOLUTION NO. 2022.12

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD DEC 6, 2022 TO JAN 5, 2023 PURSUANT TO BROWN ACT PROVISIONS.

WHEREAS, the North Lake Tahoe Resort Association ("NLTRA") is committed to preserving and nurturing public access and participation in meetings of the Board of Directors; and

WHEREAS, all meetings of the NLTRA's legislative bodies organized and meeting for purposes of the North Lake Tahoe Tourism & Business Improvement District ("NLTTBID") are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code 54950 - 54963), so that any member of the public may attend, participate, and watch the NLTRA's legislative bodies conduct their business; and

WHEREAS, the Brown Act, Government Code section 54953(e), makes provisions for remote teleconferencing participation in meetings by members of a legislative body, without compliance with the requirements of Government Code section 54953(b)(3), subject to the existence of certain conditions; and

WHEREAS, a required condition is that a state of emergency is declared by the Governor pursuant to Government Code section 8625, proclaiming the existence of conditions of disaster or of extreme peril to the safety of persons and property within the state caused by conditions as described in Government Code section 8558; and

WHEREAS, a proclamation is made when there is an actual incident, threat of disaster, or extreme peril to the safety of persons and property within the jurisdictions that are within the NLTRA's boundaries, caused by natural, technological, or human-caused disasters; and

WHEREAS, it is further required that state or local officials have imposed or recommended measures to promote social distancing, or the legislative body meeting in person would present imminent risks to the health and safety of attendees; and

WHEREAS, such conditions now exist in the NLTRA, specifically, the State of Emergency declared by Governor Newsom on March 4, 2020, due to COVID-19; and

WHEREAS, the Board of Directors does hereby find that the increase in SARS-CoV-2 Delta Variant has caused, and will continue to cause, conditions of peril to the safety of persons within the NLTRA that are likely to be beyond the control of services, personnel, equipment, and facilities of the NLTRA, and desires to proclaim a local emergency and ratify the proclamation of state of emergency by the Governor of the State of California; and

WHEREAS, as a consequence of the local emergency, the Board of Directors does hereby find that the legislative bodies of North Lake Tahoe Resort Association organized and meeting for purposes of the NLTTBID shall conduct their meetings without compliance with paragraph (3) of subdivision (b) of Government Code section 54953, as authorized by subdivision (e) of section 54953, and that such legislative bodies shall comply with the requirements to provide the public with access to the meetings as prescribed in paragraph (2) of subdivision (e) of section 54953; and

WHEREAS, the NLTRA enacted virtual meeting protocols on April 01, 2020, which include options for public participation.

NOW, THEREFORE, THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION DOES HEREBY RESOLVE AS FOLLOWS:

1. Recitals. The Recitals set forth above are true and correct and are incorporated into this Resolution by this reference.
2. Proclamation of Local Emergency. The Board hereby proclaims that a local emergency now exists throughout the NLTRA, and COVID-19 has caused, and will continue to cause, conditions of peril to the safety of persons within the NLTRA that are likely to be beyond the control of services, personnel, equipment, and facilities of the NLTRA.
3. Ratification of Governor's Proclamation of a State of Emergency. The Board hereby ratifies the Governor of the State of California's Proclamation of State of Emergency, effective as of its issuance date of March 4, 2020.
4. Remote Teleconference Meetings. The General Manager and Board of Directors of the North Lake Tahoe Resort Association are hereby authorized and directed to take all actions necessary to carry out the intent and purpose of this Resolution including, conducting open and public meetings in accordance with Government Code section 54953(e) and other applicable provisions of the Brown Act.
5. Effective Date of Resolution. This Resolution shall take effect immediately upon its adoption and shall be effective until the earlier of (i) June 30, 2022, or such time the Board of Directors adopts a subsequent resolution in accordance with Government Code section 54953(e)(3) to extend the time during which the legislative bodies of Tahoe City Public Utility NLTRA may continue to teleconference without compliance with paragraph (3) of subdivision (b) of section 54953.

PASSED AND ADOPTED by the Board of Directors of the North Lake Tahoe Resort Association Tahoe this 1st day of June 2022 by the following vote:

NORTH LAKE TAHOE RESORT ASSOCIATION

BY:

ATTEST:

Adam Wilson, Chair

Dan Tester, NLTRA Secretary

Board of Directors – Draft Meeting Minutes – November 2, 2022

Board of Directors:

Chair: I **Vice Chair:** Sue Rae Irelan, Placer County Appointee
Treasurer: Dan Tester, Squaw Valley Business Assoc. | **Secretary:** Ray Villaman, Northstar Business Assoc.
Past Chair: Samir Tuma, Tahoe City Lodge
Mike DeGroff, Palisades Tahoe | **Amy Ohran**, Northstar California Resort | **Harry Hirsch**, Homewood Mountain Resort
Manfred Steuerwald, Resort at Squaw Creek | **Colin Perry**, Ritz-Carlton, Lake Tahoe
Jill Schott, Tahoe Moon Properties | **Stephanie Hoffman**, Tahoe Luxury Properties
Jim Phelan, Tahoe City Marina | **Dave Wilderotter**, Tahoe Dave's | **Melissa Siig**, TCDA | **Alyssa Reilly**, NTBA
Advisory members: **Stephanie Holloway**, Placer County Executive Office | **Jeff Cowen**, TRPA

1. Call to Order at 8:33 AM – Establish Quorum

Board members in attendance (in person or electronically)

Sue Rae Irelan, Dan Tester, Dave Wilderotter, Melissa Siig, Samir Tuma, Adam Wilson, Jim Phelan, Stephanie Hoffman, Harry Hirsch (appointed today), Jill Schott, and Alyssa Reilly. A quorum was established. Also participating was Advisory member Jeff Cowen.

Board members absent

Colin Perry, Ray Villaman, Mike DeGroff and Amy Ohran (appointed today)

Staff Members in attendance

Tony Karwowski, Anna Atwood, Francois Cazalot, Derek Vaughan, Kimberly Brown, and Kirstin Guinn

Others in attendance

Included Erin Casey, Claire Marcus, Cathy Nanadiego, Yulianna Cisneros, Steve Gross, and Kristen Costa. There may have been others attending who did not identify themselves.

2. Approval of Resolution 2022.11

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD NOV 2, 2022 TO DEC 1, 2022 PURSUANT TO BROWN ACT PROVISIONS.

Motion to adopt Resolution 2022.11. WILDEROTTER/TESTER/Motion carried unanimously by Roll Call vote.

3. Public Forum

There were no comments on items not on today's agenda.

4. Agenda Amendments and Approval [ACTION]

Motion to approve today's agenda as presented and take items out of order if needed. TESTER/SIIG/Motion carried unanimously by Roll Call vote.

5. Open board seat appointments: [ACTION]

Bylaws Article 4 Sec. 6: Any elected director vacancy occurring on the Board shall be filled by the affirmative vote of a majority of the remaining directors at a meeting at which there is a quorum of directors present.

Irelan thanked outgoing Board members Kevin Mitchell, Adam Wilson, and Tom Turner for their commitment to the organization. Karwowski reviewed the Bylaws regarding filling vacancies.

**A. Appointment Amy Ohran to the Northstar California Resort NLTRA board seat per request from Vail Resorts
Motion to appoint Amy Ohran to the Northstar California Resort NLTRA board seat per request from Vail Resorts.
WILDEROTTER/SIIG/ Motion carried unanimously by Roll Call vote.**

**B. Appointment of Harry Hirsch to the Homewood Ski Resort NLTRA board seat per request form Homewood Ski Resort
Motion to appoint Harry Hirsch to the Homewood Ski Resort NLTRA board seat per request form Homewood Ski Resort. WILDEROTTER/TESTER/ Motion carried unanimously by Roll Call vote.**

**C. Appointment of Manfred Steuerwald to the Resort at Squaw Creek board seat per request from Resort at Squaw Creek
Motion to appoint Manfred Steuerwald to the Resort at Squaw Creek board seat per request from Resort at Squaw Creek. WILDEROTTER/TESTER/ Motion carried unanimously by Roll Call vote.**

**D. Appointment of open At Large F&B seat
Karwowski reported Villaman expressed interest in filling the At Large F&B seat that was held by Tom Turner. Villaman currently fills the Northstar Business Association seat.**

Motion to appoint Villaman to the At Large F&B seat pending his resignation from the Northstar Business Association seat. WILDROTTER/TESTER/ Motion carried unanimously by Roll Call vote.

**E. Appointment of potential open seat
Motion to appoint Adam Wilson to the Northstar Business Association seat. WILDEROTTER/SIIG/ Motion carried unanimously by Roll Call vote**

**6. Election of NLTRA board officer position(s) [ACTION]
Motion to appoint Adam Wilson as Chair of the Board. TUMA/WILDEROTTER/Motion carried unanimously by Roll Call vote.**

Motion to appoint Ray Villaman as Secretary of the Board. WILDEROTTER/TESTER/ Motion carried unanimously by Roll Call vote.

7. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

A. NLTRA Board Meeting Minutes from Oct 5, 2022 [Link to preliminary online document](#)

B. Review and Approval of CEO's Expense Report for Aug, 2022 (No expense report for Sept)

C. NLTRA Financial Statements, Aug & Sept 2022

D. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting Oct 28, 2022
- TOT Committee Meeting, Oct 24, 2022
- TBID Advisory Committee Meeting, Oct 26, 2022
- Zone 1 Committee Meeting, Oct 26, 2022
- Tourism Development Committee Oct 25, 2022

- **In-Market Tourism Development Committee Sept 27, 2022**

Motion to approve the items on the consent Calendar. TESTER/WILSON/ Motion carried unanimously by Roll Call vote.

8. Action Items:

A. Moving January 4, 2023 BOD meeting to January 11, 2023 - Tony Karwowski

Motion to change the date of the January 4, 2023 meeting to January 11, 2023. TESTER/WILLROTTER/ Motion carried unanimously by Roll Call vote.

B. Approval of 2023 Audi FIS Ski Men’s World Cup Event Sponsorship taking place at Palisades Tahoe in the amount of \$45k - Kim Brown

Brown presented the request for \$45,000 from the Large Event Sponsorship fund for this event, which is scheduled for February 24 – 26, 2023. Kristen Costa provided more detail. Approximately 350 athletes, coaches, and staff from 28 countries are anticipated, as well as over 25,000 spectators over the 3-day event. Palisades Tahoe is tasked with providing lodging for the athletes and associated staff. Based on past World Cup events, there is major publicity associated with the event, including international television exposure. Costa noted NLTRA sponsored the Women’s FIS World Cup in 2017.

Discussion followed clarifying details of the event and where the sponsorship dollars will come from. It was suggested this provides an opportunity to show the community how TBID funds are allocated. The impacts of the event were considered, given it falls over a holiday weekend. The Board asked that a transportation mitigation plan and trash management plan be submitted. Regular updates should be given to this Board, particularly as regards the transportation plan. The Board also asked for details on how NLTRA’s sponsorship will be acknowledged.

Motion to approve sponsorship of \$45,000 for the 2023 Audi FIS Ski Men’s World Cup event as presented. SIIG/WILDEROTTER/Carried by Roll Call vote with Tester abstaining.

9. Informational Updates/Verbal Reports:

A. TOT/TBID Committee grant process update - Erin Casey

Consultant Erin Casey explained the proposed process was developed with input from the TBID and TOT Committees, County staff, and Supervisor Gustafson. During those meetings, she heard how important it is to deliver projects and programs that support the community and visitor experience. The community and assessed businesses want to see results. Casey noted the TBID will need to be renewed in about four years.

Casey presented a three-bucket approach that includes funding, or sponsoring, long-term projects, the annual grant cycle, and setting aside funds to consider opportunities outside the regular granting cycle. Casey gave examples of funds that could come from each budget and the workflow for each. She described the criteria, application review, and approval process for each bucket.

Next steps including fine-tuning the process and bringing it back to this Board for approval in December. Because the Board of Supervisors approves the TOT recommended allocations, it will be presented to that Board in January, with the hope of implementing the process in January 2023.

Discussion followed as Casey answered questions clarifying details of the proposed process. The idea of a fourth bucket for Reserves was raised. Pros and cons of combining the CAP and TOT Committees were considered.

B. Housing Hub project update - Erin Casey

Casey explained the objectives of the Housing Hub include analyzing the work being done by various organizations and agencies on workforce housing, identify the gaps, and recommend a role NLTRA can play in filling those gaps to develop a regional housing organization concept, or Hub. Casey noted Tuma has been working closely with her on this effort.

Casey reviewed the tasks completed to date and work still to be done. She outlined the services the Housing Hub could provide, including advocacy for policy and programs and projects. Casey suggested NLTRA “incubate” the idea and eventually a separate Board could be established.

Tuma added that the idea is to work with small- and medium-sized developers who want to do something as simple as an ADU or something larger to address the missing middle.

C. Winter Media Plan Presentation - Augustine Agency

Cathy Nanadiego with Augustine Agency described the winter campaign strategies, target markets, and tactics to reach them. The goal is to increase the length of stays and promote mid-week visitation. Most of the dollars will be spent in the Los Angeles area as it is a main fly-market to this area and those visitors tend to stay longer. Nanadiego answered questions explaining why the Greater LA Metro area was selected and how visitors activities are tracked.

Yulianna Cisneros reviewed the objectives of the social media campaign and provided performance statistics for July and August. She described the content moving forward.

Claire Marcus described the plan for print media, saying it is on trend with what Visit California is doing. Strategies include FAM tours and providing content for journalists and influencers to share. She noted the many publications the North Lake Tahoe message is featured in, including the New York Times, Travel & Leisure, and Forbes.

Nanadiego said a Crisis Communication plan is being developed.

10. Reports/Back up – The following reports are provided on a monthly or periodic basis by staff and can be pulled for discussion by any Board member.

A. Destimetrics Report, Sept 2022

B. Conference Revenue Statistics Report, Sept 2022

C. Tourism Development Report on Activities, Sept 2022

D. Reno Tahoe Airport Report, Aug 2022

E. Visitor Information Center Report, Sept 2022

F. North Lake Tahoe Marketing Coop Financial Statements, Aug and Sept 2022

There were no questions or comments on the Reports.

9. CEO and Staff Updates

Karowski is working with Casey to develop the TBID, Zone 1, and TOT committee’s processes for grant applications. Through the agreement with Placer County, an admin position has been funded to support to the committees. Karowski will develop a scope of work for the position that aligns with the granting process.

Guinn provided updates on upcoming events. She sent talking points to the Board to address ongoing efforts in the community so everyone is on the same page.

Cazalot introduced Derek Vaughan, who will be working in the Accounting Department.

10. Directors Comments

Wilderotter is happy to see the vacancies in the office being filled.

11. Meeting Review and Staff Direction

Karowski noted the feedback on the grant cycles and Housing Hub. He will continue to work with Casey on the details.

Details of the NLTRA logo use, transportation plan, and trash management strategies for the World Cup event will be reported to the Board regularly.

12. Closed Session

Closed Session was not convened.

13. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:07 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)
Employee Expense Report

Month/Yr October 2022
Employee Anthony Karwowski

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
9/29/2022	A	The Dam Cafe	15	Cient coffee- Heather Segale - UC Davis TERC	13.79		
10/26/2022	B	SunnySide Restaurant	605	Host Placer County BOS reception	2169.65		
10/26/2022	C	Mourletos Resort	2203MV	Lodging for CREST team fro Northshore Workshops - Ritter/Colins	588.00		
10/25/2022	D	Imprints Retail		Parkign at RSC for BOS meeting	50.00		
	E						
	F						
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	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		\$70.00	
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES					\$2,821.44		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$70.00	

Signed By: *Anthony Karwowski* Approved By: FRANCOIS CAZALOT
Date: 11/30/22 Date: 11/30/22

ACCOUNTING				
DATE RECEIVED	DATE ENTERED	Accounting Manager APPROVAL	Accounting Manager APPROVAL DATE	DATE SCANNED
11/30/22	11/30/22	Francois Cazalot	11/30/22	11/30/22

[https://nltra-my.sharepoint.com/personal/francois_gotahoenorth_com/Documents/Desktop/Karwowski Employee Expense Report - 10-22](https://nltra-my.sharepoint.com/personal/francois_gotahoenorth_com/Documents/Desktop/Karwowski%20Employee%20Expense%20Report)

A e,

SCHEDULE

Below is the timeline we have customized to deliver on the defined scope of work. Below are details we would like to discuss to manage the project with complete transparency, timeline attainment, and within the established budget.

If the proposed schedule below is unable to be met, the project timeline will be adjusted to ensure the quality of deliverables are maintained.

If additional deliverables are requested beyond the established scope, a separate scope and budget will be provided if needed.

Milestone	Date
Phase 1: Brand Platform & Identity	
Naming Approved by NLTRA Board	October 5
Discovery and Research (Augustine to watch Coraggio Group Calls)	October 5-12
Rebrand Kickoff	October 13
DELIVERABLES:	
Brand Platform	October 14 - November 9
Mission, Vision, and Promise	
Brand Voice & Tone	
Brand Values	
Brand Pillars	
Brand Positioning	
Messaging Strategy	
Messaging Strategy	October 14 - November 9
Internal Communications: Staff	
External Communications: Stakeholders and Partners, Media	
Visual Brand	October 14 - November 9
Logo Design (2-3 Initial Concepts, Includes logo usage details)	
Color Palette (2-3 Options)	
Typography (2-3 Options)	
Client Review #1 (Review Visual Brand, Messaging Strategy and Brand Platform)	November 10
Adjustments	November 14-15
Executive Board Review	November 16
Adjustments	November 17-24
Client Review #2	November 25
Adjustments	November 28- December 1
Client Approval, Send files for packet	December 2
NLTRA Board of Directors Meeting (Present Brand Platform, Messaging Strategy and Visual Brand)	December 7
Adjustments	December 8-16
NLTRA Board of Directors Meeting (Present Final Approved Pieces)	January TBD



Phase 2: Brand Standards Guide	
DELIVERABLES:	
Brand Guidelines - Elements Including, but not limited to:	December 16- January 13
Organization Mission, Vision, and Promise	
Brand Positioning Statement	
Voice and Tone	
Logo Design	
Color Palette	
Typography	
Photography/Videography/Creative Styling Examples	
Messaging Strategy- Internal and External	
Client Review	January 13
Adjustments	January 13-27
NLTRA Board of Directors Meeting (Review Brand Guidelines)	February TBD
Final Files Shared with Client	February- pending BOD date

Tony Karwowski

From: Front Desk <reserve@mlrtahoe.com>
Sent: Friday, November 4, 2022 12:49 PM
To: Tony Karwowski
Subject: Your folio at Mourelatos Lakeshore Resort



Mourelatos Lakeshore Resort
6834 North Lake Boulevard
PO Box77
Tahoe Vista, CA 96148
PH: (530) 546-9500 / FAX: (530) 546-2744
www.MLRtahoe.com

Guest Information:

Kelly, Galaski

Ph: 416-816-1607

Stay Information:

Room: 122A Confirmation: 2203MV
Payment: MASTER CARD Guests: 1 Adults, 0 Children, 0 Infants
Arrival: October 24, 2022 Departure: October 25, 2022

Transaction Details:

Date	Room	Transaction	Amount	Balance	Comment
October 24, 2022	122	ROOM	175.00	175.00	
October 24, 2022	122	TAX	17.50	192.50	
October 24, 2022	122	TBID	3.50	196.00	
October 24, 2022	142	ROOM	175.00	371.00	Ritter
October 24, 2022	142	TAX	17.50	388.50	Ritter
October 24, 2022	142	TBID	3.50	392.00	Ritter
October 24, 2022	143	ROOM	175.00	567.00	Collins
October 24, 2022	143	TAX	17.50	584.50	Collins
October 24, 2022	143	TBID	3.50	588.00	Collins
October 25, 2022	122	MASTER CARD	588.00 CR	0.00	
		XXXXXXXXXXXX4849			
Balance Due at Checkout				0.00	

Tony Karwowski

From: The Dam Cafe <no-reply@toasttab.com>
Sent: Wednesday, September 28, 2022 8:41 AM
To: Tony Karwowski
Subject: Tell us how we did and review your receipt for Order #15 at The Dam Cafe

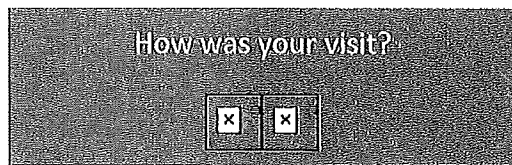
Thank you for your order. Below is a receipt for your recent visit to The Dam Cafe.
[trouble viewing this email?](#)

The Dam Cafe
55 W Lake Blvd
Tahoe City, CA 96145
530-581-0278

Take Out

U

Server: Jennifer C
Check #15 U
Ordered: 9/28/22 8:40 AM



12 OZ DOUBLE SHOT AMERICANO	\$4.75
OAT MILK	\$0.50
16 OZ TRIPLE SHOT AMERICANO	\$5.50
Subtotal	\$10.75
Tax	\$0.89
Tip	\$2.15
Total	\$13.79

Input Type C (EMV Chip Read)

SunnySide Lodge

Server: Bm1que!, 10/24/2022
Table 605/1 7:50 PM
Guests: 1 10004
Order Type: 11-de 1

Five Banquet Appetizers (55 @28 1,540,00
Vegetable erudite 90,00
Bq Cheese Platter 90,00
SVC CHARGE 700,00
Subtotal 2,420,00
Tax 175,45
Surcharge NLT/TBID AST 24,20
Total 2,619,65

Balance Du 2,619.65

No Waiting
Easy Pay & Split Check
Apple Pay, Google Pay, & CC

\$\$\$ PAY BY PHONE\$\$\$



scan w Phone Camera |

Or enter i<TL2:J5 at upngo,cc

SunnySide Lodge
Surcharge: NLT/TBID Assessment
North Lake Tahoe Resort Association
(nltra,01-g) has imposed this is, fur
local businesses to support
sports & tourism sustainability,
"I for your support,
•d Grntuity:
p = 435,60
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Squaw Creek Associates

Resort at Squaw Creek

Entry

Amved 10.07 AM 25 Oct 2022

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PAY FOR PARKING

Text PAY to (530) 582-7251

After payment you have 30 minutes
to exit



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north lake tahoe

Chamber | CVB | Resort Association

11/18/2022

To: North Lake Resort Association (NLTRA) Finance Committee

From: Derek Vaughan, Accounting Manager

RE: Report on Financial Results for October 31, 2022

Summary of preliminary NLTRA financial results for October 31, 2022

- Accounts Receivable TBID -The carryover balance of \$989,910 from prior fiscal year is currently being reconciled against cash receipts. The increase of \$903,000 from the beginning of the fiscal year beginning July 1st to October 31,2022 represents the difference between the budgeted revenue recorded in those months verse actual cash receipts in the same period. November collections of \$865,000 have been received and are \$433,000 over budget. This will reduce the accounts receivable balance for November. We are currently assessing if revenue should be forecasted for future months
- Accounts Payable – more than half of this balance includes carryover amounts from Quickbooks software and is not reflected on the Accounts Payable aging report, reconciliation is required before financials are finalized
- Revenues **bold**– Budget of \$20,000 should be moved to Chamber Revenue – Member Dues. Correction is in progress
- TBID Revenue -TYD \$6,058 should be moved to Chamber Revenue – Member Dues. Correction is in progress
- Salaries & Wages – reflect two pay period vs three pay periods that fell in September
- Supplies Computer – included in this amount are service fee's from Tahoe Tech
- Event Sponsorship – includes \$3,500 for Tahoe Waterman and \$5,000 for Concours d'Elegance
- NLTMC Contributions follow budget
- Additional Opportunities - \$30,100 is for the NTBA Mural Art Project.
- Comment from previous Finance committee meeting - fixed \$12,450 discrepancy between YTD net income reported on P&L and YTD net income reported on balance sheet. Discrepancy was due to account mapping error within accounting software

Summary of preliminary NLTMC financial results for October 31, 2022

- Accounts Receivable includes \$132,961 due from NLTRA received in November
- Accounts Payable- \$16,875 to Dean Runyan Associates was paid in November
- Income follows budget



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 12/02/2022

TO: Finance Committee

FROM: NLTRA Director of Finance, Francois Cazalot

RE: Comments on November Finance Committee Meeting

Action Requested:

- 1- During the review of the NLTRA Preliminary October Financial statements discussion on the month on month change in cash balances took place. Staff answered all questions to the committee's satisfaction. Due to transition to the new accounting system; labels and mapping of some accounts require correction and explanation.
- 2- It should be noted that the Finance Committee Treasurer is Dan Tester.

Fiscal Impact:

None

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

October 31, 2022

Balance Sheet - PY Comparison

North Lake Tahoe Resort Association

For the Four Months Ending Monday,
October 31, 2022

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11/18/2022
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	YTD		
	Oct 2022	Oct 2021	Variance
	2022	2021	
Current Assets			
Cash - TBID Operations	3,577,882	0	(3,577,882)
Cash - TOT Operations	2,414,636	1,697,348	(717,288)
Special Event Funding	1,514	39,803	38,289
Cash Flow Reserve	101,077	100,976	(101)
Marketing Reserve	50,386	50,356	(30)
Payroll Reserve	46,633	68,102	21,469
Cash in Drawer	4,633	139	(4,494)
Petty Cash	158	158	0
Accounts Receivable	5,000	1,000	(4,000)
Accounts Receivable - TBID	1,893,744	0	(1,893,744)
Accounts Receivable - TOT	0	432,499	432,499
Accounts Receivable - Membership Dues	44,155	17,025	(27,130)
Accounts Receivable - Membership Activities	470	985	515
Allowance for Doubtful Accounts	(794)	(9,632)	(8,837)
Accounts Receivable - NLTMC	965	5,932	4,967
Accounts Receivable - Other	10,015	2,442	(7,574)
Inventory Asset	23,388	26,867	3,480
Gift Cards Outstanding	18	18	0
Prepaid Expenses	(4,996)	6,500	11,496
Prepaid Postage	100	100	0
Prepaid Insurance	2,754	2,689	(65)
Deposits	1,672	1,150	(522)
Total Current Assets	8,173,410	2,444,457	(5,728,953)
Fixed Assets			
Furniture & Fixtures	43,330	43,330	0
Accumulated Depreciation - Furnitures & Fixtures	(43,330)	(43,330)	0
Computer Equipment	11,013	11,013	0
Accumulated Depreciation - Computer Equipment	(5,208)	(3,222)	1,986
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	24,284	24,284	0
Accumulated Depreciation - Leasehold Improvements	(24,284)	(24,284)	0
Total Fixed Assets	5,805	7,791	1,986
Total Assets	\$8,179,215	\$2,452,248	(\$5,726,967)
Liabilities			
Current Liabilities			
Accounts Payable	219,394	69,892	149,502
Accounts Payable - Other	23,835	22,140	1,695
Salaries & Wages Payable	8,558	41,223	(32,665)
Incentives Payable	56,491	44,055	12,436
PTO Payable	35,798	62,280	(26,482)
401k Payable	1,391	1,218	173
Employer Tax Payable	4,090	3,379	710
Retail Payable	6,603	0	6,603
Accrued Expenses	77,917	200,350	(122,433)
Deferred Revenue - Membership Dues	35,525	20,827	14,698
Deferred Revenue - Chamber Activities	141,099	0	141,099
Deferred Revenue - TMBC	1,290	1,290	0
Due To/From	(18,251)	0	(18,251)
Due To/From County	1,195,474	1,480,803	(285,329)
<i>Suspense (may include rounding)</i>	<i>(16,092)</i>	<i>0</i>	<i>(16,092)</i>
Total Current Liabilities	1,773,122	1,947,457	174,335
Sales Tax Payable	274	2,877	(2,603)
Use Tax Payable	25	1,418	(1,393)
Total Tax Payable	299	4,295	3,996
Long-Term Debt			
Total Liabilities	1,773,421	1,951,752	178,331
Marketing Reserve	0	50,018	(50,018)
Cash Flow Reserve	0	100,839	(100,839)
Designated Marketing Reserve	0	331,856	(331,856)

	YTD		
	Oct 2022	Oct 2021	
	2022	2021	Variance
Unrestricted Net Assets	17,493	17,781	(288)
TBID Reserve	4,884,687	0	4,884,687
Net Income	1,503,612	0	1,503,612
Total Equity	6,405,792	500,494	(5,905,298)
Liabilities & Shareholder Equity	\$8,179,213	\$2,452,246	(\$5,726,967)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:SUMMARY Summary of All Units

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11/18/2022
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	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	0	20,000	(20,000)	0	20,000	(20,000)
Revenues	1,241,374	1,241,374	0	2,414,863	2,414,863	0
TBID Revenue	0	0	0	6,058	0	6,058
Chamber Revenue - Member Dues	6,000	0	6,000	18,000	0	18,000
Retail Revenue	8,068	2,000	6,068	43,688	35,000	8,688
Retail Revenue - Merchandise Sales	66	0	66	1,167	0	1,167
Revenue - Interest & Investments						
Total Revenues	1,255,508	1,263,374	(7,866)	2,483,776	2,469,863	13,913
Cost of Goods Sold	4,406	2,375	2,031	22,150	9,500	12,650
Freight & Shipping Costs	0	0	0	236	0	236
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment E...	0	0	0	524	0	524
Total Cost of Goods Sold	4,406	2,375	2,031	22,923	9,500	13,423
Gross Profit	1,251,102	1,260,999	(9,897)	2,460,853	2,460,363	491
Salaries & Wages	67,222	115,644	(48,422)	291,683	462,576	(170,894)
P/R - Tax Expense	5,175	11,523	(6,348)	24,994	46,091	(21,097)
P/R - Health Insurance Expense	5,802	21,414	(15,612)	21,799	85,657	(63,858)
P/R - Workmans Comp	0	4,086	(4,086)	0	16,343	(16,343)
401(k)	1,820	4,279	(2,459)	7,853	17,116	(9,264)
Other Benefits & Expenses	16	407	(391)	1,376	1,627	(251)
Rent	13,300	13,931	(631)	54,436	55,724	(1,288)
Rent - Other	0	0	0	437	0	437
Utilities	1,447	1,677	(229)	3,438	6,707	(3,269)
Repairs & Maintenance	325	1,331	(1,006)	2,908	5,322	(2,414)
Telephone & Internet	217	1,644	(1,427)	2,350	6,575	(4,225)
Supplies	0	0	0	377	0	377
Supplies - Office	1,767	1,200	567	3,302	4,986	(1,685)
Supplies - Computer	5,589	0	5,589	8,814	12,700	(3,886)
Mail	0	559	(559)	11,281	2,238	9,043
Mail - USPS	0	0	0	275	0	275
Taxes, Licenses, Fees	1,319	8,771	(7,452)	13,048	35,083	(22,035)
Credit Card Fees	0	125	(125)	314	500	(186)
Dues & Subscriptions	1,768	1,317	451	4,352	5,267	(915)
Insurance/Bonding	2,321	1,250	1,071	2,627	5,000	(2,373)
Associate Relations	36	567	(531)	830	2,267	(1,437)
Training/Seminars	0	692	(692)	4,200	2,767	1,433
Travel	0	342	(342)	0	1,367	(1,367)
Automobile Expenses	116	417	(301)	380	1,667	(1,286)
Meals & Meetings	0	633	(633)	47	2,533	(2,487)
Board Functions	2,515	4,000	(1,485)	8,727	16,000	(7,273)
Professional Fees	1,404	5,750	(4,346)	29,301	23,000	6,301
Professional Fees - Attorney	4,385	2,500	1,885	4,685	10,000	(5,315)
Professional Fees - Accountant	1,075	0	1,075	6,625	0	6,625
Equipment Support & Maintenance	2,199	2,917	(718)	10,465	11,667	(1,202)
Equipment Rental/Leasing	0	343	(343)	629	2,121	(1,492)
Depreciation	0	153	(153)	153	611	(458)
Event Sponsorships	8,500	20,000	(11,500)	9,000	140,000	(131,000)
Special Event Partnership Funding	1,250	0	1,250	1,250	0	1,250
NLTMC Contributions	32,848	32,848	0	328,438	328,438	0
Non-NLTMC Marketing	9,150	8,917	233	26,250	35,667	(9,417)
In-Market/Tourism	0	0	0	22,923	0	22,923
Media/Collateral/Production	375	0	375	375	0	375
Additional Opportunities	30,100	155,078	(124,978)	42,550	620,312	(577,762)
Chamber Activities	3,550	832	2,718	4,750	3,327	1,423
Chamber Activities - Membership M...	0	4,500	(4,500)	0	4,500	(4,500)
Chamber Activities - TMBC	0	250	(250)	0	1,000	(1,000)
Chamber Activities - Community Aw...	0	30,000	(30,000)	0	30,000	(30,000)
Allocated Administrative Overhead	0	79,432	(79,432)	0	317,726	(317,726)
Total Operating Expenses	205,589	539,324	(333,735)	957,241	2,324,482	(1,367,241)
Net Operating Income	1,045,513	721,675	323,838	1,503,612	135,881	1,367,731

PL - Budget vs Actual

PL - Budget vs Actual
 North Lake Tahoe Resort Association
 NLTRA:SUMMARY Summary of All Units

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 11/18/2022
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	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Other Expense/<Income>						
Net Income	1,045,513	721,675	323,838	1,503,612	135,881	1,367,731

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 MPSE

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11/18/2022
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	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	651,721	651,721	0	1,267,803	1,267,803	0
Revenue - Interest & Investments						
Total Revenues	651,721	651,721	0	1,267,803	1,267,803	0
Gross Profit	651,721	651,721	0	1,267,803	1,267,803	0
Salaries & Wages	21,093	34,999	(13,906)	66,123	139,997	(73,874)
P/R - Tax Expense	1,538	3,500	(1,962)	5,543	14,000	(8,457)
P/R - Health Insurance Expense	0	7,023	(7,023)	4,976	28,092	(23,116)
P/R - Workmans Comp	0	1,227	(1,227)	0	4,908	(4,908)
401(k)	391	1,327	(936)	1,721	5,307	(3,585)
Other Benefits & Expenses	0	137	(137)	12	547	(535)
Rent	2,227	2,529	(302)	8,908	10,117	(1,209)
Utilities	151	452	(301)	483	1,807	(1,324)
Telephone & Internet	0	468	(468)	125	1,873	(1,748)
Supplies - Office	0	50	(50)	0	386	(386)
Supplies - Computer	0	0	0	134	5,000	(4,866)
Mail	0	126	(126)	0	505	(505)
Taxes, Licenses, Fees	0	63	(63)	0	250	(250)
Dues & Subscriptions	0	125	(125)	650	500	150
Associate Relations	36	83	(48)	63	333	(270)
Travel	0	58	(58)	0	233	(233)
Automobile Expenses	0	83	(83)	0	333	(333)
Meals & Meetings	0	42	(42)	0	167	(167)
Equipment Rental/Leasing	0	115	(115)	0	713	(713)
Event Sponsorships	8,500	20,000	(11,500)	8,500	140,000	(131,500)
Special Event Partnership Funding	1,250	0	1,250	1,250	0	1,250
NLTMC Contributions	32,848	32,848	0	328,438	328,438	0
Non-NLTMC Marketing	0	6,833	(6,833)	17,100	27,333	(10,233)
In-Market/Tourism	0	0	0	10,287	0	10,287
Additional Opportunities	0	35,340	(35,340)	0	141,361	(141,361)
Allocated Administrative Overhead	43,689	29,681	14,008	215,412	118,724	96,687
Total Operating Expenses	111,721	177,110	(65,388)	669,725	970,923	(301,199)
Net Operating Income	540,000	474,612	65,388	598,078	296,880	301,198
Other Expense/<Income>						
Net Income	540,000	474,612	65,388	598,078	296,880	301,198

PL - Budget vs Actual
 North Lake Tahoe Resort Association
 NLTRA:02 Z1S

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	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	183,723	183,723	0	357,400	357,400	0
Revenue - Interest & Investments						
Total Revenues	183,723	183,723	0	357,400	357,400	0
Gross Profit	183,723	183,723	0	357,400	357,400	0
Salaries & Wages	1,385	3,831	(2,446)	5,591	15,324	(9,733)
P/R - Tax Expense	106	383	(277)	450	1,532	(1,082)
P/R - Health Insurance Expense	0	616	(616)	0	2,463	(2,463)
P/R - Workmans Comp	0	134	(134)	0	537	(537)
401(k)	55	153	(98)	235	613	(378)
Other Benefits & Expenses	0	10	(10)	0	40	(40)
Rent	396	174	222	1,584	696	887
Utilities	0	33	(33)	0	132	(132)
Telephone & Internet	0	34	(34)	0	137	(137)
Supplies - Office	0	83	(83)	0	333	(333)
Supplies - Computer	0	0	0	134	700	(566)
Taxes, Licenses, Fees	0	25	(25)	0	100	(100)
Dues & Subscriptions	0	17	(17)	0	67	(67)
Associate Relations	0	17	(17)	0	67	(67)
Automobile Expenses	0	42	(42)	0	167	(167)
Meals & Meetings	0	83	(83)	0	333	(333)
Equipment Rental/Leasing	0	8	(8)	0	52	(52)
Non-NLTMC Marketing	0	417	(417)	0	1,667	(1,667)
Additional Opportunities	30,100	68,348	(38,248)	30,100	273,390	(243,290)
Allocated Administrative Overhead	643	8,367	(7,725)	3,168	33,469	(30,300)
Total Operating Expenses	32,684	82,775	(50,091)	41,263	331,820	(290,556)
Net Operating Income	151,039	100,948	50,091	316,136	25,580	290,556
Other Expense/<Income>						
Net Income	151,039	100,948	50,091	316,136	25,580	290,556

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 VSVC

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11/18/2022
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	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	90,620	90,620	0	176,285	176,285	0
Retail Revenue	8,068	2,000	6,068	43,688	35,000	8,688
Retail Revenue - Merchandise Sales	66	0	66	1,167	0	1,167
Revenue - Interest & Investments						
Total Revenues	98,754	92,620	6,134	221,141	211,285	9,856
Cost of Goods Sold	4,406	2,375	2,031	22,150	9,500	12,650
Freight & Shipping Costs	0	0	0	236	0	236
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment E...	0	0	0	524	0	524
Total Cost of Goods Sold	4,406	2,375	2,031	22,923	9,500	13,423
Gross Profit	94,348	90,245	4,103	198,218	201,785	(3,567)
Salaries & Wages	9,242	13,002	(3,759)	61,050	52,008	9,042
P/R - Tax Expense	867	1,259	(391)	5,979	5,034	945
P/R - Health Insurance Expense	0	2,013	(2,013)	85	8,052	(7,967)
P/R - Workmans Comp	0	487	(487)	0	1,948	(1,948)
401(k)	407	337	71	1,711	1,347	364
Other Benefits & Expenses	0	40	(40)	15	160	(145)
Rent	6,650	6,848	(198)	26,600	27,390	(790)
Utilities	174	465	(291)	460	1,860	(1,400)
Telephone & Internet	0	137	(137)	100	548	(448)
Supplies	0	0	0	377	0	377
Supplies - Office	0	458	(458)	9	1,833	(1,825)
Supplies - Computer	0	0	0	294	0	294
Mail	0	17	(17)	0	67	(67)
Taxes, Licenses, Fees	0	25	(25)	0	100	(100)
Credit Card Fees	0	125	(125)	314	500	(186)
Dues & Subscriptions	0	17	(17)	0	67	(67)
Associate Relations	0	42	(42)	118	167	(49)
Automobile Expenses	0	83	(83)	0	333	(333)
Meals & Meetings	0	8	(8)	0	33	(33)
Equipment Rental/Leasing	0	34	(34)	139	209	(70)
Non-NLTMC Marketing	0	417	(417)	0	1,667	(1,667)
Additional Opportunities	0	15,101	(15,101)	0	60,404	(60,404)
Allocated Administrative Overhead	7,383	4,127	3,256	36,404	16,508	19,896
Total Operating Expenses	24,724	45,040	(20,316)	133,654	180,235	(46,580)
Net Operating Income	69,624	45,205	24,419	64,564	21,550	43,013
Other Expense/<Income>						
Net Income	69,624	45,205	24,419	64,564	21,550	43,013

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 BSA

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	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	0	20,000	(20,000)	0	20,000	(20,000)
Revenues	68,276	68,276	0	132,817	132,817	0
Revenue - Interest & Investments						
Total Revenues	68,276	88,276	(20,000)	132,817	152,817	(20,000)
Gross Profit	68,276	88,276	(20,000)	132,817	152,817	(20,000)
Salaries & Wages	1,385	10,856	(9,471)	5,790	43,424	(37,634)
P/R - Tax Expense	106	1,086	(980)	439	4,342	(3,903)
P/R - Health Insurance Expense	0	2,869	(2,869)	0	11,478	(11,478)
P/R - Workmans Comp	0	381	(381)	0	1,522	(1,522)
401(k)	55	384	(329)	230	1,537	(1,307)
Other Benefits & Expenses	0	43	(43)	0	173	(173)
Rent	464	904	(440)	1,856	3,618	(1,762)
Utilities	0	143	(143)	0	573	(573)
Telephone & Internet	0	149	(149)	0	594	(594)
Supplies - Office	0	150	(150)	0	600	(600)
Supplies - Computer	0	0	0	268	700	(432)
Taxes, Licenses, Fees	0	25	(25)	0	100	(100)
Dues & Subscriptions	1,170	17	1,154	1,950	67	1,884
Associate Relations	0	42	(42)	0	167	(167)
Automobile Expenses	0	42	(42)	0	167	(167)
Meals & Meetings	0	83	(83)	0	333	(333)
Equipment Rental/Leasing	0	37	(37)	0	226	(226)
Non-NLTMC Marketing	9,150	417	8,733	9,150	1,667	7,483
Additional Opportunities	0	0	0	12,450	0	12,450
Chamber Activities	3,550	832	2,718	4,750	3,327	1,423
Chamber Activities - Membership M...	0	4,500	(4,500)	0	4,500	(4,500)
Chamber Activities - TMBC	0	250	(250)	0	1,000	(1,000)
Chamber Activities - Community Aw...	0	30,000	(30,000)	0	30,000	(30,000)
Allocated Administrative Overhead	756	2,948	(2,191)	3,730	11,792	(8,062)
Total Operating Expenses	16,637	56,156	(39,520)	40,614	121,906	(81,292)
Net Operating Income	51,639	32,119	19,520	92,204	30,912	61,292
Other Expense/<Income>						
Net Income	51,639	32,119	19,520	92,204	30,912	61,292

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 EDTO

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11/18/2022
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	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	94,344	94,344	0	183,530	183,530	0
Revenue - Interest & Investments						
Total Revenues	94,344	94,344	0	183,530	183,530	0
Gross Profit	94,344	94,344	0	183,530	183,530	0
Salaries & Wages	1,385	7,429	(6,044)	5,591	29,714	(24,123)
P/R - Tax Expense	106	743	(637)	450	2,971	(2,521)
P/R - Health Insurance Expense	0	1,490	(1,490)	0	5,958	(5,958)
P/R - Workmans Comp	0	260	(260)	0	1,042	(1,042)
401(k)	55	297	(242)	235	1,189	(953)
Other Benefits & Expenses	0	23	(23)	0	93	(93)
Rent	569	406	163	2,276	1,625	652
Utilities	0	77	(77)	0	308	(308)
Telephone & Internet	0	80	(80)	0	320	(320)
Supplies - Office	0	42	(42)	0	167	(167)
Supplies - Computer	0	0	0	134	1,750	(1,616)
Taxes, Licenses, Fees	0	25	(25)	0	100	(100)
Dues & Subscriptions	0	17	(17)	0	67	(67)
Associate Relations	0	17	(17)	0	67	(67)
Automobile Expenses	0	42	(42)	0	167	(167)
Meals & Meetings	0	42	(42)	0	167	(167)
Equipment Rental/Leasing	0	20	(20)	0	122	(122)
Non-NLTMC Marketing	0	417	(417)	0	1,667	(1,667)
Additional Opportunities	0	28,299	(28,299)	0	113,198	(113,198)
Allocated Administrative Overhead	694	4,297	(3,603)	3,421	17,187	(13,765)
Total Operating Expenses	2,809	44,021	(41,212)	12,109	177,877	(165,768)
Net Operating Income	91,535	50,324	41,212	171,420	5,653	165,768
Other Expense/<Income>						
Net Income	91,535	50,324	41,212	171,420	5,653	165,768

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 SMTI

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	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	40,965	40,965	0	79,690	79,690	0
Revenue - Interest & Investments						
Total Revenues	40,965	40,965	0	79,690	79,690	0
Gross Profit	40,965	40,965	0	79,690	79,690	0
Salaries & Wages	1,385	6,095	(4,711)	5,591	24,381	(18,789)
P/R - Tax Expense	106	610	(504)	450	2,438	(1,988)
P/R - Health Insurance Expense	0	1,036	(1,036)	0	4,145	(4,145)
P/R - Workmans Comp	0	214	(214)	0	855	(855)
401(k)	55	244	(188)	235	975	(740)
Other Benefits & Expenses	0	17	(17)	0	67	(67)
Rent	458	290	168	1,831	1,161	670
Utilities	31	55	(24)	100	220	(120)
Telephone & Internet	0	57	(57)	0	228	(228)
Supplies - Office	0	42	(42)	0	167	(167)
Supplies - Computer	0	0	0	134	1,050	(916)
Taxes, Licenses, Fees	0	25	(25)	0	100	(100)
Dues & Subscriptions	0	17	(17)	0	67	(67)
Associate Relations	0	17	(17)	0	67	(67)
Automobile Expenses	0	42	(42)	0	167	(167)
Meals & Meetings	0	42	(42)	0	167	(167)
Equipment Rental/Leasing	0	14	(14)	0	87	(87)
Event Sponsorships	0	0	0	500	0	500
Non-NLTMC Marketing	0	417	(417)	0	1,667	(1,667)
Additional Opportunities	0	7,990	(7,990)	0	31,960	(31,960)
Allocated Administrative Overhead	809	1,866	(1,057)	3,989	7,463	(3,474)
Total Operating Expenses	2,844	19,087	(16,243)	12,831	77,429	(64,598)
Net Operating Income	38,121	21,878	16,243	66,859	2,261	64,598
Other Expense/<Income>						
Net Income	38,121	21,878	16,243	66,859	2,261	64,598

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	62,069	62,069	0	120,743	120,743	0
Revenue - Interest & Investments						
Total Revenues	62,069	62,069	0	120,743	120,743	0
Gross Profit	62,069	62,069	0	120,743	120,743	0
Allocated Administrative Overhead	2,841	28,146	(25,305)	14,008	112,584	(98,576)
Total Operating Expenses	2,841	28,146	(25,305)	14,008	112,584	(98,576)
Net Operating Income	59,228	33,923	25,305	106,735	8,159	98,576
Other Expense/<Income>						
Net Income	59,228	33,923	25,305	106,735	8,159	98,576

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:08 CAF

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	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	24,827	24,827	0	48,297	48,297	0
Revenue - Interest & Investments						
Total Revenues	24,827	24,827	0	48,297	48,297	0
Gross Profit	24,827	24,827	0	48,297	48,297	0
Taxes, Licenses, Fees	0	7,333	(7,333)	7,167	29,333	(22,167)
Total Operating Expenses	0	7,333	(7,333)	7,167	29,333	(22,167)
Net Operating Income	24,827	17,494	7,333	41,131	18,964	22,167
Other Expense/<Income>						
Net Income	24,827	17,494	7,333	41,131	18,964	22,167

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 C/R

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	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	24,827	24,827	0	48,297	48,297	0
Revenue - Interest & Investments						
Total Revenues	24,827	24,827	0	48,297	48,297	0
Gross Profit	24,827	24,827	0	48,297	48,297	0
Utilities	104	0	104	333	0	333
Dues & Subscriptions	430	0	430	430	0	430
Total Operating Expenses	534	0	534	763	0	763
Net Operating Income	24,293	24,827	(534)	47,534	48,297	(763)
Other Expense/<Income>						
Net Income	24,293	24,827	(534)	47,534	48,297	(763)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:10 TOT- H&T

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	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenue - Interest & Investments						
Salaries & Wages	0	0	0	53	0	53
P/R - Tax Expense	0	0	0	(22)	0	(22)
401(k)	0	0	0	(11)	0	(11)
Allocated Administrative Overhead	6	0	6	29	0	29
Total Operating Expenses	6	0	6	49	0	49
Net Operating Income	(6)	0	(6)	(49)	0	(49)
Other Expense/<Income>						
Net Income	(6)	0	(6)	(49)	0	(49)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

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	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
TBID Revenue	0	0	0	6,058	0	6,058
Chamber Revenue - Member Dues	6,000	0	6,000	18,000	0	18,000
Revenue - Interest & Investments						
Total Revenues	6,000	0	6,000	24,058	0	24,058
Gross Profit	6,000	0	6,000	24,058	0	24,058
Salaries & Wages	9,385	0	9,385	21,115	0	21,115
P/R - Tax Expense	718	0	718	2,091	0	2,091
401(k)	652	0	652	652	0	652
Utilities	34	0	34	108	0	108
Total Operating Expenses	10,789	0	10,789	23,967	0	23,967
Net Operating Income	(4,789)	0	(4,789)	91	0	91
Other Expense/<Income>						
Net Income	(4,789)	0	(4,789)	91	0	91

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

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	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenue - Interest & Investments						
Salaries & Wages	21,964	39,432	(17,469)	120,778	157,729	(36,952)
P/R - Tax Expense	1,629	3,943	(2,314)	9,613	15,773	(6,160)
P/R - Health Insurance Expense	5,802	6,368	(566)	16,739	25,470	(8,731)
P/R - Workmans Comp	0	1,383	(1,383)	0	5,530	(5,530)
401(k)	148	1,537	(1,389)	2,843	6,149	(3,306)
Other Benefits & Expenses	16	137	(121)	1,349	547	802
Rent	2,536	2,779	(243)	11,381	11,117	264
Rent - Other	0	0	0	437	0	437
Utilities	954	452	502	1,955	1,807	148
Repairs & Maintenance	325	1,331	(1,006)	2,908	5,322	(2,414)
Telephone & Internet	217	718	(502)	2,125	2,873	(749)
Supplies - Office	1,767	375	1,392	3,293	1,500	1,793
Supplies - Computer	5,589	0	5,589	7,714	3,500	4,214
Mail	0	417	(417)	11,281	1,667	9,614
Mail - USPS	0	0	0	275	0	275
Taxes, Licenses, Fees	1,319	1,250	69	5,882	5,000	882
Dues & Subscriptions	167	1,108	(941)	1,322	4,433	(3,111)
Insurance/Bonding	2,321	1,250	1,071	2,627	5,000	(2,373)
Associate Relations	0	350	(350)	649	1,400	(751)
Training/Seminars	0	692	(692)	4,200	2,767	1,433
Travel	0	283	(283)	0	1,133	(1,133)
Automobile Expenses	116	83	32	380	333	47
Meals & Meetings	0	333	(333)	47	1,333	(1,287)
Board Functions	2,515	4,000	(1,485)	8,727	16,000	(7,273)
Professional Fees	1,404	5,750	(4,346)	29,301	23,000	6,301
Professional Fees - Attourney	4,385	2,500	1,885	4,685	10,000	(5,315)
Professional Fees - Accountant	1,075	0	1,075	6,625	0	6,625
Equipment Support & Maintenance	2,199	2,917	(718)	10,465	11,667	(1,202)
Equipment Rental/Leasing	0	115	(115)	491	713	(222)
Depreciation	0	153	(153)	153	611	(458)
In-Market/Tourism	0	0	0	12,636	0	12,636
Media/Collateral/Production	375	0	375	375	0	375
Allocated Administrative Overhead	(56,821)	0	(56,821)	(280,162)	0	(280,162)
Total Operating Expenses	0	79,656	(79,655)	1,091	322,375	(321,284)
Net Operating Income	0	(79,656)	79,655	(1,091)	(322,375)	321,284
Other Expense/<Income>						
Net Income	0	(79,656)	79,655	(1,091)	(322,375)	321,284

AGED TRIAL BALANCE
 North Lake Tahoe Resort Association
 Payables Management

Ranges:
 Vendor ID: First - Last
 Class ID: First - Last
 Payment Priority: First - Last
 Vendor Name: First - Last

User-Defined 1: First - Last
 Posting Date: First - Last
 Document Number: First - Last

Print Option: SUMMARY Exclude: Zero Balance, No Activity, Unposted Applied Credit Documents, Multicurrency Info
 Age By: Document Date Sorted By: Vendor ID
 Aging Date: 10/31/2022 Due Date
 Print Currency In: Functional (Z-US\$)

Vendor ID	Name	Class ID	User-Defined 1:			
			31 - 60 Days	61 - 90 Days	91 and Over	
ALPEN SIERRA CO	Alpen Sierra Coffee Roasting Company, Inc	PRIMARY				
	Due	Current Period				
Voucher(s): 1	Aged Totals:		\$130.50	\$130.50	\$0.00	\$0.00
ANNIE'S CLEANIN	Annie's Cleaning Service	PRIMARY				
	Due	Current Period				
Voucher(s): 1	Aged Totals:		\$725.00	\$725.00	\$0.00	\$0.00
AUGUSTINEIDEAS	D. Augustine & Associates	PRIMARY				
	Due	Current Period				
Voucher(s): 1	Aged Totals:		\$10,727.50	\$10,727.50	\$0.00	\$0.00
AURORA WORLD, I	Aurora World, Inc.	PRIMARY				
	Due	Current Period				
Voucher(s): 1	Aged Totals:		\$364.89	\$364.89	\$0.00	\$0.00
CORAGGIO GROUP	Coraggio Group	PRIMARY				
	Due	Current Period				
Voucher(s): 2	Aged Totals:		\$2,106.04	\$2,106.04	\$0.00	\$0.00
ED MILLER	Ed Miller	PRIMARY				
	Due	Current Period				
Voucher(s): 1	Aged Totals:		\$20.00	\$20.00	\$0.00	\$0.00
ERIN CASEY	Erin Casey	PRIMARY				
	Due	Current Period				
Voucher(s): 1	Aged Totals:		\$16,945.00	\$16,945.00	\$0.00	\$0.00
FEDEX	FedEx	PRIMARY				
	Due	Current Period				
Voucher(s): 1	Aged Totals:		\$35.59	\$35.59	\$0.00	\$0.00
GROWTHZONE & CH	GrowthZone & Chambermaster	PRIMARY				
	Due	Current Period				
Voucher(s): 3	Aged Totals:		\$1,170.21	\$1,170.21	\$0.00	\$0.00
HUB INSURANCE	HUB International Insurance Services, Inc	PRIMARY				
	Due	Current Period				
Voucher(s): 1	Aged Totals:		\$516.25	\$516.25	\$0.00	\$0.00
HYATT.	Hyatt					
	Due	Current Period				
Voucher(s): 1	Aged Totals:		\$3,435.36	\$3,435.36	\$0.00	\$0.00
KAHN	Kahn Investment Company	PRIMARY				
	Due	Current Period				
Voucher(s): 1	Aged Totals:		\$14,630.00	\$14,630.00	\$0.00	\$0.00
KAREN COLBERT	Karen Colbert	PRIMARY				
	Due	Current Period				
Voucher(s): 1	Aged Totals:		\$84.00	\$84.00	\$0.00	\$0.00
KYM FABEL	Kym Fabel	PRIMARY				
	Due	Current Period				
Voucher(s): 1	Aged Totals:		\$66.25	\$66.25	\$0.00	\$0.00
LT DANCE COLLEC	Lake Tahoe Dance Collective*	PRIMARY				
	Due	Current Period				
Voucher(s): 1	Aged Totals:		\$1,250.00	\$1,250.00	\$0.00	\$0.00

AGED TRIAL BALANCE
 North Lake Tahoe Resort Association

Vendor ID:	Name:	Class ID:	User-Defined 1:				
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Vendor ID: MCCLINTOCK	Name: McClintock Accountancy	Class ID: PRIMARY	User-Defined 1:				
Voucher(s): 1	Aged Totals:		\$425.00	\$425.00	\$0.00	\$0.00	\$0.00
Vendor ID: NLTCM	Name: North Lake Tahoe Marketing Co-op	Class ID: PRIMARY	User-Defined 1:				
Voucher(s): 1	Aged Totals:		\$32,848.00	\$32,848.00	\$0.00	\$0.00	\$0.00
Vendor ID: OFFICE BOSS	Name: The Office Boss*	Class ID: PRIMARY	User-Defined 1:				
Voucher(s): 1	Aged Totals:		\$29.98	\$29.98	\$0.00	\$0.00	\$0.00
Vendor ID: PAPER TRAIL	Name: The Paper Trail*	Class ID: PRIMARY	User-Defined 1:				
Voucher(s): 2	Aged Totals:		\$592.50	\$592.50	\$0.00	\$0.00	\$0.00
Vendor ID: PORTER SIMON*	Name: Porter Simon*	Class ID: PRIMARY	User-Defined 1:				
Voucher(s): 1	Aged Totals:		\$1,675.00	\$1,675.00	\$0.00	\$0.00	\$0.00
Vendor ID: RAY MORGAN	Name: Ray Morgan Company, LLC	Class ID: PRIMARY	User-Defined 1:				
Voucher(s): 1	Aged Totals:		\$172.39	\$172.39	\$0.00	\$0.00	\$0.00
Vendor ID: SDBX	Name: SDBX Studio, LLC.	Class ID: PRIMARY	User-Defined 1:				
Voucher(s): 1	Aged Totals:		\$937.50	\$937.50	\$0.00	\$0.00	\$0.00
Vendor ID: SF MERCANTILE	Name: SF Mercantile	Class ID: PRIMARY	User-Defined 1:				
Voucher(s): 1	Aged Totals:		\$502.27	\$502.27	\$0.00	\$0.00	\$0.00
Vendor ID: SNOWFEST	Name: Snowfest	Class ID: PRIMARY	User-Defined 1:				
Voucher(s): 1	Aged Totals:		\$2,500.00	\$2,500.00	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE BASICS	Name: Tahoe Basics	Class ID: PRIMARY	User-Defined 1:				
Voucher(s): 1	Aged Totals:		\$506.00	\$506.00	\$0.00	\$0.00	\$0.00
Vendor ID: TTSD	Name: Tahoe Truckee Sierra Disposal*	Class ID: PRIMARY	User-Defined 1:				
Voucher(s): 1	Aged Totals:		\$805.14	\$805.14	\$0.00	\$0.00	\$0.00
Vendor ID: USPS - TC	Name: USPS - Tahoe City	Class ID: PRIMARY	User-Defined 1:				
Voucher(s): 1	Aged Totals:		\$318.00	\$318.00	\$0.00	\$0.00	\$0.00
Vendor ID: WACE	Name: Western Association of Chamber Executives	Class ID: PRIMARY	User-Defined 1:				
Voucher(s): 1	Aged Totals:		\$430.00	\$430.00	\$0.00	\$0.00	\$0.00
Vendor ID: WOODLUCK LLC	Name: Woodluck LLC	Class ID: PRIMARY	User-Defined 1:				
Voucher(s): 1	Aged Totals:		\$980.65	\$980.65	\$0.00	\$0.00	\$0.00
Vendor ID: YIG ADMINISTRAT	Name: YIG Administration	Class ID: PRIMARY	User-Defined 1:				
Voucher(s): 1	Aged Totals:		\$15.98	\$15.98	\$0.00	\$0.00	\$0.00
Vendor Totals:	30		\$94,945.00	\$94,945.00	\$0.00	\$0.00	\$0.00



MEMORANDUM

Date: December 7, 2022

TO: NLTRA Board of Directors

FROM: Kimberly Brown, NLTRA Director of Marketing and Community Relations

RE: 2023 Event Partnership Funding

Consent Requested: Consent 2023 Event Partnership Funding allocations totaling \$50,000 as recommended by the Partnership Funding Selection Panel and the Tourism Development Committee.

Individual event sponsorship allocations are listed below:

- Alpenglöw Speaker Series | December 8, January 5 & 19, February 9 & 23, 2023 | Palisades Tahoe | Sponsorship: \$5,000
- TCDA Food and Wine Festival | June 9 and 10, 2023 | Tahoe City | Sponsorship: \$5,000 (\$2000 Marketing Bike Valet/\$3000 event funding marketing)
- The Great Ski Race | March 5, 2023 | Mt. Watson and finishes on the Blue Trail at TXC | Sponsorship: \$7,000
- Snowfest | March 2- 12, 2023 | North Shore | Sponsorship: \$5,000
- TaHoe Nalu | August 12 and 13, 2023 | Kings Beach State Park | Sponsorship: \$5,000
- Skate the Lake | July 22 and 23, 2023 | Palisades Tahoe and Tahoe City Commons Beach | Sponsorship: \$5,000
- Lake Tahoe Paddle Racing Series | June to September 2023 | Carnelian Bay | Sponsorship: \$10,000
- Lake Tahoe Dance Festival | July 26- 28, 2023 | Tahoe City and Donner Lake | Sponsorship: \$5,000
- TCDA Oktoberfest | September 23, 2023 | Tahoe City | Sponsorship: \$3,000

Background:

The Partnership Panel committee heard proposals from eleven events on November 17 requesting \$113,500 in event sponsorships. The 2023 partnership event budget is \$50,000. The panel recommends funding 9 of the 11 applications. The panel recommendations were presented to the Tourism Development committee on November 29. They recommended allocating the \$50,000 sponsorship to the events as indicated above.

2023 Partnership Funding selection Panel

- Cameron Calvert – Palisades Village Neighborhood Company Event Manager
- Katie Biggers - Executive Director Tahoe City Downtown Association
- Kimberly Brown - NLTRA Director of Business and Community Relations
- Kirstin Guinn - NLTRA Marketing Director
- Kristen Costa – Palisades Tahoe Senior Marketing and Brand Manager

Fiscal Impact:

A \$50,000 expense in Partnership Funding as budgeted in FY 2022/2023.



MEMORANDUM

Date: November 29, 2022

TO: In-Market Tourism Development

FROM: Kimberly Brown, NLTRA Director of Marketing and Community Relations

RE: 2023 Event Partnership Funding – Partnership Panel Recommendations

Action Requested:

The Partnership Panel committee heard proposals from eleven events on November 17 requesting \$113,500 in event sponsorships. The 2023 partnership event budget is \$50,000. The panel recommends funding 9 of the applications.

NOVEMBER PRESENTATIONS

Alpenglow Speaker Series - \$5,000 RECOMMENDATION

- Brendan Madigan requested \$5,000 for Alpenglow's 2023 speaker series. The funding would allow him to advertise locally in Moonshine Ink, The Tahoe Weekly and with 101.5 KTKT Truckee Tahoe Radio. He would like to increase local participation which is currently 60% out of market and 40% residents. The event has been held for 17 years and has raised over \$1 million for local non-profits. In 2022, he had 3000 in-person and 33,000 online participants. The 2023 event is at Palisades Tahoe on 12/8; 1/5; 1/19; 2/9; 2/23 with an amazing speaker line up.

TCDA Food and Wine Festival - \$5,000 RECOMMENDATION (\$2000 Marketing Bike Valet/\$3000 event funding marketing)

- Katie Biggers requested \$7,500 for TCDA's 2023 Food and Wine Festival. She would like to use the funds for Reno ads in Getaway and Edible publications, local radio ads 101.5 and Tahoe Moonshine, tahoeopia, Tahoe.com, boosted IG ads, FB ads, and email promotion. In 2022, they had a pre-event glass pick-up that was held in the Boatworks and supported local biz and for the main event they had wine/food booths throughout Tahoe City to support biz and local biz brand awareness. They are looking at expanding the event to include cooking classes and/or educational workshops. They had 900 participants with 67% being out of market and 33% residents. The panel would like to sponsor the marketing of the 2023 event at \$3000 and fund the marketing of the bike valet to promote our sustainability mission at \$2000. The event will be June 9 and 10, 2023.

Pain McShlonkey Classic and International Snowblade day - \$0 RECOMMENDATION for event

- Sherry McConkey (Shahrazada) requested \$10,000 for the 2023 event. She would like to use the funds to LiveStream the event. The panel believes the NLTRA could best support the eco-challenges through an alternate funding bucket or create a lake art collection site at the VIC to collect caps for the Shane McConkey Foundation's benches to support our stewardship model.

The Great Ski Race - \$7,000 RECOMMENDATION

- Wes Moody requested \$7,000 for the 2023 Tahoe Nordic Search and Rescue event. The marketing funding would be used for digital advertising/social media ads, posters, t-shirts, local newspapers: Sierra Sun, Moonshine Ink, Tahoe Quarterly, and OpenSnow. KCRA – NBC Sac affiliate covered the event last year. They raise funds through the event for Tahoe Nordic Search and Rescue. In 2022 they had 605 racers with 200 spectators/volunteers and

raised \$79K. 60 % of the participants were residents. The event is March 5, 2023. The course is 16.2 miles around Mt. Watson and finishes on the Blue Trail at TXC.

Snowfest - \$5,000 RECOMMENDATION

- Doug Hartline requested \$5,000 for 2023 Snowfest. He would like to use the funds to promote out of market advertising. There are many opportunities for visitors and locals to engage in a diverse group of events from fireworks to parades on the North Shore. In 2022 they had 20,000 participants across all events – 51% residents and 49% visitors. It is held from March 2 – 12, 2023 so it promotes multi-night visitation and drives clients to local businesses.

Concours d' Elegance - \$0 RECOMMENDATION

- Neil and Jess Horning requested \$10,000 for 2023 Concours d' Elegance. The panel believes there are great opportunities to market the NLTRA's sustainability pledge message in the event program, banner ads, pa announcements, and by speaking to participants at the event booth. It also supports businesses on the Westshore. However, the scope and size of the event is 7,000 participants which would better qualify sponsorship funding. The event is August 11 & 12, 2023 at Obexers Marina.

TaHoe Nalu - \$5,000 RECOMMENDATION

- Ernie Brassard requested \$6,000 for the 2023 paddle race event on behalf of Bob Pearson. They would use the marketing \$ for print ads in SUP publications, t-shirts/hats, and social media. They attract the SUP community in Nor-Cal and So-Cal. They project 2000 attendees with 50% residents and 50% visitors. The event is August 12 & 13, 2023 in Kings Beach State Park.

Skate the Lake - \$5,000 RECOMMENDATION

- Maggie Gonzalez and Curt Sterner requested \$10,000 for the 2023 skate. They would like to use the funds for newspaper, magazine, radio, and digital ad buys, print promotional materials. It raises funds for breast cancer and promotes local cancer prevention education. It has 250 event participants and 2000 spectators. The event is July 22 – 23, 2023 in Commons Beach Tahoe City.

Lake Tahoe Paddle Racing Series - \$10,000 RECOMMENDATION

- Anik and Jay Wilde requested \$20,000 for the paddle race event series from June to September 2023. The funds would be for the Tahoe Enduro - \$2500, \$2500 Paddle Jam, \$500 Downwind champion, and \$10,000 for the Lake Crossing. It starts and finishes in Carnelian Bay at Waterman Landing. The funding would be utilized for reaching the paddle community outside of CA, increase digital ads within paddle industry, and collaborations with high profile SUP media and athletes to increase event participation. In 2022 they had 450 participants with 60% being out of market. In 2023 their goal is 500 paddlers and 1500 spectators.

Lake Tahoe Dance Festival - \$5,000 RECOMMENDATION

- Christin Hanna requested \$35,000 - \$50,000 for her dance festival: \$2500 for in-market, \$15,000 out of market, and \$15,000 for guest artists. She would like to use the funds to re-hire an excellent pr firm and social media manager at a national level. The event promotes the Arts and North Lake Tahoe as a cultural destination. In 2022 they had 1,250 spectators with 13% local, 19% in CA, 19% Reno/Sac, and 49% out of state. It is a world class event with an affordable ticket price for residents and visitors alike. It is held July 26 – 28, 2023 in Tahoe City and Donner Lake.

TCDA Oktoberfest - \$3,000 RECOMMENDATION

- Katie Biggers requested \$3,000 for the TCDA Oktoberfest. The \$ will be used to increase the marketing efforts, which in turn will increase the number of visitors, increase the length of stay, and spending in NLT. More specifically, it will be spent on Public Relations and Media Services, Banners, Ad buys: Print/Social/TV. The media partners include Tahoe weekly, Tahoe Quarterly, 101.5, Getaway Reno/Tahoe, Edible Reno, Tahoe Moonshine, and tahoetopia. In 2022 they had 2800 participants: 69% out of market and 31% residents. The event is September 23, 2023.



MEMORANDUM

Date: December 7, 2022

TO: NLTRA Board of Directors

FROM: Kimberly Brown, Director of Business and Community Relations

RE: 2023 Event Sponsorship Funds

NLTRA Event Sponsorship Funds:

The North Lake Tahoe Resort Association (NLTRA) facilitates a Special Events Sponsorship Funding program for annual special events in the North Lake Tahoe region. Submissions are accepted on a rolling basis for events that take place in the 2023 calendar year. The total amount of the funding, distributed to all recipients collectively, is \$565,000. Sponsorship Funding is awarded to large events that: attract 500+ participants and/or spectators, generate more than 100 room nights occupied for an average of at least 2.5 nights, generate a media/PR value of more than \$25,000, target an audience and messaging that is in alignment with the North Lake Tahoe consumer brand pillars, and create a diversified portfolio of events that cover human powered sports, cultural, culinary, and health & wellness. Historically these events have included large festivals such as Wanderlust and Winter Wondergrass, sporting events such as Broken Arrow Skyrace and Spartan, cultural events such as the Lake Tahoe Dance Festival and others. Each sponsorship is reviewed on an annual basis.

Background: The Tourism Development committee met with Juri Barac, CEO of Highlander and Todd Jackson, CEO of Big Blue Adventures on November 29. Juri requested \$25,000 for the NLTRA to sponsor Highlander which is a hiking experience from the Northshore to the Westshore, October 3-8, 2023. The committee recommends the \$25,000 sponsorship.

Consent Requested: To sponsor Highlander with a \$25,000 sponsorship, contingent on approval of the event course by the US Forest Service.

Presentation:

Highlander Hiking Experience from the Northshore to the Westshore - **\$25,000 request**

Overview: Highlander is a global hiking brand with events in 18 countries. Highlander invites participants to ascend from their daily routines and take part in a once-in-a-lifetime adventure connecting with nature, becoming a steward for the environment, and trekking towards a better self. The event debuted in the US on October 2022 in Big Bear, California.

- Their local partner is Todd Jackson of Big Blue Adventures, and their global partnership is Spartan. They offer a 60 mile 5-day hike, 30 mile 3-day hike, and a 15 mile 2-dayhike. The event is family and pet friendly.
- Their event has a sustainability focus, and they have a leave no trace policy.
- 50% of their participants stay in the region a night before and after the event.
- Their forecast is to have 750 race participants in 2023 and grow their number to 1500 by 2025.
- Promotion of the destination will be to 170 countries with a 1.3 billion reach through Icarus using photo and video, with web and social promotion through Highlander and Spartan channels, and to a customer base which is 17 million athletes.

Fiscal Impact:

Highlander \$25,000

Total Funding \$25,000



HIGHLANDER
ADVENTURE OF A LIFETIME

HIGHLANDER
North Lake Tahoe, California
3-7th Oct 2023

HIGHLANDERADVENTURE.COM



HIGHLANDER Adventure of a Lifetime

- Leading long-distance hiking brand in the world
- 17 countries worldwide
- 4 continents
- 50+ events
- Spartan Race Inc. investor

CORE VALUES

- Nurturing well-being
- Education through lifetime experience
- Raising awareness, educating on LNT policy, sustainability & zero waste



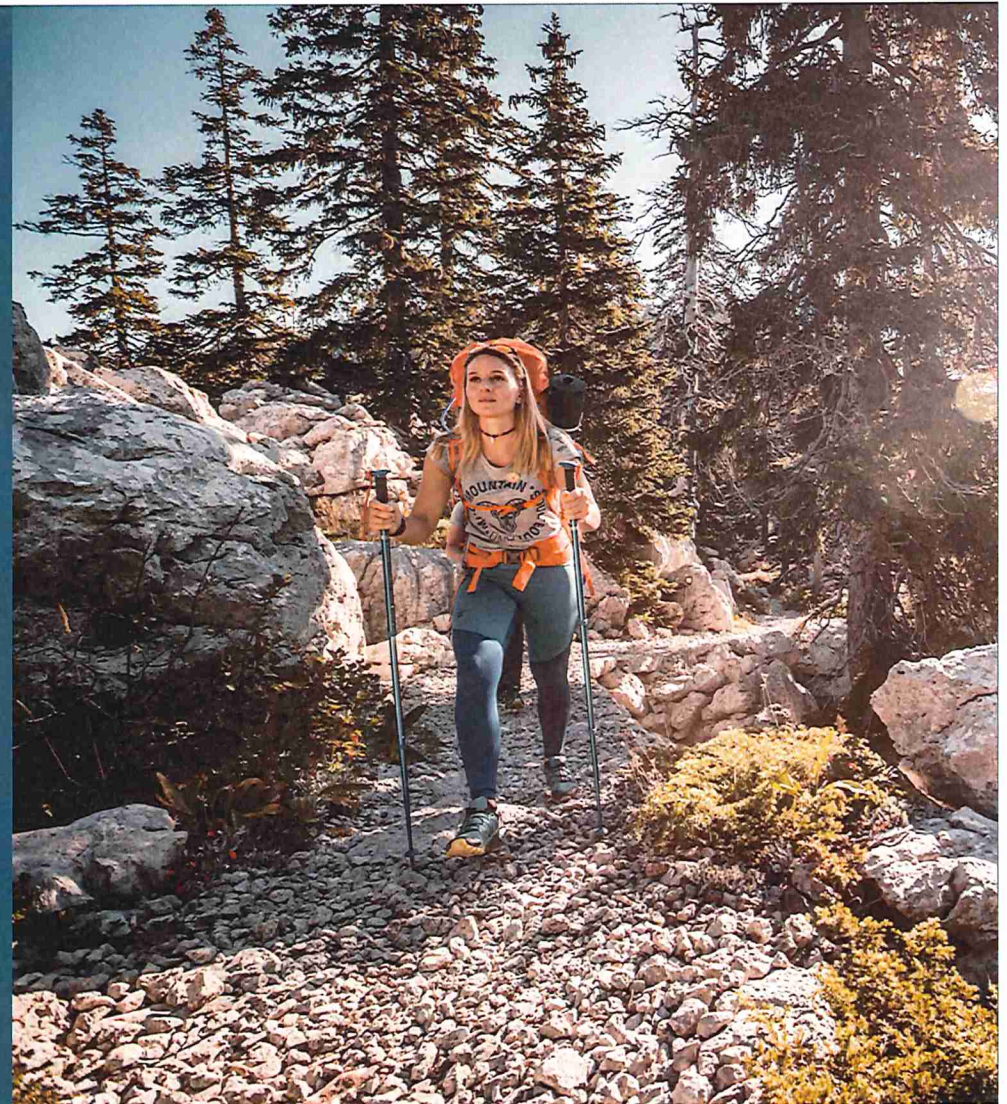


WHAT IS HIGHLANDER?

- **NOT A RACE**
- Open for everyone & pet friendly
- Hike at iconic & impressive locations
- Sleep in a tent, cook outside, enjoy festival vibe
- 2 formats: HIGHLANDER (≈ 60 miles) 5 days
 HIGHLANDER (≈ 30 miles) 3 days

WHO ARE HIGHLANDERS?

- 25 – 55 years old
- 60% female - 40% male
- Modern Nomads, Mid to high income
- Wants change!





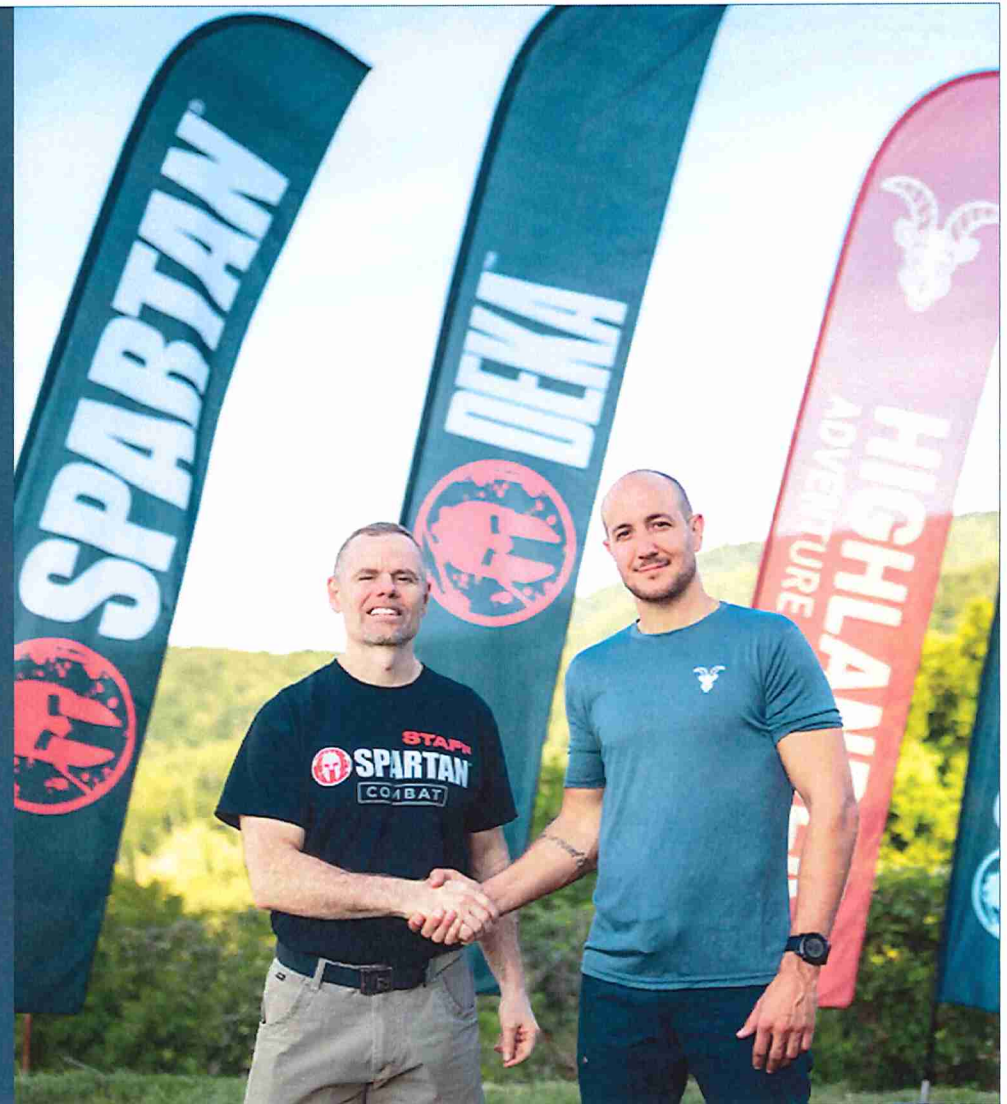
INTERNATIONAL AND DOMESTIC MEDIA

HIGHLANDER GLOBAL CHANNELS

- Social channels (FB, IG, YT, LND, TikTok) 100k+ contacts
- Newsletter base: 50k+ contacts
- Website and blog: 500k+ views
- Digital advertising: 200 days prior to the event
- Paid media campaigns

SPARTAN RACE INC.:

- Leading global sport-event brand, based in Boston, USA
- Strategic partners since 2021
- HIGHLANDER integrated on Spartan TV: household reach 200M+
- Social channels (FB, IG, YT, LND) 5M+ contacts
- Newsletter base: 15M+ contacts
- Website and blog: 15M+ views



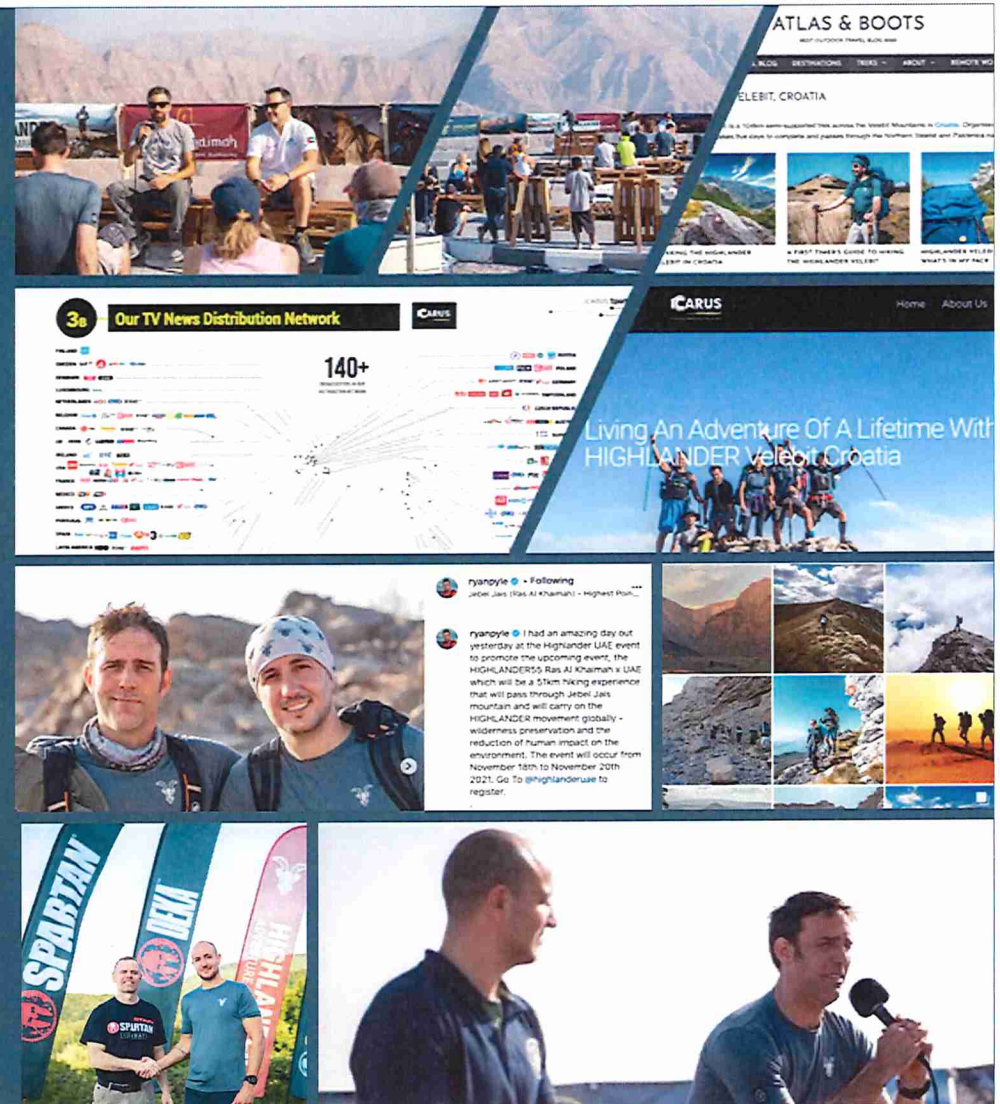


ICARUS SPORTS GROUP:

- Leading sports media company in Europe
- Active in 48 countries, produces 9 in-house TV shows
- TV reach: 170 + countries
- Household reach: 1.3B+
- Production of 2-min and 10-min HIGHLANDER highlight event videos
- Videos then featured in Outdoor Sports Show
- Approx. Media exposure value of \$1.2 million

OUTSIDE MAGAZINE & CHANNELS:

- World's leading active lifestyle media brand
- 7.5M+ monthly page views
- HIGHLANDER content aired on Outside Studios



GLOBAL BRAND AMBASSADORS:



RYAN PYLE

- TV host & Producer: *Extreme Treks*, *Expedition Asia*, ...
- Books: *Sacred Mountains*, *Tough Rides*
- Instagram followers: 172 k / Facebook likes: 427 k

SERENA DALLA CHIUSA (IG: *SERESUPERTRAMP*)

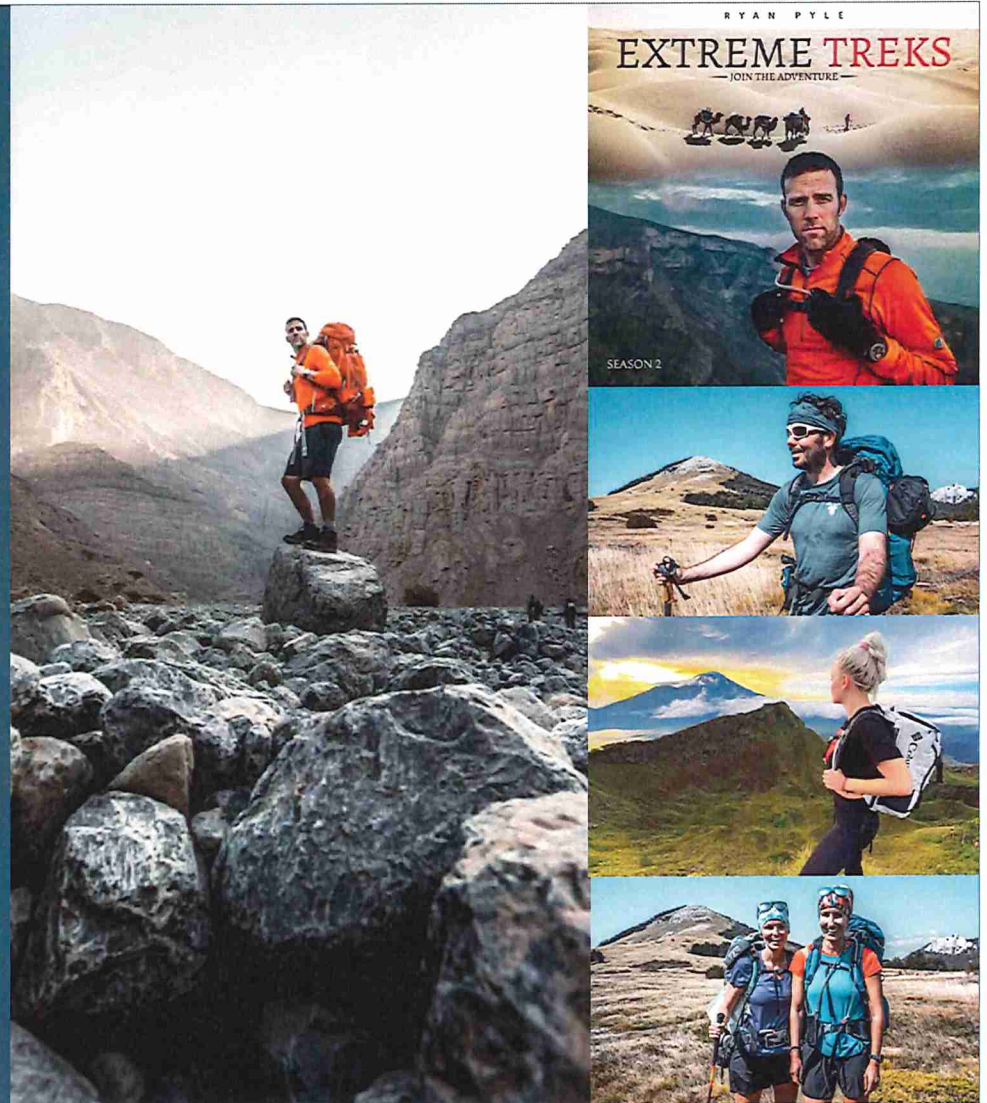
- Certified trekking guide
- Instagram followers: 47 k

ANJA KAISER & MAGDALENA KALUS (IG: *YOUAREANADVENTURESTORY*)

- Outdoor influencers (hiking, climbing, trail-running)
- Instagram followers: 72 k

PETER WATSON (IG & Blog: *ATLAS & BOOTS*)

- Best outdoor travel blog in 2021
- Published texts in National Geographic, BBC Travel, Wanderlust
- IG followers: 55 k





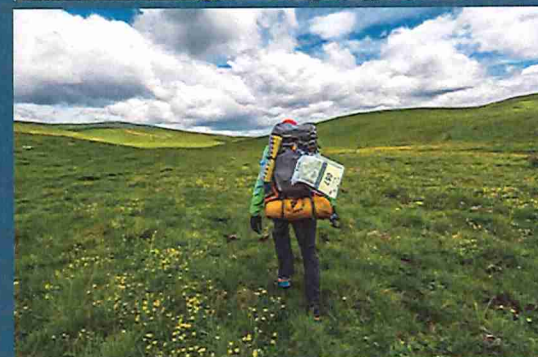
EVENT GOALS

- 1) Build strong long-term business relations with the local community
- 2) Educate about LNT and sustainability
- 3) Contribute to the enrichment of the destination's tourism offer & influence on the economy

YEAR 1: No. of participants: 300
Overnights: 2.500
Media/reach: 100+ M

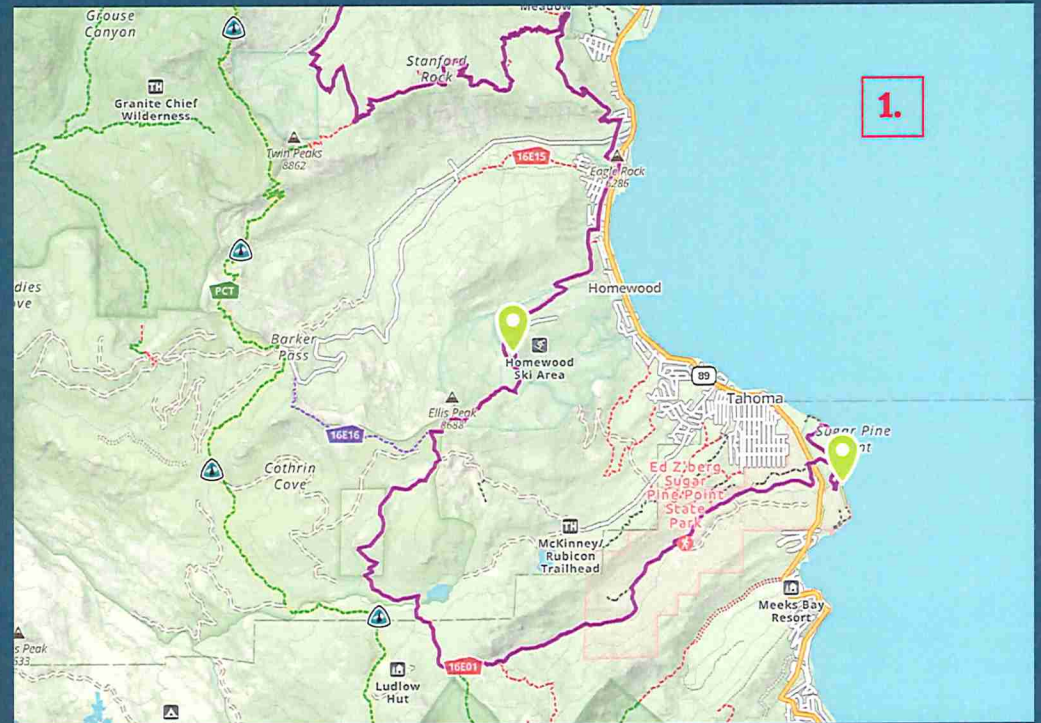
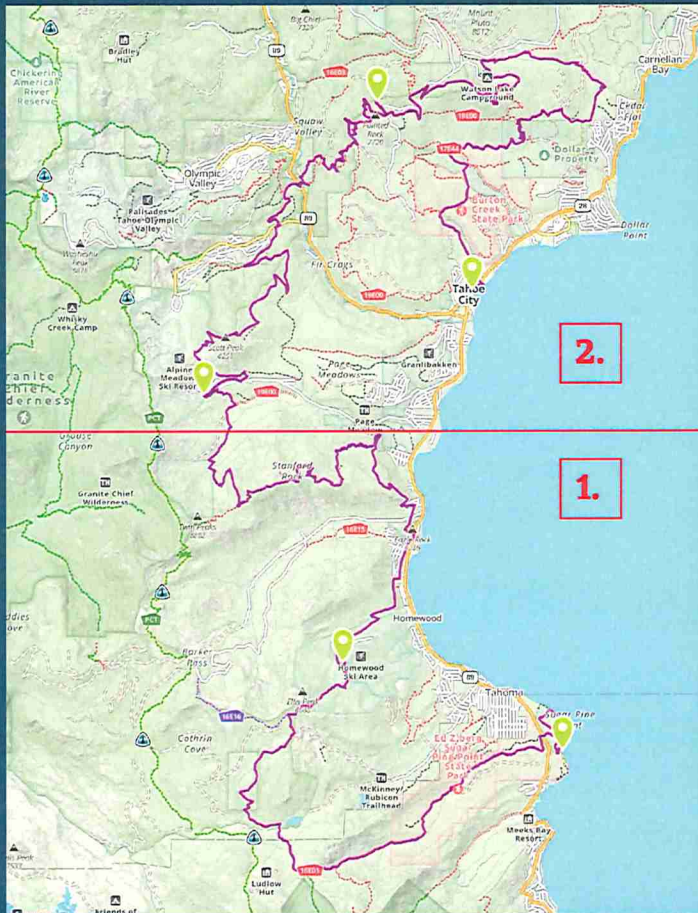
YEAR 2: No. of participants: 500
Overnights: 3.750
Media/reach: 150+ M

YEAR 3: No. of participants: 750
Overnights: 5.000
Media/reach: 200+ M



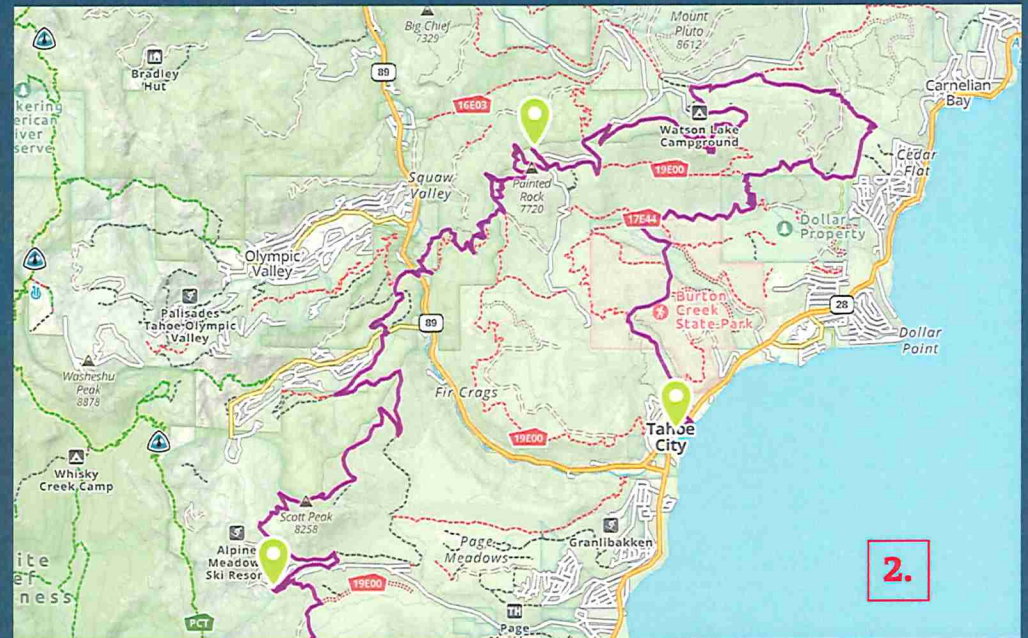


EVENT MAP / VENUES





EVENT MAP / VENUES





RECAP OF FUNDING REQUEST

The request of: \$ 25,000
For marketing and promotional purposes

Photo team: \$ 4,000

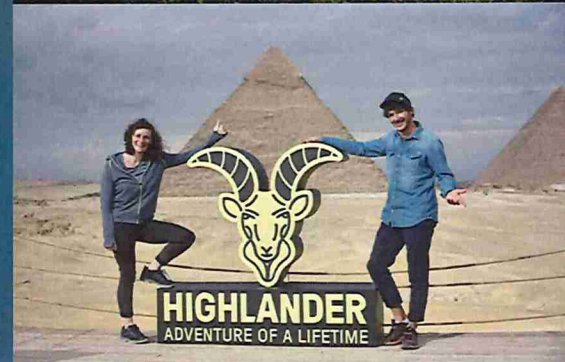
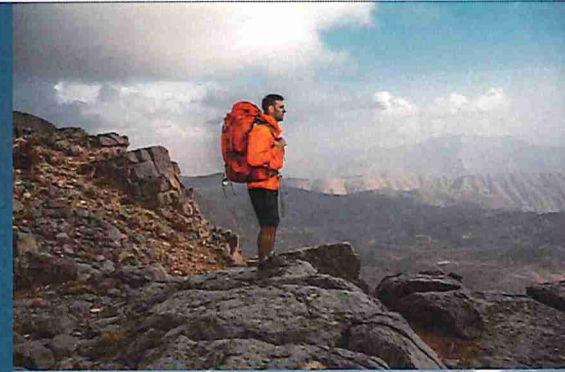
Video team: \$ 7,000

Ambassadors: \$ 6,000

Social media campaigns: \$ 3,000

Media advertising: \$ 5,000

Total: \$ 25,000





PARTNERSHIP BENEFITS

1) PRE-EVENT PROMOTION:

- Logo on website, Newsletters, Blog, HL Club
- Promotion through official HL social media channels

2) AT THE EVENT PROMOTION:

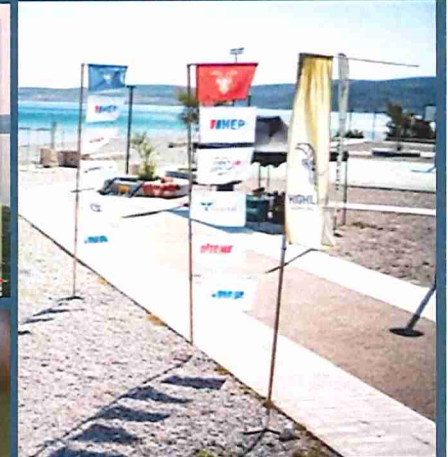
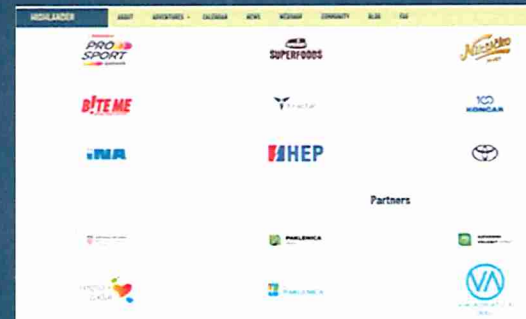
- Logo at the Start, Checkpoints & Finish area
- Promotion at official HL social media channels
- Logo application on BIB number, in HIGHLANDER „ID”
- Free event registrations
- Special discounted event price
- Promo zone at the event

3) POST-EVENT PROMOTION:

- Logo in photo galleries, in the highlight video, and video materials on the official YouTube Channel
- Rights to use official HL photo & video materials
- Logo & visibility in video materials distributed globally through ICARUS Sports Media House

+ ACCOMMODATION/OVERNIGHTS

+ EDUCATION





HIGHLANDER Big Bear Lake, CA

- First ever event in the USA
- 260 participants, NPS 9/10
- 98% from the USA, 2% International (Canada)

LAUNCH SUPPORTED BY:

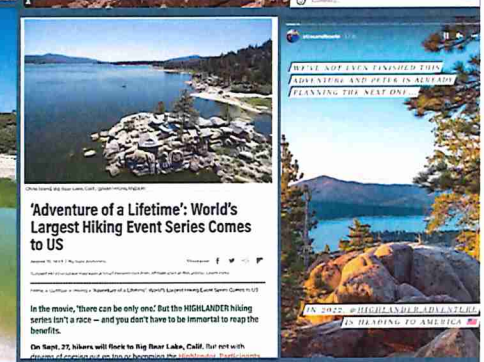
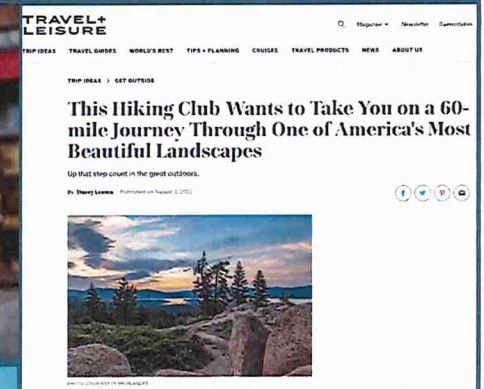
- Launch supported by Big Bear Lake, Spartan Global, Global Brand Ambassadors

PR PRESENCE:

- [Travel + Leisure](#)
- [Gear Junkie](#)
- [MSN.com](#)
- [The Coast News](#)
- [Authority Magazine](#)
- [Yahoo.com](#)
- [Spartan Global Website](#)
- Men's Journal Everyday Warrior Podcast

TV OUTLETS

- Outside TV
- Spartan TV
- Fox Weather





THANK YOU!

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usa@highlanderadventure.com



MEMORANDUM

Date: December 7, 2022

TO: NLTRA Board of Directors

FROM: Kimberly Brown, Director of Business and Community Relations

RE: 2023 Event Sponsorship Funds

NLTRA Event Sponsorship Funds:

The North Lake Tahoe Resort Association (NLTRA) facilitates a Special Events Sponsorship Funding program for annual special events in the North Lake Tahoe region. Submissions are accepted on a rolling basis for events that take place in the 2023 calendar year. The total amount of the funding, distributed to all recipients collectively, is \$565,000. Sponsorship Funding is awarded to large events that: attract 500+ participants and/or spectators, generate more than 100 room nights occupied for an average of at least 2.5 nights, generate a media/PR value of more than \$25,000, target an audience and messaging that is in alignment with the North Lake Tahoe consumer brand pillars, and create a diversified portfolio of events that cover human powered sports, cultural, culinary, and health & wellness. Historically these events have included large festivals such as Wanderlust and Winter Wondergrass, sporting events such as Broken Arrow Skyrace and Spartan, cultural events such as the Lake Tahoe Dance Festival and others. Each sponsorship is reviewed on an annual basis.

Background: The Partnership Panel met with Neil and Jess Horning on November 17. They requested \$10,000 for 2023 Concours d' Elegance on August 12 - 13. The partnership panel believes there are great opportunities to market the NLTRA's sustainability pledge message in the event program, banner ads, pa announcements, and by speaking to participants at the event booth. It also supports businesses on the Westshore. However, the scope and size of the event is 7,000+ attendees which would better qualify the event for sponsorship funding. Kimberly Brown, then presented the event to Tourism Development Committee on November 29. The committee recommends the \$10,000 sponsorship.

Consent Requested: To sponsor the Concours d' Elegance with a \$10,000 sponsorship.

Overview: Concours d' Elegance is North America's Premium wooden boat show that educates the public about classic watercraft from the past and present. It began in 1972 and has spanned 5 decades. The festival now includes food from local vendors, community bands, and event booths that promote local businesses. The event is August 11 & 12, 2023 at Obexers Marina.

- NLTRA sponsored the event in 2022 through partnership funds in the amount of \$10,000.

- In 2022 they had 7,324 attendees over 2 days. They had 942 participants which included boat owners, volunteers, and vendors.
- They had website traffic 112,643 unique visitors from April to August 2022 and 75% occurred during paid social media.
- The marketing plan was a four-tiered approach. 1) Target local HOA publications. 2) Attract attendees with Tahoe Weekly and Tahoe Quarterly 3) Awareness and anticipation campaign with Billboard, Digital & Social Media campaigns. 4) Target special interest groups in North America with social media, Mountain Living Magazine, Brass Bell, Rudder Magazine and e-mail database campaigns.
- In 1994, Concours was given a cause with the founding of the Tahoe Yacht Club Foundation. TYCF's mission is to raise money to help preserve the environment and history of the Lake Tahoe Basin. The Lake Tahoe Concours d'Elegance is the Foundation's largest event. Since its induction, and thanks to the Concours community, the Foundation has been able to award over \$410,000 in grants to various maritime-related, charitable, and cultural organizations.

Fiscal Impact:

Concours d' Elegance	\$10,000
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Total Funding	\$10,000
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LAKE TAHOE CONCOURS d'ELEGANCE

Tahoe Yacht Club Foundation



DOCUMENT #1 - EVENT OVERVIEW

The Premier Wooden Boat Show in North America



EVENT OVERVIEW

THE PREMIER WOODEN BOAT SHOW IN NORTH AMERICA

The Lake Tahoe Concours d'Elegance began as a few wooden boat owners coming together to share their passion. Since then, Concours has consistently raised the bar year after year to earn the title of North America's premier wooden boat show.

The show has spanned across four marinas and nearly five decades. It was 1972 when that handful of Tahoe Yacht Club Members and their friends gathered at Chamber's Landing for the first ever Concours. The show moved to Tahoe City's Tahoe Boat Company in 1976 and then to the Sierra Boat Company in Carnelian Bay in 1993. In 2014, Concours came full circle and returned to the West Shore and the birthplace of wooden pleasure boating on Lake Tahoe. It now calls Obexer's Boat Company – the first wooden boat dealership in Tahoe and as classic as the Concours boats themselves – home.

In 1994, Concours was given a cause with the founding of the Tahoe Yacht Club Foundation. TYCF's mission is to raise money to help preserve the environment and history of the Lake Tahoe Basin. The Lake Tahoe Concours d'Elegance is the Foundation's largest event. Since its induction, and thanks to the Concours community, the Foundation has been able to award over \$410,000 in grants to various maritime-related, charitable, and cultural organizations.

In the beginning, the purpose of the Lake Tahoe Concours d'Elegance was simple – enjoy the past-time of wooden boat tradition. The show quickly became a must-see display and a way to educate the public about classic watercraft from the past and present.



LAKE TAHOE CONCOURS d'ELEGANCE

Tahoe Yacht Club Foundation

It evolved into a way to give back to Lake Tahoe. The Lake Tahoe Concours d'Elegance is now a benchmark of the wooden boat community, renowned all over the world for its quality of boat exhibits and high judging standards and practices. Through the prestige, Concours remains true to its roots. Its main purpose was, is, and always will be to share the passion of wooden boats with the world.

WHY OBEXER'S

The Lake Tahoe Concours d'Elegance and the Obexer's Boat Company are a perfect pairing of maritime tradition. With a legacy that traces back to 1911, Obexer's is steeped in the history of Lake Tahoe and wooden boats. Its wide-open, landscape views of the lake create an unsurpassed backdrop to display mahogany works of art. It is thanks to these incredible facilities, but more importantly, to the support and dedication of Obexer's management and staff, that the Tahoe Yacht Club Foundation is able to present a world-class wooden boat show on the scenic West Shore of Lake Tahoe.

In 2019, the Tahoe Yacht Club Foundation signed a four year deal with Obexer's Boat Company. The contract ensures Concours will celebrate its 50th year of perpetual excellence at the historic West Shore landmark!





REPUTATION EARNED

The Lake Tahoe Concours d'Elegance is the most acclaimed and prestigious wooden boat show in North America. But the show doesn't rest on reputation. The Concours experience is enhanced every single year to earn it. Over the course of its 48-year legacy, Concours has created its own meticulous 100-point judging system and expanded its exhibitor showcase while consistently displaying the most well-preserved wooden boats on Earth. Each show is designed to draw in a distinct group of boats with a celebration of a different Marque Class each year. The move to Obexer's Boat Company established a now iconic boating tradition – the Roar-Off under the Olson Bridge. In just the past few years, the Lake Tahoe Concours d'Elegance has added classic boat rides on the crystal blue waters of Lake Tahoe as well as an intimate tour of the exhibitor boats with our Chief Judge, Terry Fiest. In 2020, Concours is establishing a virtual museum to document and preserve the individual histories of wooden boats to ensure maritime tradition can live on forever.

The enhancements to the Concours experience go well beyond the boats. Guests of the show can sip wines expertly picked from wineries across the Western United States, cool off with a handcrafted cocktail as they shop luxury brands and high-end boutiques, and listen to live jazz as they indulge in a meal catered by a local chef. It is all tailored around the beauty of mahogany and Lake Tahoe to create an immersive ambiance of elegance.

Off the docks, Concours is creating history with its first ever virtual boat show in 2020. The online display of classic and antique boats features high definition photographs and videos, the roar of engines, and detailed stories to be enjoyed by boat lovers around the world.





Also launched in 2020 is a completely remodeled website and new Concours branding. The updated brand blends old into new, taking the classic style of Concours and reinventing it for the future. This isn't just a show. The Lake Tahoe Concours d'Elegance is a lifestyle.

THE JUDGES

The judges of the Lake Tahoe Concours d'Elegance come from various walks of life and from all around the United States. They range in age from 30 to 90 and include some of the most knowledgeable and capable individuals in the antique and classic boating community. Some are professional restorers, some are amateur restorers, but, most importantly, all of them have a passion for wooden boats and have been actively involved in the use and presentation of them for years.

Concours tries to align the judges and escorts with their area of expertise, and with so many different boats in the Marque class, the talent is spread across the entire field of boats.

LAUNCHING EARLY 2023

During the pandemic the Concours held two virtual boat shows that showcased nearly 100 boats from all over the world. Most of which have never participated in the Lake Tahoe Concours live show due to the limited space and strict entry guidelines. Through this virtual show and future Concours events, the newly re-developed Lake Tahoe Concours website has started to archive each boat that registers for a Concours event. The Concours website will soon become home to the largest virtual maritime museum in the world.





MEMORANDUM

Date: December 7, 2022
TO: NLTRA Board of Directors
FROM: Kimberly Brown, Director of Business and Community Relations
RE: 2023 Event Sponsorship Funds

NLTRA Event Sponsorship Funds:

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Background: The Tourism Development committee met with Scotty Stoughton, CEO of Bonfire Entertainment on November 29. He requested \$65,000 for the NLTRA to sponsor Winter Wondergrass at Palisades Tahoe March 30 – April 3, 2023. The committee recommends the \$65,000 sponsorship.

Action Requested: To vote to sponsor Winter Wondergrass at Palisades Tahoe with a \$65,000 sponsorship.

Presentation:

Winter Wondergrass at Palisades Tahoe - \$65,000 request

Overview: Winter Wondergrass is a Bluegrass Music festival that is scheduled for March 30 – April 3, 2023 at Palisades Tahoe. North Lake Tahoe has hosted it for the past seven years. It is produced by Bonfire Entertainment who pride themselves on creating authentic community gatherings and they promotes green, sustainable practices.

- NLTRA sponsored the event in 2021/22 in the amount of \$50,000 and \$24,400 in 20/21 which was cancelled. Event production costs have risen by 20 – 30% across all areas, so the 2023 budget is at \$ 2 million.
- In 2022 they sold 15,000 tickets over 3 days. They had 26 total artists and 25 craft breweries.
- The direct fiscal impact to Tahoe was \$1.8 million: 5000 per day – 80% visiting for event \$150 pp/night and the indirect fiscal impact was \$280,000 for WWG: lodging, catering, crew, rentals.
- 75% of the attendees were out of market and 25% were in market. 56% of the visitors stayed in paid lodging and 64% stayed 3 + nights. 88% are likely to return
- They donated \$12,500 to 3 local non-profits.
- Marketing impact: IG 27K, FB 50K, 352K Website Users, Email 419K Subscribers, and WWG TV 132 K views.

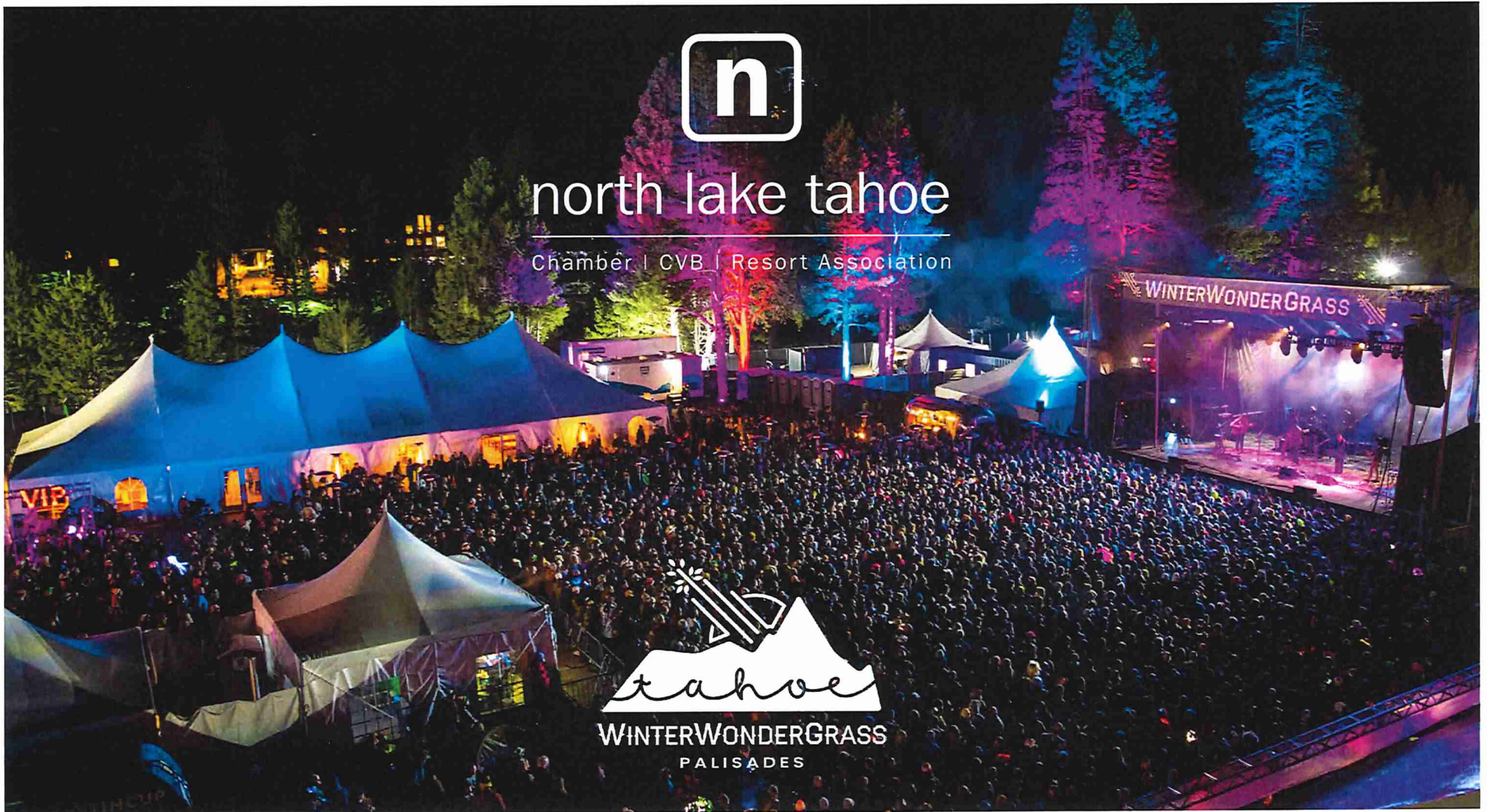
Fiscal Impact:

• Winter Wondergrass	\$65,000
Total Funding	\$65,000



north lake tahoe

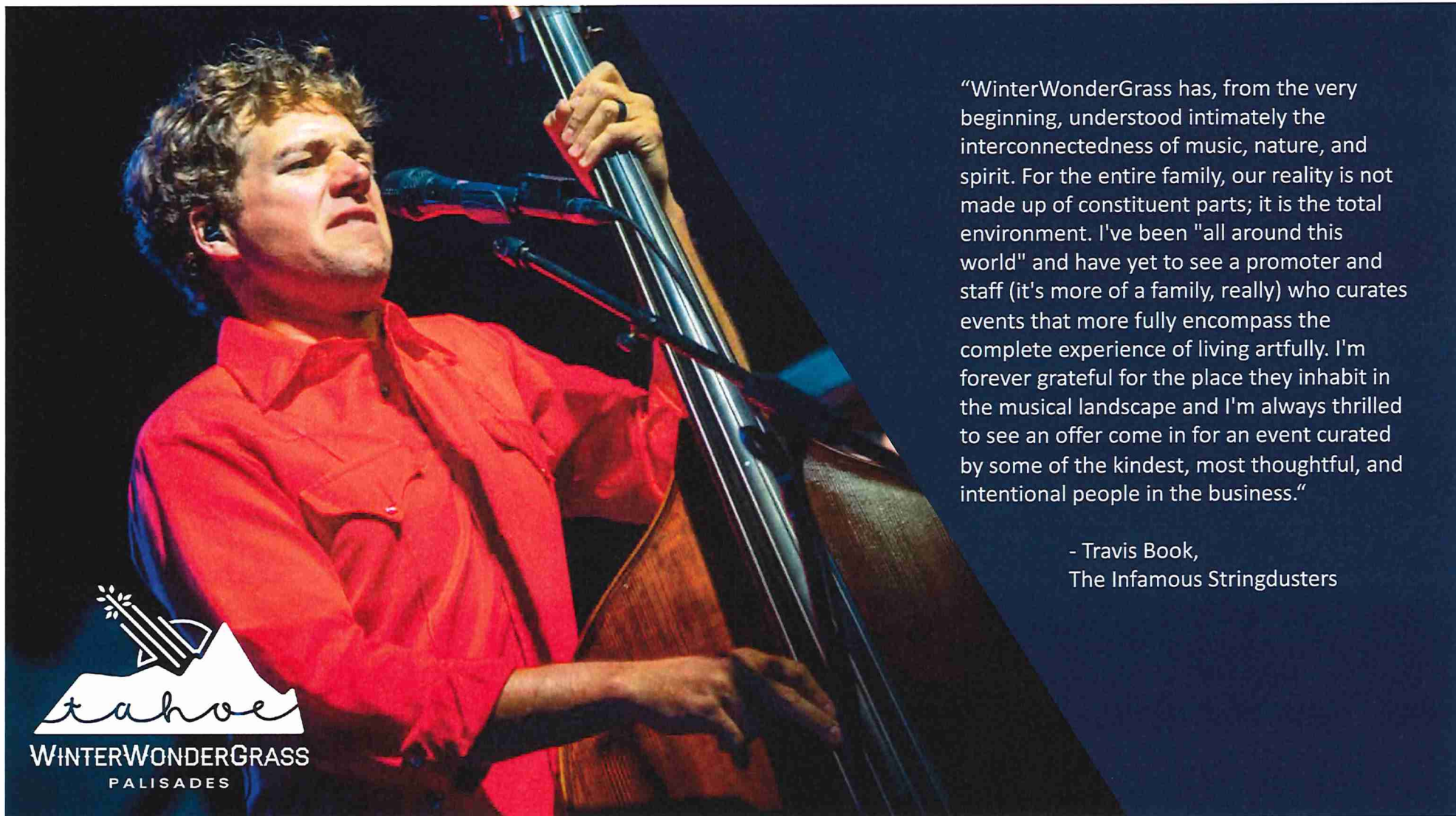
Chamber | CVB | Resort Association



“Returning for our seventh year in Tahoe is sweet. Collectively, the community, the artists, the fans and our team have weathered the storm. The magic of North Lake Tahoe is palpable, sprinkle in the best roots artists in the country, with some of the most supportive and kind fans, and the result is heartwarming. I believe now more than ever; these community gatherings are essential to our ever-expanding mountain villages. They bring us together, they honor our history, and fill our spirits!”

- Scotty Stoughton,
Founder WinterWonderGrass



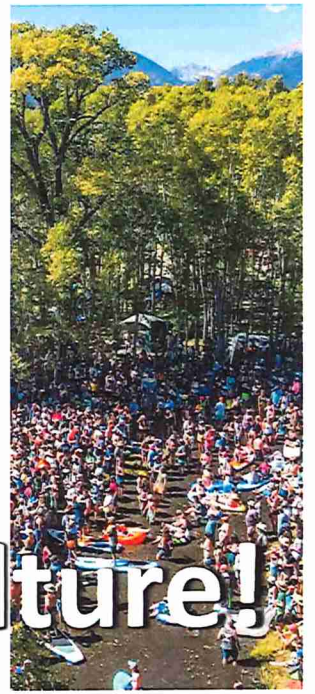
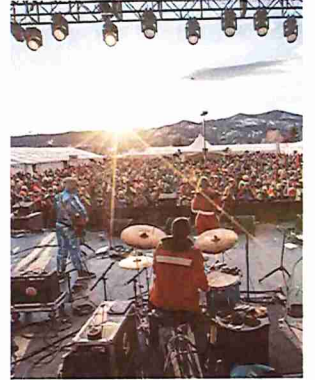


“WinterWonderGrass has, from the very beginning, understood intimately the interconnectedness of music, nature, and spirit. For the entire family, our reality is not made up of constituent parts; it is the total environment. I've been "all around this world" and have yet to see a promoter and staff (it's more of a family, really) who curates events that more fully encompass the complete experience of living artfully. I'm forever grateful for the place they inhabit in the musical landscape and I'm always thrilled to see an offer come in for an event curated by some of the kindest, most thoughtful, and intentional people in the business.”

- Travis Book,
The Infamous Stringdusters



tahoe
WINTERWONDERGRASS
PALISADES

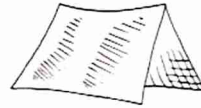


We Build Culture!



GATHER

Through the darkness, appears the light. All beings are faced with turmoil, struggle, pressure and an ongoing challenge to meet our needs. We long for community, nature, a reconnection to simpler times and a fireside dance. There are those that walk away and those that rise to the opportunity. We are rising.



COMMUNITY

We create simple and authentic community gatherings for the adventurous spirit, concentrating on the quality of the experience over the quantity of attendees – cultivating a community of people who may inspire one another beyond our events.



CONNECT

We see a true connection as a spark of art, a catalyst for inspiration and we seek to create platforms for this kind of authentic communication and connection to happen. We all have a longing for connection, a need to cut through barriers and come back to our roots.



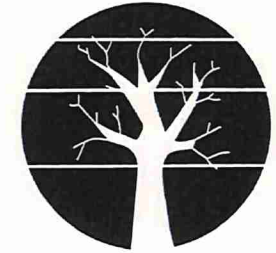
SIMPLIFY

We are constantly, unknowingly blinded by material items and stress—largely due to the unyielding pressure of technology. When we come as we are and open ourselves up to the possibilities that arise when nature, music, and community come together, we slowly begin to shed the materialistic layers and return to harmony.



SUSTAIN

How do we honor and respect our planet while simultaneously celebrating our connection with it? We promote the notion that no deed, donation, or effort is too small. Through collective and consistent efforts, ripples are created which gain momentum over time. We are committed to aligning all our events with local and global non-profits focusing on the environmental crisis, musical education, and global disaster response.



bonfire
entertainment

GREEN FESTIVALS

6000 Free reusable tasting cups and Klean Kanteen reusable pints are included with each festival ticket. Cost = \$30,000

58 CUBIC YARDS
Of waste diverted from landfills

600 POUNDS
Of food donated to a local food bank

REMOVAL OF 25K
Single-use compostable tasting cups by switching to reusables, plus a saving of 30K single use water bottles from being produced





2022 OVERVIEW

World Class Tahoe Community	78 Net Promoter Score	\$120K+ (CO/CA Lifetime) \$12,500 (CA 2022) Donated to Charity	82% Specifically for WWG
26+ Total Artists	25 Craft Breweries	1.5M+ Total Marketing Impressions	49% of attendees skied
32K CO/CA Tickets Sold (over 3 days)	20 Brand Partners	88% Likely to Return	50 States 9 Countries Represented all time
\$1.8M+ Tahoe Economic Impact	3 Non-Profits Served	43% New to file customers YOY	56% Stayed in paid lodging; 64% stayed 3+ nights

EDITORIAL COVERAGE:

Rolling Stone

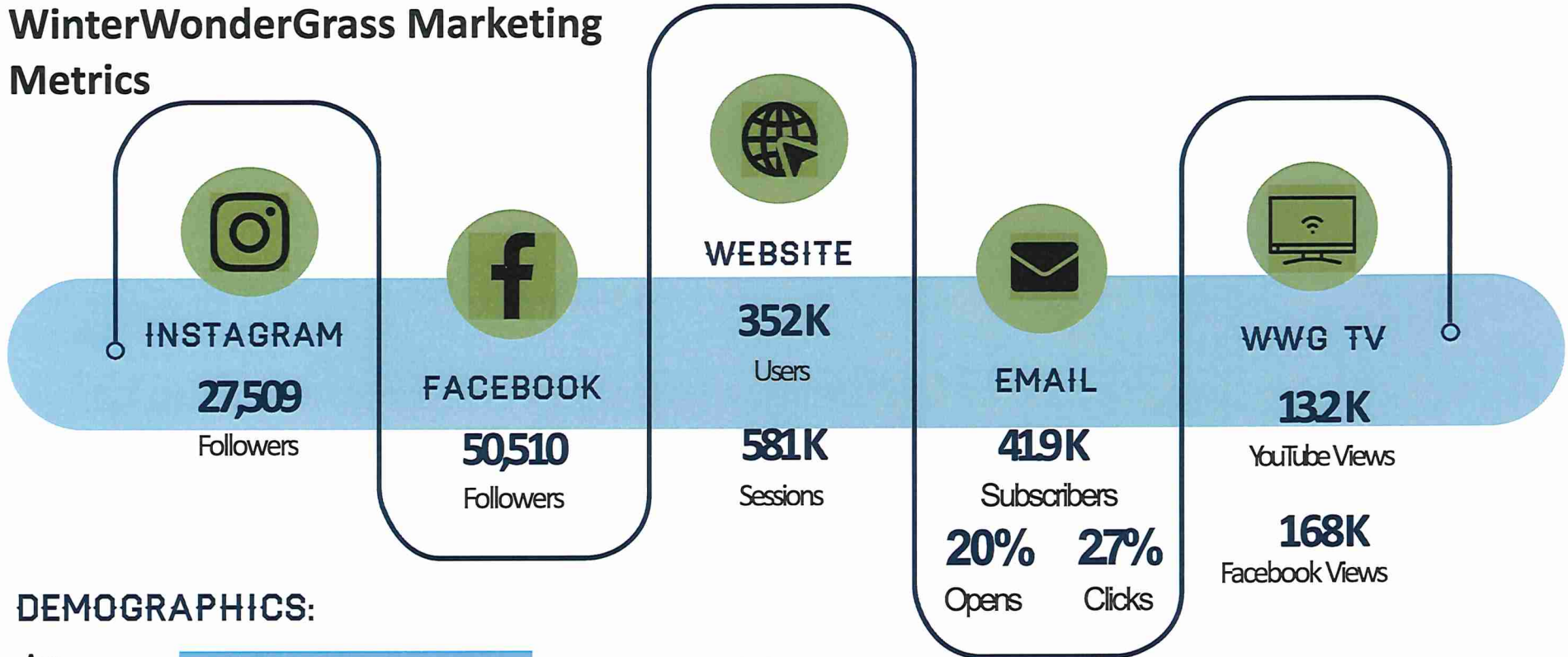
Outside

relix

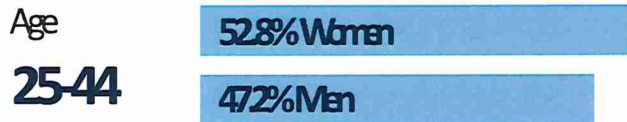
FREESKIER 
SKIING'S INDEPENDENT MAGAZINE

WARREN  MILLER'S

WinterWonderGrass Marketing Metrics



DEMOGRAPHICS:



INTERESTS:
Hip Lifestyle
Outdoor Activities

2022 WWG Tahoe Economic Impact

Impact	Amount	Description	Detail	2023 Estimates
Direct Spending	Over \$280,000	Annually, WWG spends in the local community	<ul style="list-style-type: none"> • Lodging • Catering • Crew • Production • Rentals 	Over \$300,000
Indirect Spending	\$1,800,000	5000 people per day Approx. 80% visiting uniquely for the event. Estimate \$150 pp/night	<ul style="list-style-type: none"> • Lodging • Meals • Travel • Misc. 	\$1,800,000

STATISTICS (2022)

21%

Local Attendees

5000

Tickets Sold Per Day

65%

Stayed 4+ Nights

78

NPS

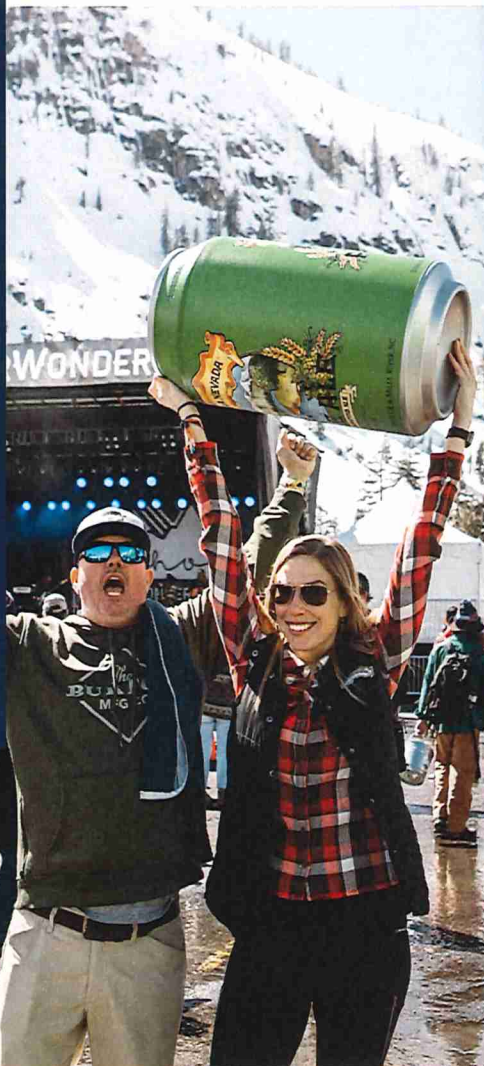
88%

Likely to Return



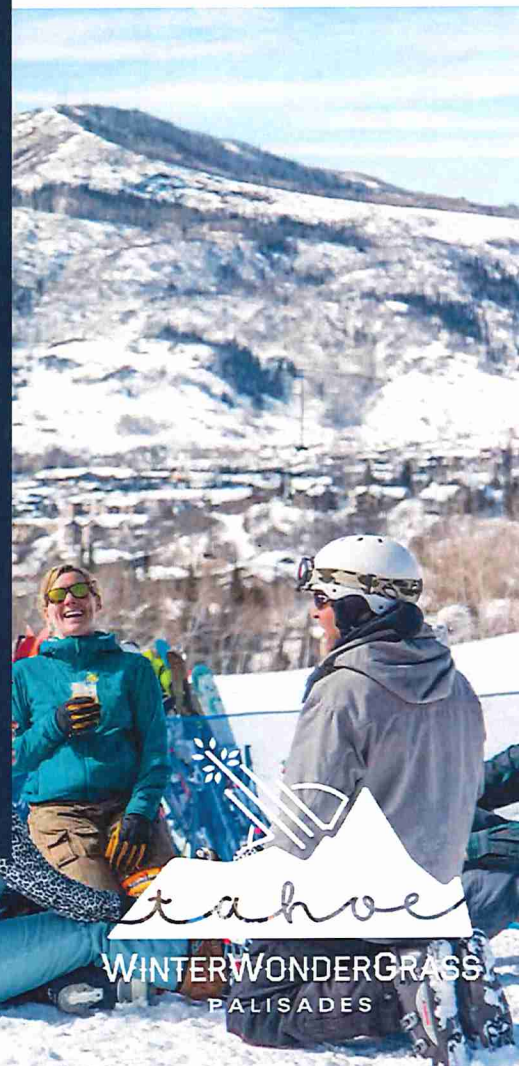
We partnered with WinterWonderGrass at its inception because the event aligned so well with what we're about—mountains, music, great beer, and a respect for leaving the land like you found it. Years later, it's become more than just a partnership. Some of our best times have happened on the mountain with the folks at WWG; a chance to truly connect with an audience who loves this stuff as much as we do. We look forward to coming together at WWG each and every year.

Zoe Richards, Marketing Manager



WinterWonderGrass has had a profound impact on the culture and community of many of our resort destinations. It was incredibly important to us from the beginning that Ikon Pass was a supportive partner and contributor to what makes WWG so special. The relationship we have with the team couldn't be stronger. What started as an opportunity to build awareness for Ikon Pass has expanded to a real strategic relationship that has allowed us the fortuity to collaborate on other projects such as The Great American Beer Festival, Ikon Pass Stoke Events, and our own on-mountain destination events.

Ryan Blanchard, Director of Brand Partnerships



tahoe
WINTERWONDERGRASS
PALISADES



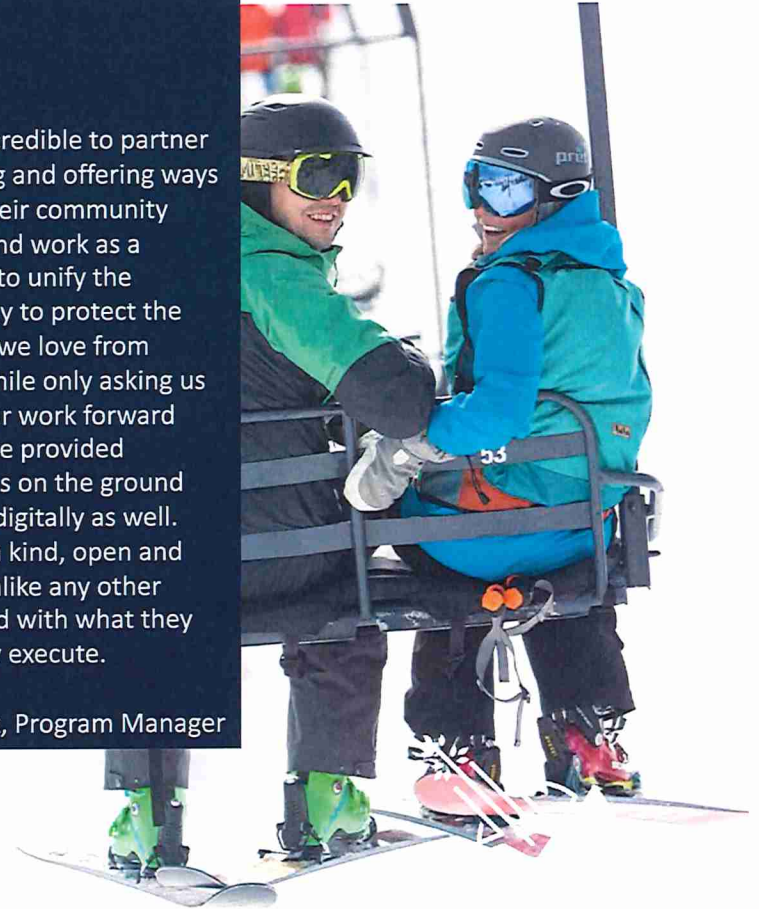
The Squaw Valley WinterWonderGrass Festival completely aligns with the values and mission of the Shane McConkey Foundation. The event brings four days of kindness, laughter, music and community to the valley and then they tie it all up with environmental awareness and charitable giving to local non-profits. It is a weekend of good vibes and fun for all ages and walks of life. We Love WinterWonderGrass.

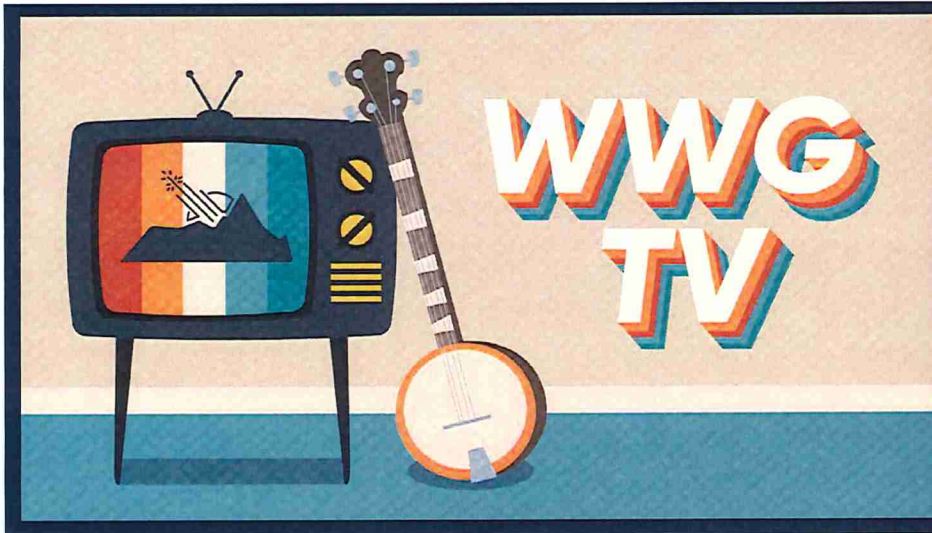
Sherry McConkey, Founder



WWG has been incredible to partner with. Always asking and offering ways for us to engage their community with our mission and work as a nonprofit working to unify the outdoor community to protect the places and people we love from climate change--while only asking us to keep pushing our work forward in return. They have provided opportunities for us on the ground while on tour and digitally as well. The team has been kind, open and willing, they are unlike any other festival in the world with what they offer and how they execute.

Jake Black, Program Manager





WWG TV launched in March 2020 to fill a void within our festival community during the COVID-19 global pandemic. The team successfully developed five full length episodes at approximately an hour each.

NEW EPISODE DROPS DECEMBER 2022!

DATA

15.2K views
(YouTube)
173K views
(Facebook)

SHOWTIME

Pre- and post-show
events hosted by
artists, with
conversation,
music and more.
+40K views

2023 ASK \$65,000

The 2023 WinterWonderGrass Tahoe budget is closing in on \$2 Million dollars and deeper support is critical to our success. Event production costs have rising 20-30% across all areas, sound, stage, staff, heat, fuel, transportation, hotels etc. Our intention is to continue to deliver a top-notch experience for locals and visitors, while keeping ticket prices reasonable. The support of large-scale sponsors such as NLTRA, Palisades Tahoe and Sierra Nevada Brewing, is essential to continue our path towards excellence.

2023 Costs for Partner Allocation (Not all categories listed)

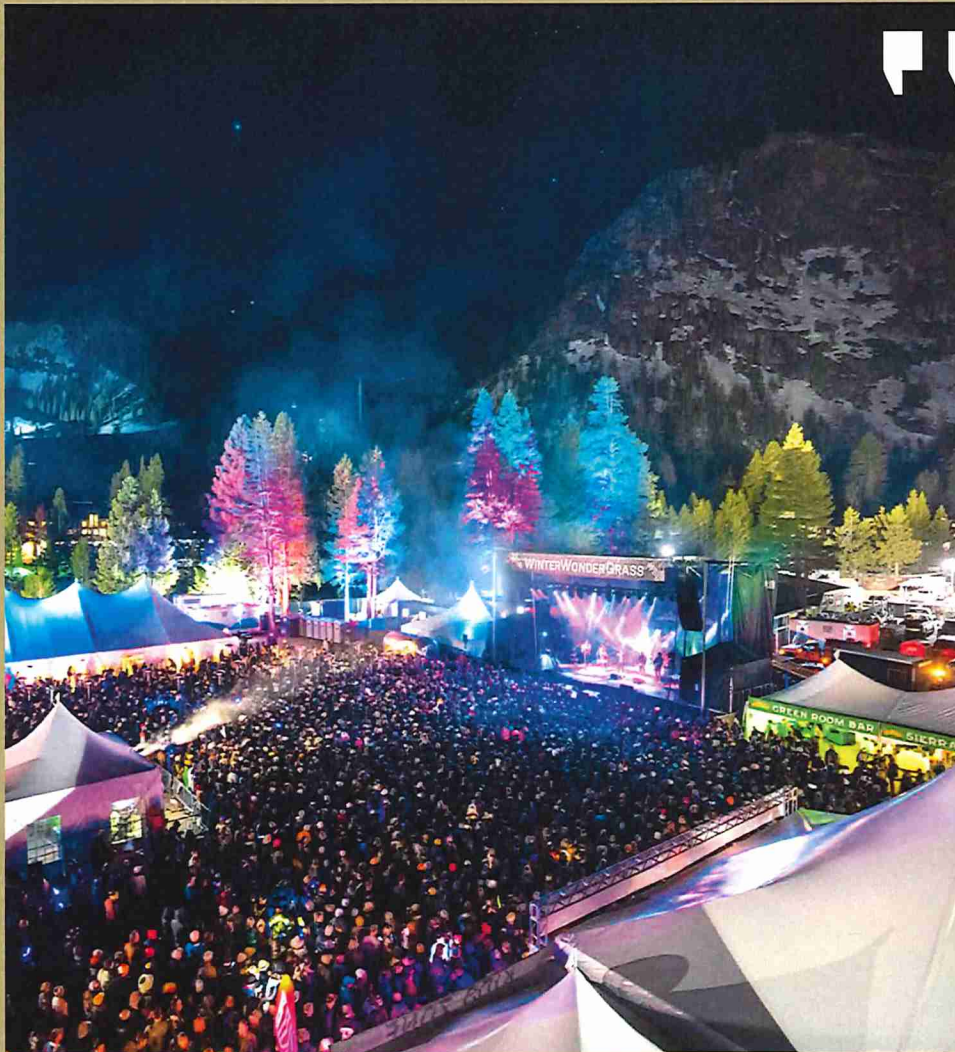
1. Programming - \$300,000
2. Production - \$169,000
3. Marketing - \$99,000
4. Lodging - \$100,000
5. Greening - \$23,000
6. Operations - \$350,000

BENEFITS

1. Producer will include regional information on event website and in participant communications, promoting additional activities in the region to encourage longer regional stays. Mutually agreeable content will be provided by NLTRA.
2. NLTRA information included in a minimum of two (2) WWG consumer emails prior to the event. Mutually agreeable content will be provided by NLTRA.
3. At least three (4) destination specific posts via WWG social media channels, stories, etc. Sponsor will provide content and will be approved by both parties.
4. WWG CA will be sure to tag @tahoenorth for more region exposure in all social posts.
5. NLTRA shall be included in daily PA announcements from the main stage during the Event, sponsor can send suggested comments.
6. Sponsor specific questions will be included in post-event survey to attendees, and WWG will provide response data to Sponsor. Questions need to be in by mid-March.
7. Sponsor is granted ability to use the official WWG trademarks and logos in promotions, marketing material, website and the like.

BENEFITS

8. Sponsor is granted full rights usage to at least 15 WWG images.
9. Inclusion of Sponsor's name and logo on limited-edition commemorative, eco-friendly beer mug for the Event.
10. Logo inclusion in WWG TV, on the website, and anywhere sponsor logos are included.
11. NLTRA shall receive (10) VIP 3-day tickets, (15) Friday GA, (15) Saturday GA, and (15) Sunday GA (total ticket value = \$7000).
12. WWG CA Will support late night events during the concert in Tahoe City.
13. WWG CA will offer 10 late night passes to each late night.
14. WWG will offer 6 seats on each tram jam to be used by staff or for contest, promotional value.
15. WWG will work with NLTRA to bolster the WonderBus safe transit system.
16. Instagram Live opportunity on Tram Jam, and potential in tram branding (will work with Palisades Tahoe).



“What started as an idea to combine the best in authentic string laced music, with the magic of remote mountain communities has grown into more than I could have imagined. Add the best-in-class breweries, local events, music on the slopes, mountain top family dinners and a huge kid’s zone, and we’ve got the fairy dust that is WinterWonderGrass. I could not be more grateful or proud of our team and resort partners for collectively committing to the highest standards of sustainability, musical integrity and leadership. Internationally we are recognized as one of the kindest, cleanest, and most welcoming gatherings on the planet, and we are just hitting our stride.

I hope to see you all this season as we celebrate ten years in Colorado and seven in California. We also have a new celebration to announce, south of the border.”

- Scotty Stoughton
Founder WinterWonderGrass / Bonfire Entertainment

THANK YOU

We couldn't do it without you!



MEMORANDUM

Date: December 7, 2022
TO: NLTRA Board of Directors
FROM: Kimberly Brown, Director of Business and Community Relations
RE: 2023 Event Sponsorship Funds

NLTRA Event Sponsorship Funds:

The North Lake Tahoe Resort Association (NLTRA) facilitates a Special Events Sponsorship Funding program for annual special events in the North Lake Tahoe region. Submissions are accepted on a rolling basis for events that take place in the 2023 calendar year. The total amount of the funding, distributed to all recipients collectively, is \$565,000. Sponsorship Funding is awarded to large events that: attract 500+ participants and/or spectators, generate more than 100 room nights occupied for an average of at least 2.5 nights, generate a media/PR value of more than \$25,000, target an audience and messaging that is in alignment with the North Lake Tahoe consumer brand pillars, and create a diversified portfolio of events that cover human powered sports, cultural, culinary, and health & wellness. Historically these events have included large festivals such as Wanderlust and Winter Wondergrass, sporting events such as Broken Arrow Skyrace and Spartan, cultural events such as the Lake Tahoe Dance Festival and others. Each sponsorship is reviewed on an annual basis.

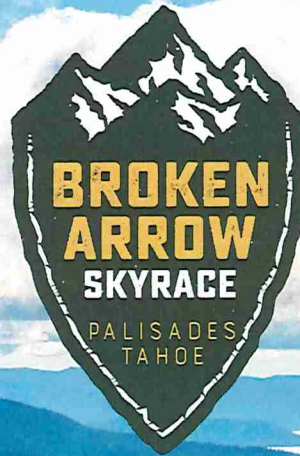
Background: The Tourism Development committee met with Brendan Madigan, Director of Alpenglw on November 29. He requested \$65,000 for the NLTRA to sponsor the Broken Arrow Sky Race at Palisades Tahoe June 16 – 18, 2023, specifically \$40,000 for marketing and operations and \$25,000 for Livestream. The committee recommends the \$65,000 sponsorship.

Action Requested: To vote to sponsor Broken Arrow Skyrace at Palisades Tahoe with a \$65,000 sponsorship: \$40,000 for Marketing and Operations and \$25,000 for Livestream.

Presentation:

Broken Arrow Skyrace at Palisades Tahoe - \$65,000 request

Overview: The Broken Arrow Skyrace is one of the largest trail running events in North America. It is scheduled for three days: June 16 - 18, 2023 at Palisades Tahoe. North Lake Tahoe has hosted it for the past seven years. It is produced by Alpenglw a local event producer who seeks to reinvent the multiple day/distance trail running experience, drive sustainable visitation, and believes in giving back to the community.



WHERE THE MOUNTAINS MEET THE SKY



north lake tahoe

Chamber | CVB | Resort Association

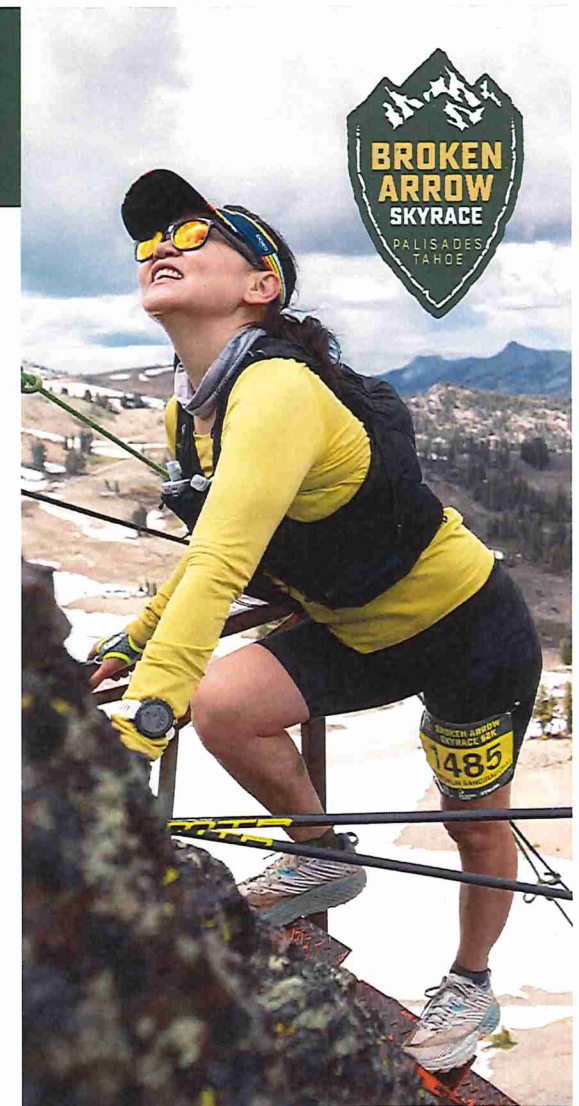
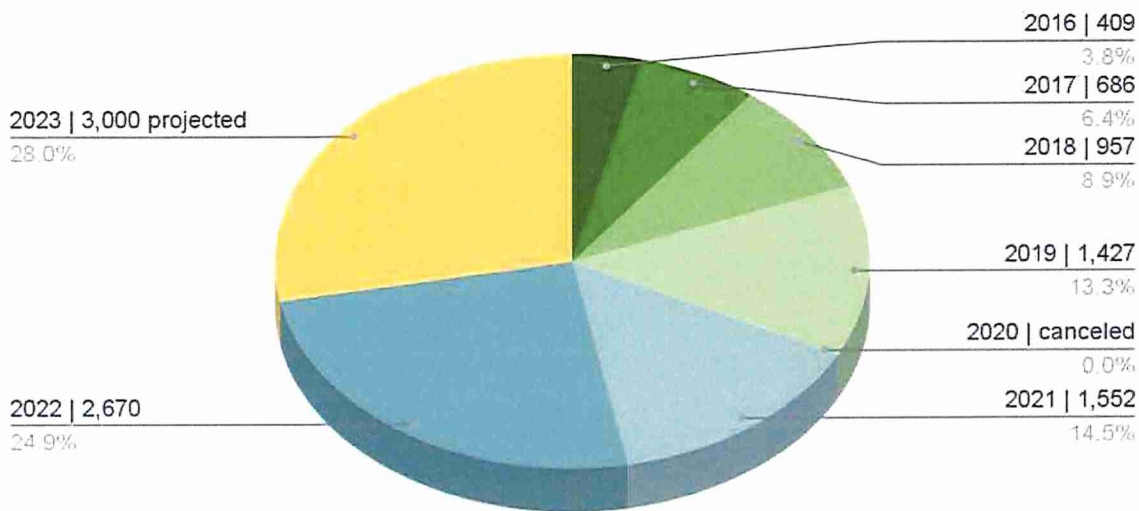


The Broken Arrow Skyrace, presented by Salomon, is a 3-day, 8-distance event that showcases the beauty of North Lake Tahoe.

The Broken Arrow Skyrace seeks to reinvent the multiple day/distance North American trail running experience.

In 7 years, it has become one of the largest trail running events in the country.

ANNUAL REGISTRATIONS



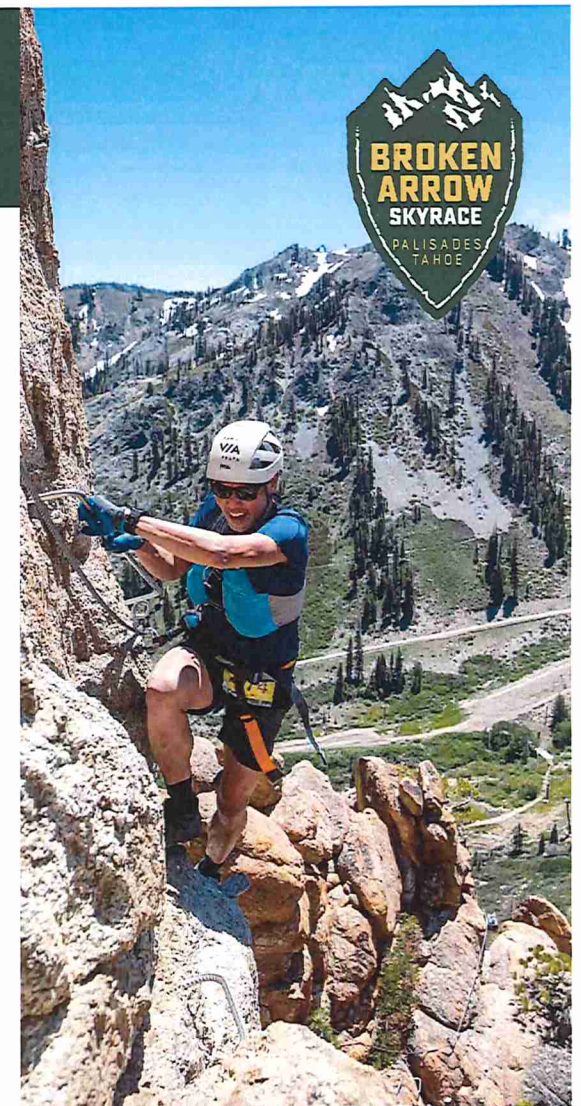
The exponential growth of The Broken Arrow Skyrace can be attributed to the following factors:

- The authentic experience a LOCAL & INDEPENDENTLY-OWNED race organization provides.
- Partnerships: North Lake Tahoe Resort Association, Palisades Tahoe, the World Mountain Running Association, Golden Trail Series, Salomon



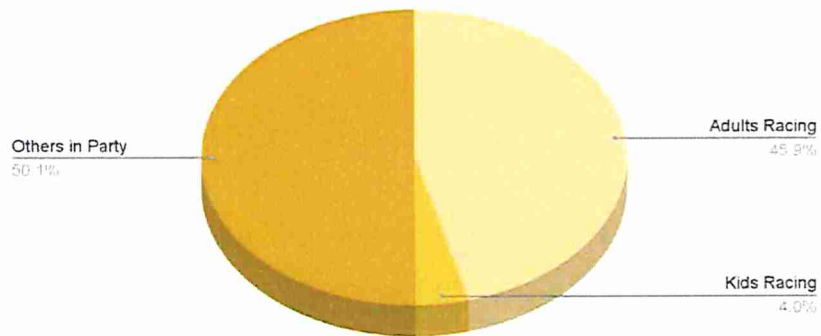
SALOMON

- Aggressive, authentic & organic social media campaigns.
- BEST-IN-CLASS livestream broadcast over the course of the 3-day event.

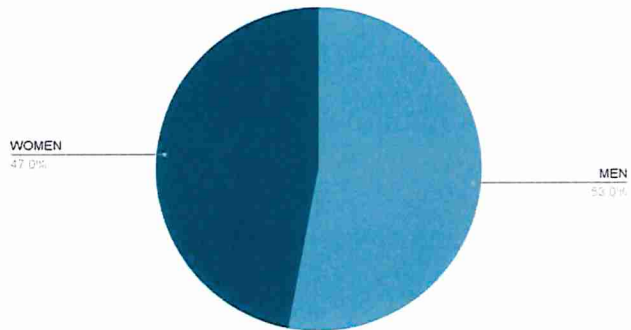


REGISTRATION STATISTICS

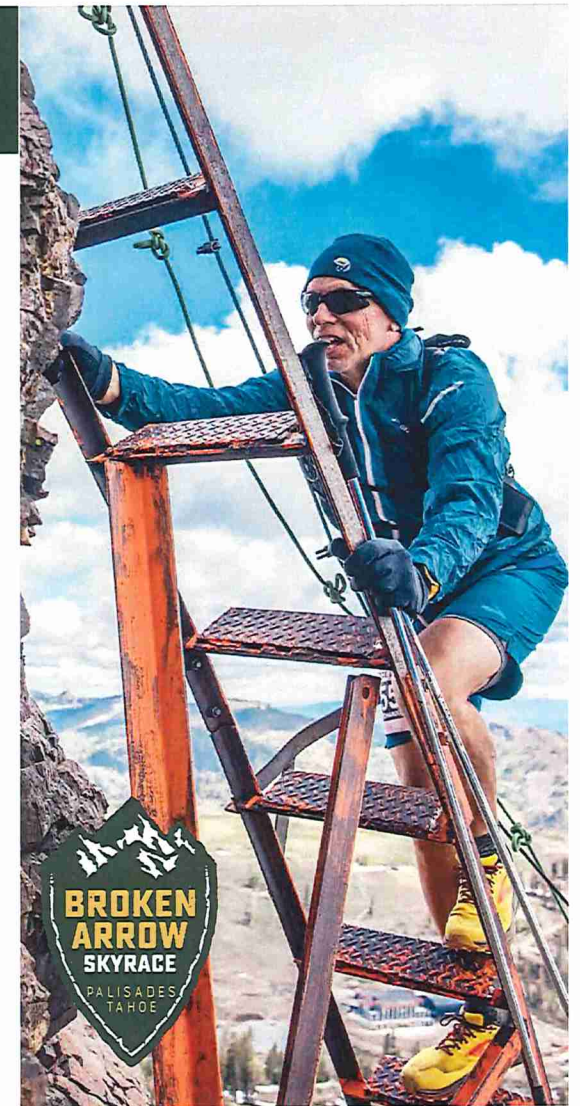
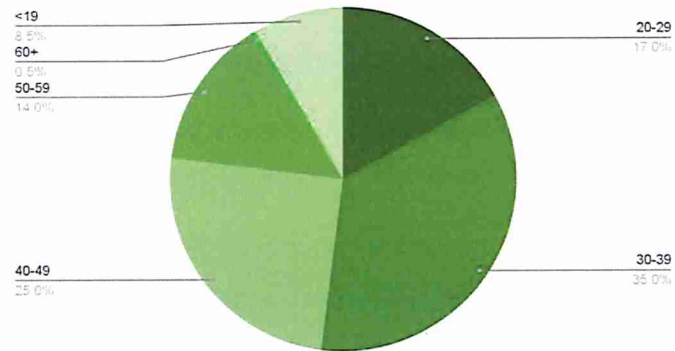
6k Total Attendees Projected for 2023



Participant Gender

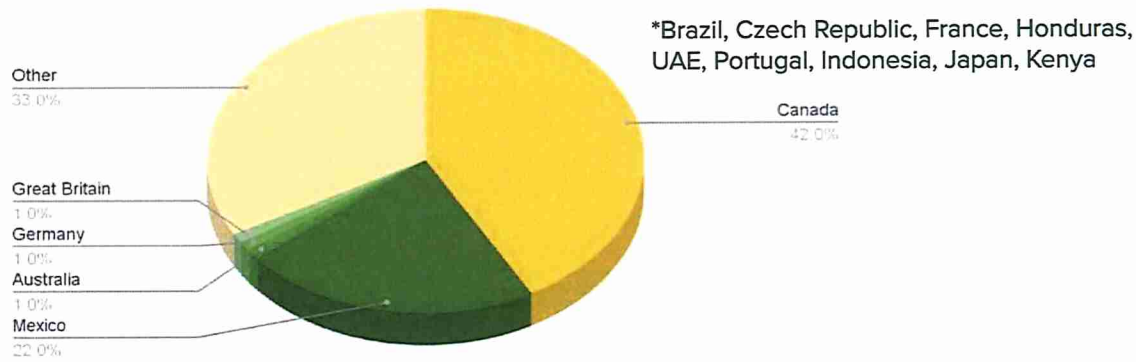


Participant Age Groups

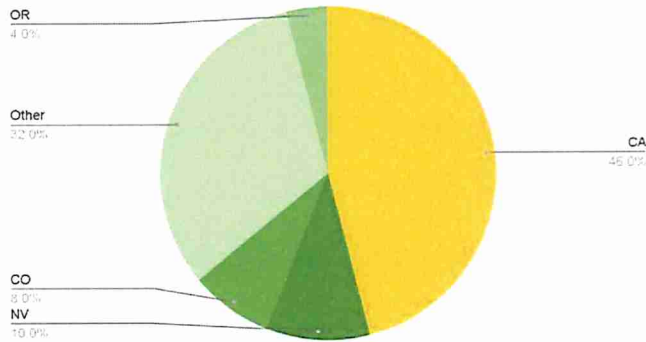


PARTICIPANT STATISTICS

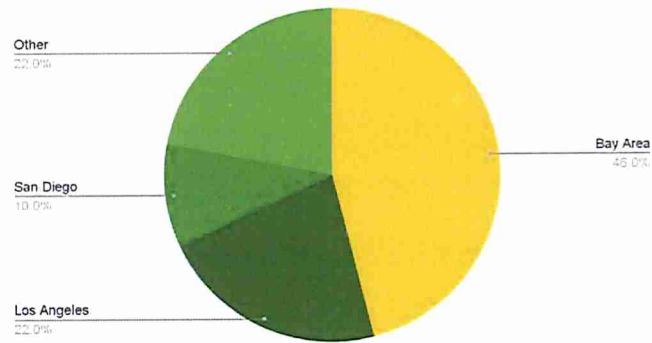
Countries Represented



US States Represented



CA Regions Represented



PARTICIPANT FEEDBACK SURVEY

88 Net Promoter Score

99% Rate the event “Excellent” (85%) or “Very Good” (14%)

98% Think we provide a world-class race experience that is extremely competitive & welcoming to recreational runners.
“Extremely Well” (77%) “Very Well” (19%)

Annual Household Income

34% \$200k+

20% \$100k+

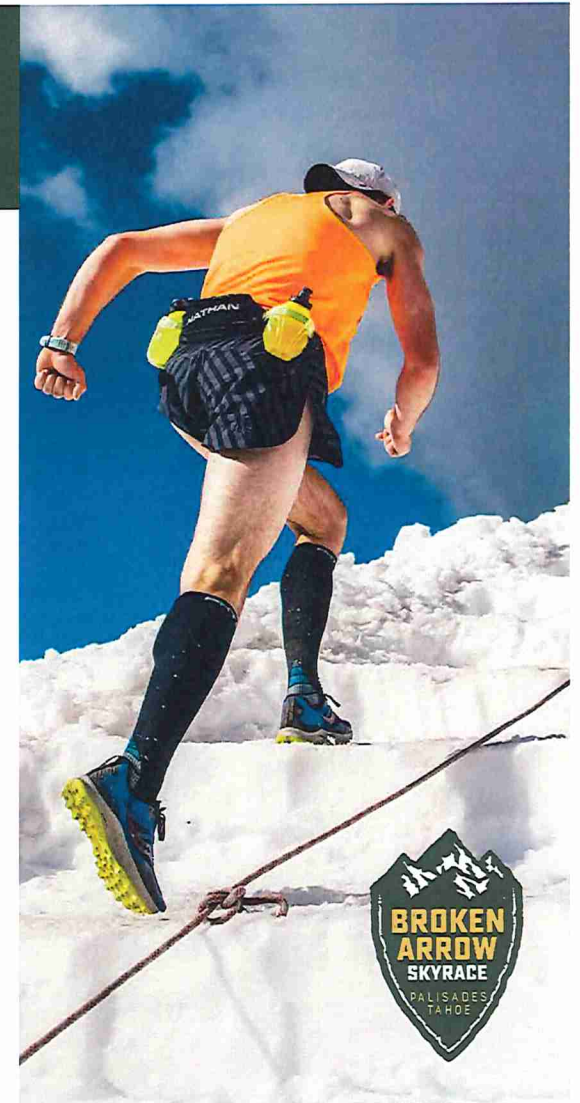
18% \$150+

46%

Bachelor Degree

46%

Graduate Degree



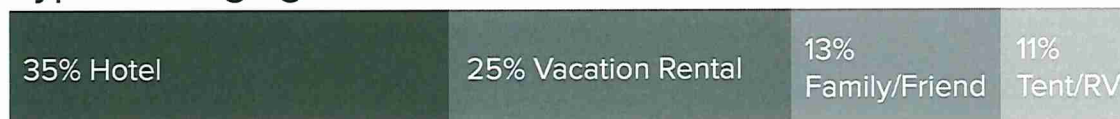
NLTRA SPECIFIC SURVEY

82% of respondents stayed min. 1 night

Number of Nights Stayed



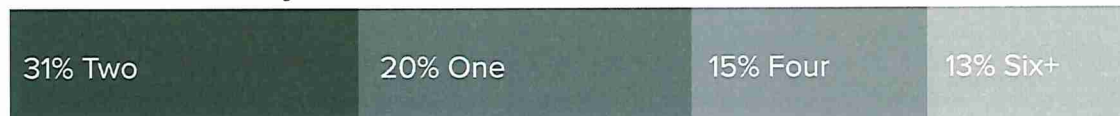
Type of Lodging



Location of Stay



Number in Party



87% "Very Likely" or "Somewhat Likely" to return to North Lake Tahoe



WEBSITE STATISTICS

89K

Site Sessions Annually
(57.9k sourced from Google)

57.9K

Unique Visitors Annually

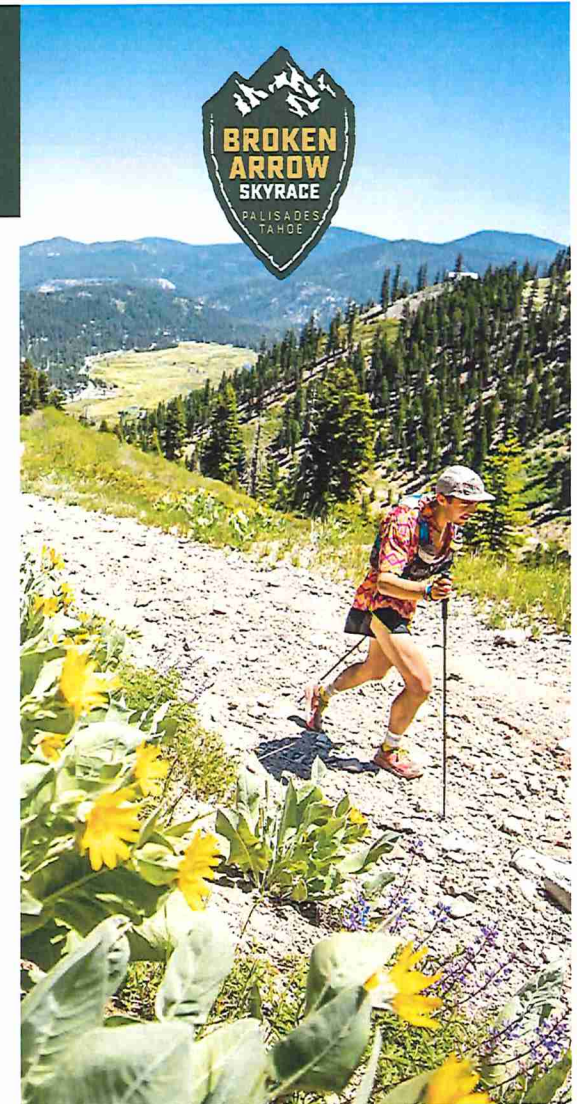
Visits from **42** Countries

United States

Canada

Thailand,
Australia,
U.K.

Germany,
France,
Brazil,
New Zealand



EMAIL STATISTICS

20+

Emails Prior to the Event

8K+

Person Database

58.7%

Average Open Rate



PRESENTED BY
salomon

SATURDAY JUNE 18 | 12PM

NUTRITION PANEL HOW TO FUEL ON RACE DAY

WITH SAGE CANADAY, RAFA NAZAREWICZ, SARAH KEYES,
PETER MORTIMER, LUCY BARTHOLOMEW & PADDY O'LEARY



PRESENTED BY
salomon

FRIDAY JUNE 17 | 4PM

SHAKEOUT RUN/SALOMON SHOE DEMO & HAPPY HOUR

WITH MAX KING & DYLAN BOWMAN





FACEBOOK

5.6K

FOLLOWERS

29K

Organic Reach (400% +)

5K

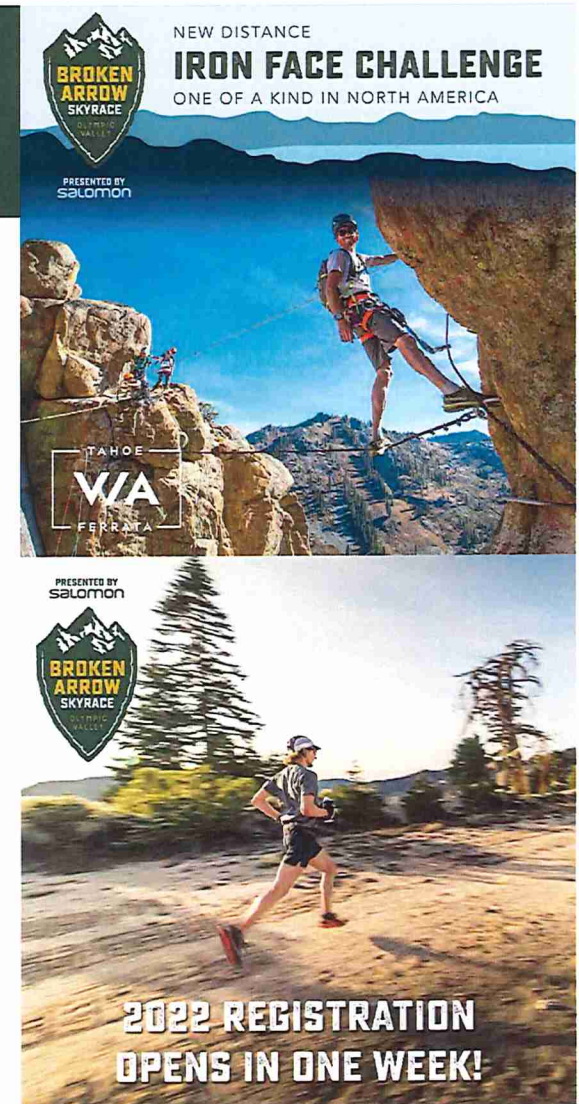
Organic Engagements (210% +)

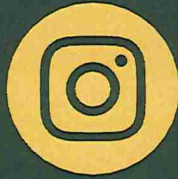
4.2K

Page Visits (793% +)

200

New Likes (560% +)





INSTAGRAM

9.7K

FOLLOWERS

105.4K

Account Reach (1,600% +)

27.6K

Organic Engagements (853% +)

27.4K

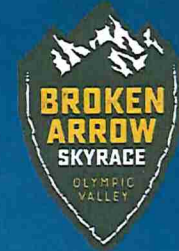
Profile Visits (834% +)

2,230

New Followers (615% +)

271K

Stories Reach (1,021% +)

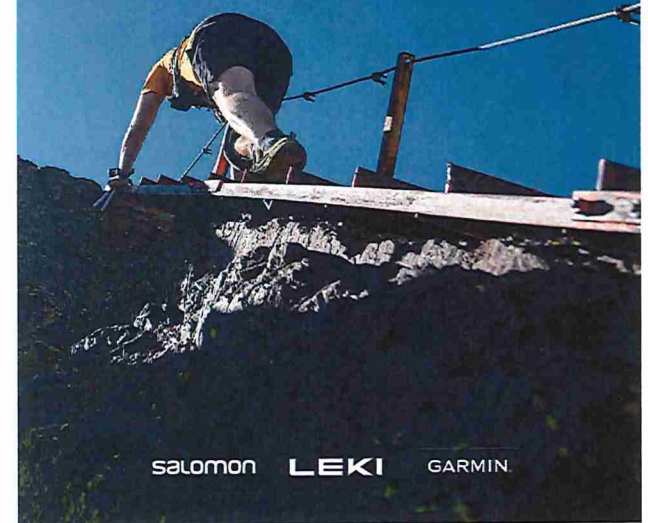


PRESENTED BY
salomon

WIN CASH & PRIZES ON TWO

STRAVA

SEGMENT CHALLENGES!



salomon

LEKI

GARMIN



LIVESTREAM/YOUTUBE

5.3K

SUBSCRIBERS

Simul-Cast Golden Trail Series

143.3K

Impressions

29K

Total Views

(19.2 GTS/25.3k YT)

1K

SUBSCRIBERS

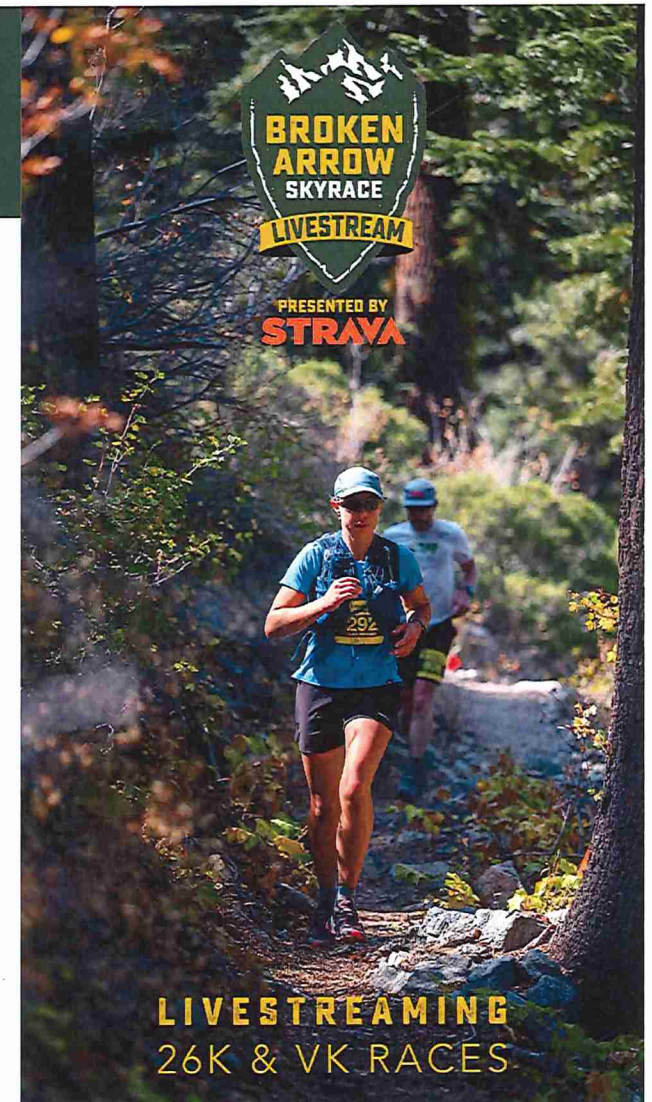
Broken Arrow YouTube Channel (800% +)

20.8K

Livestream Views

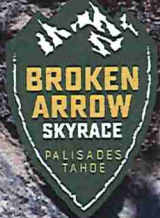
6.3K

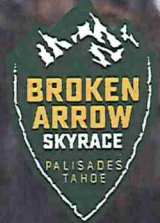
Hours of Watch Time



EVENT GOALS

- Make the event the largest trail and ultra event in North America.
- Produce the best livestream coverage our sport has ever seen.
- Continue to bond the event closer to the local North Lake Tahoe community.
- Create a scholarship program in an effort to be more inclusive.
- Reach full growth potential in social media penetration and livestream production value

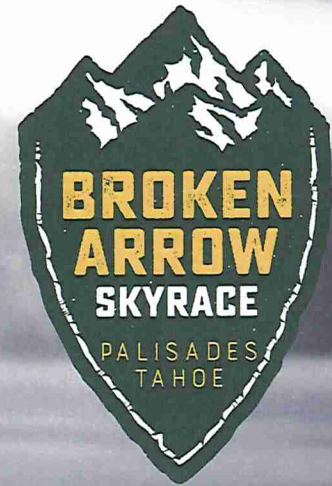




FUNDING REQUEST

- \$40,000 operating/marketing
- \$25,000 livestream sponsorship
- *Unless a more nuanced relationship can be established with the United States Forest Service and Palisades Tahoe, the Broken Arrow Skyrace cannot grow more than the projected 2023 participant levels.*

**AT THE BROKEN
ARROW SKYRACE,
WHETHER YOU
FINISH FIRST
OR LAST,
YOU ARE A
ROCKSTAR.**



2023 LIVESTREAM SPONSORSHIP



LIVESTREAM SPONSORSHIP



GOAL

To Reinvent How LIVE Trail Running is Covered in the Digital Age & Deliver the Best Livestream In the World. In addition to the audacious goal of showcasing the best livestream coverage our sport has ever seen, we're also seeking to create a three-day Broken Arrow "television channel". We will not only broadcast our races, but also the clinics, cheer stations, panel discussions and vendor village for additional ROI not shown in this deck.

MINDSET

Founded in 2016, the multi day/multi distance Broken Arrow Skyrace sought to reinvent the trail running "experience" in North America. In seven short years, it has become one of the largest trail and ultra events in the country. Additionally, it is now mentioned in the same conversations as the iconic international events it sought to emulate in its infancy. In 2021, the race wanted to raise the bar again, this time in the digital/livestream space. Our goal was audacious and simple: to show that trail racing could be broadcast in a manner that made it "cool" and mass-marketable. Just like the race experience, our livestream is now mentioned as one of the best in the world. For 2023 we're aiming to move the needle yet again. The proposed sponsorship opportunities will allow a 30+ person production team and eight months of preparation needed to present the best livestream our sport has ever seen.

SPONSORSHIP OPPORTUNITIES



IF WE CAN SECURE THE BELOW FUNDING, IT WILL ALLOW US TO STREAM THREE DAYS OF RACING: THE VK, 26 AND NEW FOR 2023, THE 52K. THIS WILL ESSENTIALLY DOUBLE THE ROI FOR ALL COMMITTED SPONSORS.

SPONSOR ROI:	PRESENTING SPONSOR \$100,000	SILVER SPONSOR \$25,000	BRONZE SPONSOR \$5,000
QUANTITY AVAILABLE	1 SPONSOR	2 SPONSOR	3 SPONSORS
6HRS (14HRS W/52KM ADDED) OF LIVE BROADCAST DISPLAY & MENTIONS	VK & 26K W/52K ^A	VK & 26K W/52K ^A	VK & 26K W/52K ^A
• LOGO SHOWN ON LIVESTREAM DISPLAY	5HRS 10HRS	2HRS 4HRS ^B	16MIN 40MIN ^B
• BRAND MENTIONS BY EMCEE'S DURING BROADCAST	25 50	15 30	10 20
• SOCIAL MEDIA MENTIONS DURING EVENTS	15 30	10 20	5 10
ATHLETE VIGNETTE (INSPIRATIONAL PARTICIPANT SHORT)^C	VK & 26K W/52K ^A	VK & 26K W/52K ^A	VK & 26K W/52K ^A
• DEDICATED SHORTS TO AIR DURING RACE	5 ATHLETES	2 ATHLETE	-
• TOTAL RUN TIME FOR SHORTS (AIRED TWICE W/ 52KM ADDED)	12MIN 24MIN	3MIN 6MIN	-
• TOTAL RUN TIME FOR LIVE ATHLETE INTERVIEW WITH BROADCAST HOSTS	12MIN 24MIN	3MIN 6MIN	-
• MEDIA ASSETS PROVIDED DURING RACE FOR EVENT SOCIAL USE	12 24	5 10	-
ADDITIONAL ADVERTISING CONTENT	VK & 26K W/52K ^A	VK & 26K W/52K ^A	VK & 26K W/52K ^A
• ORGANIC BRAND CONVERSATION	10 12	3 5	1 2
• BRAND REPRESENTATIVE LIVE INTERVIEW WITH BROADCAST HOSTS	10MIN 20MIN	5MIN 10MIN	-
• COMMERCIAL TIME OPTIONS (CHOICE OF ONE)			
• 15 SECONDS	20 40	12 24	4 8
• 30 SECONDS	10 20	6 12	3 6
• 1 MINUTE	5 10	3 6	2 4
• BRANDED COURSE SEGMENTS & COMPETITION	2 SEGMENTS	-	-
• COURSE OVERVIEW GRAPHICS	ALL COURSE GRAPHICS	-	-

A - WITH THE VK & 26KM ALREADY FUNDED, THE GOAL IS TO FUND THE 52KM AND GREATLY INCREASE WEEKEND EXPOSURE FOR SPONSORS
 B - FOR PRESENTING & AFFILIATE SPONSORS, LOGOS WILL APPEAR IN A LOWER RIGHT ROTATING OVERLAY
 C - INTENTION ON HUMAN-INTEREST STORIES, ADDITIONAL ATHLETE VIGNETTES CAN BE NEGOTIATED WITH FUNDING



LIVESTREAM STATISTICS

Race Weekend: 400K Impressions, 35K Views
(+40% v '21)



Age Breakdown / % of Watch time (72% Men | 28% Women)

Age 35-44 31%	Age 25-34 28.0%	Age 45-54 21%	Age 55-64 12%	Rest 8%
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53 Countries tuned into 2022 Livestream

United States 50%	Great Britain 7%	Spain – 6% Germany – 5%	Canada – 4% France – 4%	47 More 25%
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Within USA, Viewers Watched from 47 Cities

SF 13%	Truckee 12%	SAC 10%	Reno 6%	DEN/BOU 10%	SEA – POR – LA – NYC – SLC – All Others 50%
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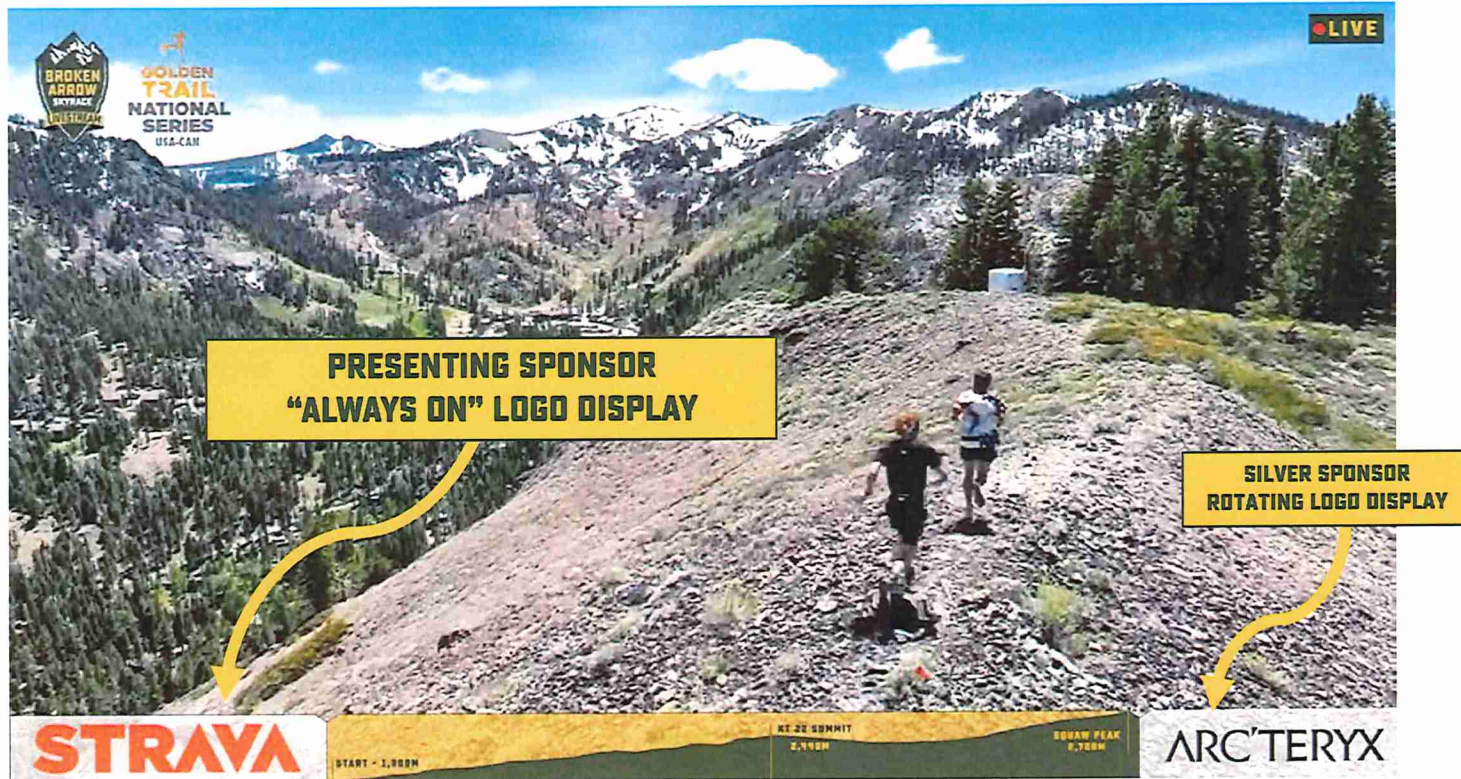
50%
WATCH VIA
MOBILE DEVICE

72%
ACCESS STREAM
FROM WITHIN YOUTUBE



SPONSORSHIP OPPORTUNITIES

Primary Livestream Display



*FINAL OVERLAY DESIGN IN PROGRESS

SPONSORSHIP OPPORTUNITIES

Split Screen Display Example



BROKEN ARROW SKYRACE LIVESTREAM

GOLDEN TRAIL NATIONAL SERIES USA-CAN

LIVE

SIMUL-VIEW PRESENTED BY: "SILVER SPONSOR"

SILVER SPONSOR ROTATING LOGO DISPLAY

STRAVA

START - 1,800M

KT 22 SUMMIT 2,490M

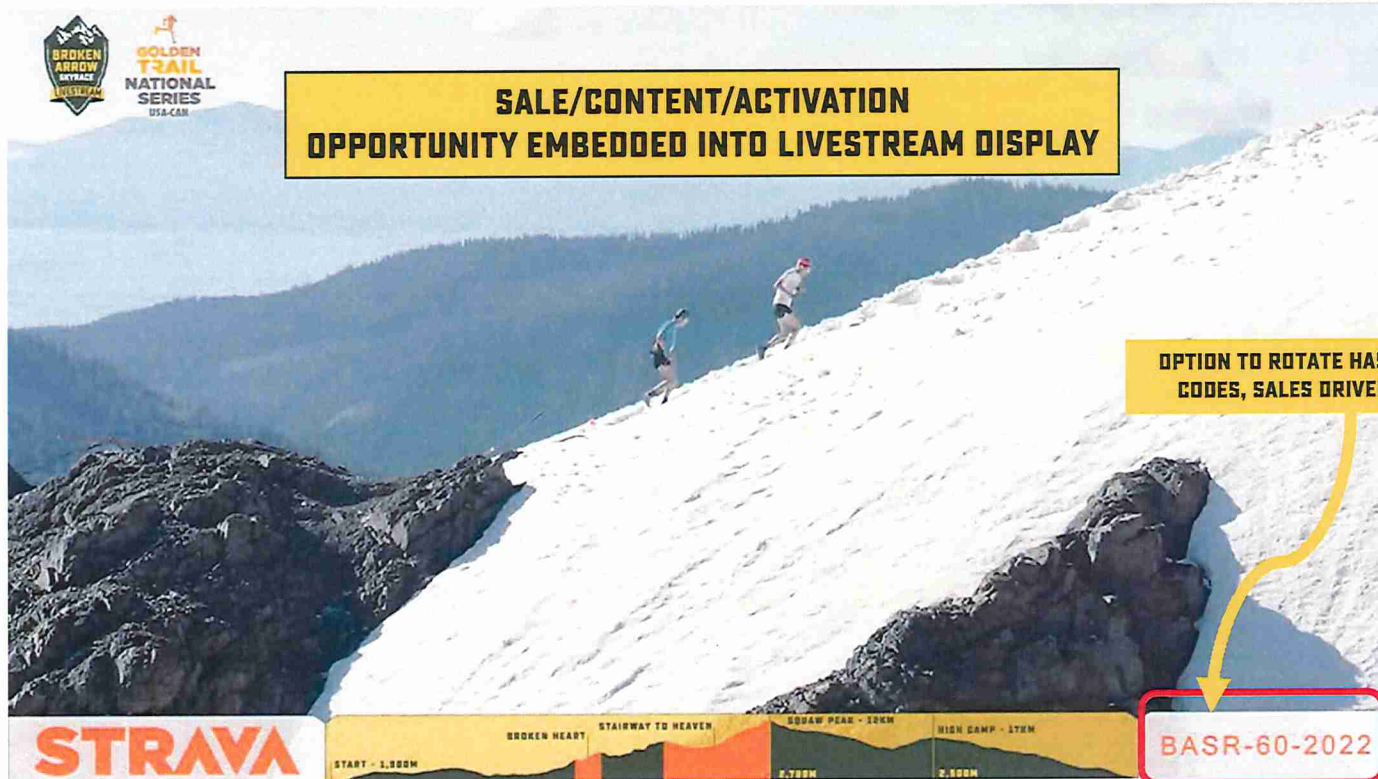
SQUAW PEAK 2,700M

ARC'TERYX

*FINAL OVERLAY DESIGN IN PROGRESS

SPONSORSHIP OPPORTUNITIES

Activation Led Livestream Display



*FINAL OVERLAY DESIGN IN PROGRESS

SPONSORSHIP OPPORTUNITIES

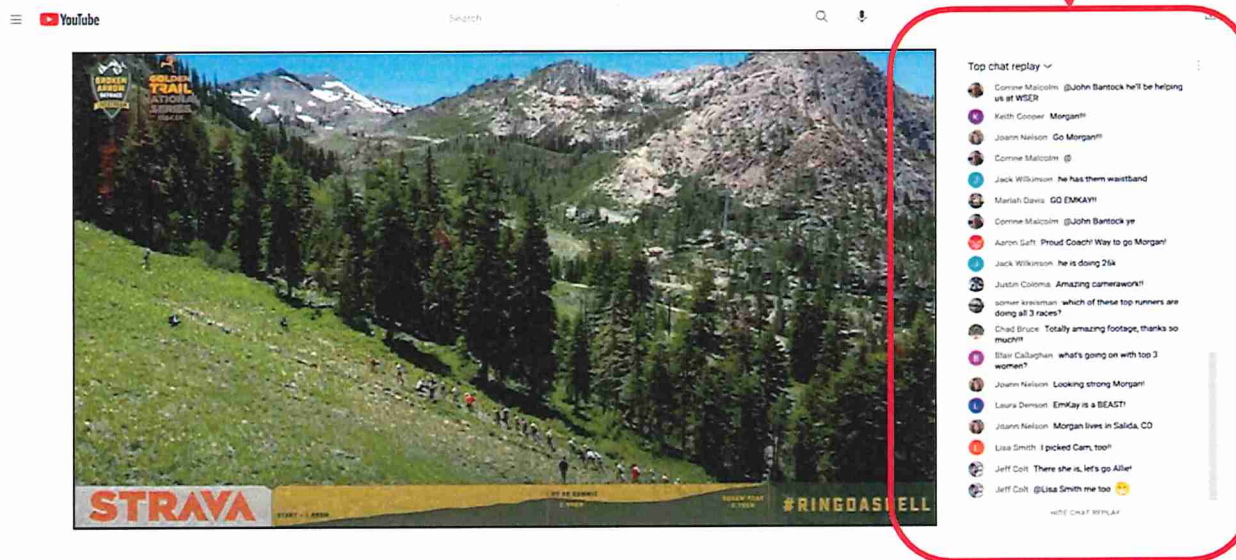
Direct YouTube Engagement Option



Our Youtube "chat" feature provides a great opportunity for direct engagement with the audience. Examples could be DTC sales opportunities/promotions, product content, other compelling brand stories in the form of trackable click-throughs.

In 2022, with no digital ad spend, the streamed content delivered

- 42,000+ views – 40% Increase in watch time over 2021
- 2,000+ chat messages – 200% increase in chat engagement over 2021



*FINAL OVERLAY DESIGN IN PROGRESS



**THANK YOU!
'RING DAS BELL!'**

BRENDAN MADIGAN | RACE DIRECTOR
BRENDAN@BROKENARROWSKYRACE.COM
(530) 414-1472

SCOTT ROKIS | LIVESTREAM DIRECTOR
SCOTT@SCOTTROKIS.COM
(309) 278-3951



MEMORANDUM

Date: December 7, 2022
TO: NLTRA Board of Directors
FROM: Kimberly Brown, NLTRA Director of Marketing and Community Relations
RE: 2022/2023 NTBA and TCDA Agreements

Action Requested:

Approval of the Tahoe City Downtown Association (TCDA) FY 2022/2023 Agreement and Scope of Work between NLTRA and the TCDA for \$150,000.

Approval of the North Tahoe Business Association (NTBA) FY 2022/2023 Agreement and Scope of Work between NLTRA and the NTBA for \$150,000.

Background:

In FY 21/22 NLTRA took over management of the economic development services agreement from Placer County and will continue to fund operations with both Business Associations in accordance with the 5-year agreement with Placer County. This is a 1-year agreement with NTBA and TCDA. The agreement includes:

- 1) Scope of Work (Exhibit A), 2) Payment Schedule (Exhibit B), 3) Membership and Sponsorship Benefits (Exhibit C)

The changes made in the agreement include:

- The addition of a monthly meeting between Kimberly Brown and Alyssa Riley for NTBA and a monthly meeting between Kimberly Brown and Katie Biggers for TCDA. The meeting will be utilized for consistent communication and to review accomplishments and Agreement KPI's. Additional NLTRA staff members or board members may be invited along with NTBA board members or TCDA board members.
- The reduction of reporting requirements from quarterly to bi-annually.
- We will partner with a consultant starting in Q3 to find efficiencies and review each entity's scope of work that would not only benefit all organizations, but in turn benefit our business and local communities. We will use the findings to build new agreements with the Business Associations for 2023/2024. We will also review membership efficiencies, marketing, and communication collaborations through the Chamber.

- Each quarter NTBA and TCDA will share a list of TBID sponsored programs, projects, and events in their newsletters and promote on social media channels. In addition, host TBID updates and informational sessions for NTBA and TCDA members twice a year.
- Collaborate on projects such as (but not limited to) Community Yiftee Gift Card Program, Business Community Survey and interviews, and other projects that can benefit our business community.

Fiscal Impact:

A \$300,000 expense in FY 2022/2023 budget.

**ECONOMIC DEVELOPMENT SERVICES AGREEMENT FOR BUSINESS
COMMUNITY DEVELOPMENT AND PROMOTIONAL SERVICES
BY AND BETWEEN
NORTH LAKE TAHOE RESORT ASSOCIATION, INC.
AND
NORTH TAHOE BUSINESS ASSOCIATION**

This Economic Development Services Agreement For Business Community Development And Promotional Services ("Agreement") is made and entered into this December 8, 2022 by and between the North Lake Tahoe Resort Association, Inc., a California Nonprofit Public Benefit Corporation ("NLTRA") and North Tahoe Business Association a California Nonprofit Public Benefit Corporation ("NTBA") (hereinafter sometimes referred to individually as "Party" and collectively as "Parties") with respect to the following

RECITALS

WHEREAS, the NLTRA wishes to encourage and support the North Tahoe Business Association in its effort to implement a Main Street Program in the Kings Beach/North Lake Tahoe areas; and

WHEREAS, sufficient funds have been budgeted by the NLTRA to fund this Agreement.

NOW, THEREFORE, for and in consideration of the mutual promises and agreements herein contained, it is agreed by and between the Parties hereto as follows:

1. SERVICES. Subject to the terms and conditions set forth in this Agreement, NTBA shall provide the services described in Exhibit A, Scope of Work, incorporated herein by this reference ("Services"). NTBA shall provide said Services at the time, place, and in the manner specified in Exhibit A.
2. PAYMENT. NLTRA shall pay NTBA for Services rendered pursuant to this Agreement at the time and in the amount set forth in Exhibit B, incorporated herein by this reference. The payment specified in Exhibit B shall be the only payments made to NTBA for Services rendered pursuant to this Agreement. NTBA shall submit all billings for said Services to NLTRA in the manner specified in Exhibit B and this Agreement. Evaluations of invoices shall be consistent with the criteria established in this Agreement and associated Exhibits. The amount of the Agreement shall not exceed One-Hundred Fifty-Thousand (\$150,000).
3. MEMBERSHIP AND SPONSORSHIP BENEFITS. As partial consideration for entering into this Agreement, NTBA shall provide NLTRA with member and event sponsorship benefits set forth in Exhibit C, Membership and Sponsorship Benefits, incorporated herein by this reference.
4. INVOICING PACKAGE. The NTBA shall submit quarterly invoices (hereon referred to as "invoices") to address the tasks listed in Exhibit A These invoices shall be evaluated by

the following set of criteria:

- a. Inclusion of quarterly report consistent with tasks and metrics identified in Exhibit A.
 - b. Submission of invoice per schedule and required backup as defined in Exhibit B.
 - c. Submission of Contract Compliance Summary Matrix in the form attached hereto as Exhibit D, incorporated herein by this reference.
 - d. Profit/Loss monthly financial report including expenses for each focus area and/or task.
5. MEETING AND REPORTING REQUIREMENTS. NTBA shall report the status of the Services it is providing pursuant to this Agreement to NLTRA as follows.
- a. Monthly Meeting: The NTBA ED will meet with the Director of Business and Community Relations for an hour each month to collaborate, support, and communicate. The following is a sample agenda:
 - i. NLTRA support
 - ii. Event Overview - Promotion, marketing, and recap
 - iii. Chamber collaboration
 - iv. Business and community vitality
 - iv. Review metric highlights and variances
 - b. Semi-Annual NLTRA Board Mid-Year Update - NTBA will present to the NLTRA staff by February 15, 2023 an update on all Agreement Scope of Work tasks and targeted goals/objectives from the first (6) months of the fiscal year. In addition, By March 1, 2023 NLTRA and NTBA will set a mutually agreed upon date, time and venue location to meet in Spring 2023 to plan next fiscal year strategy and goals. Beginning four weeks prior to the meeting, the NLTRA and NTBA will compile the meeting agenda. NLTRA will distribute agenda to its invited representatives and NTBA to its Board.
 - c. Annual Report and Presentation to the NLTRA & Board of Directors. NTBA agree to prepare an annual report on past years accomplishments and submit no later than September 15th 2023, to the NLTRA CEO and assigned staff. In addition, NTBA may be asked to present at the NLTRA Board of Directors October Board meeting a PowerPoint presentation on NTBA's past year's accomplishments and goals/objectives for the next Fiscal year.
6. RECORDS. NTBA shall maintain at all times complete and detailed records with regard to the Services provide under this Agreement in a form acceptable to the NLTRA, according to generally accepted accounting and internal control principles, and NLTRA shall have the right to inspect such records at any reasonable time. Notwithstanding any other terms of this Agreement, no payments shall be made to NTBA until the NLTRA is satisfied that Services of such value have been rendered by the NTBA pursuant to this Agreement.
7. EFFECTIVE PERIOD. This Agreement shall be effective for the period of 12 months commencing **July 1, 2022 and ending June 30, 2023** unless canceled by either Party pursuant to the cancellation provisions herein. Renewal for any term will require a written amendment to this Agreement, signed by an authorized representative(s) of each Party.

8. INDEPENDENT CONTRACTOR. At all times during the term of this Agreement, employees of NTBA shall be independent contractors and at no time shall employees of the NTBA be employees of the NLTRA. NLTRA shall have no right to control NTBA's performance hereunder except only insofar as is necessary to assure that the NLTRA receives acceptable Services from NTBA pursuant to this Agreement. NLTRA shall not have the right to control the means by which NTBA accomplished Services rendered pursuant to this Agreement, and shall therefore, not be responsible for willful or negligent acts of NTBA.
9. LICENSES, PERMITS, ETC. NTBA represents and warrants to NLTRA that it has all licenses, permits, qualifications, and approvals of whatsoever nature, which are legally required for NTBA to practice its profession. NTBA represents and warrants to NLTRA that NTBA shall, at its sole cost and expense, obtain and keep in effect at all times during the term of this Agreement, any licenses, permits, and approvals which are legally required for NTBA to provide the Services at the time the Services are performed.
10. TIME. NTBA shall devote such time to the performance of Services pursuant to this Agreement as may be reasonably necessary for the satisfactory performance of NTBA's obligations pursuant to this Agreement. Neither Party shall be considered in default of this Agreement to the extent performance is prevented or delayed by any cause, present or future, which is beyond the reasonable control of the Party failing to timely perform.
11. HOLD HARMLESS AND INDEMNIFICATION AGREEMENT. The NTBA hereby agrees to protect, defend, indemnify, and hold NLTRA, its directors, officers, employees and volunteers (collectively "NLTRA Indemnitees") free and harmless from any and all losses, claims, liens, demands, and causes of action of every kind and character including, but not limited to, the amounts of judgments, penalties, interest, court costs, legal fees, and all other expenses incurred by NLTRA Indemnitees arising in favor of any Party, including claims, liens, debts, personal injuries, death, or damages to property (including employees or property of the NLTRA) and without limitation by enumeration, all other claims or demands of every character occurring or in any way incident to, in connection with or arising directly or indirectly out of this Agreement. NTBA agrees to investigate, handle, respond to, provide defense for, and defend any such claims, demand, or suit at the sole expense of the NTBA. NTBA also agrees to bear all other costs and expenses related thereto, even if the claim or claims alleged are groundless, false, or fraudulent. This provision is not intended to create any cause of action in favor of any third party against NTBA or the NLTRA Indemnitees or to enlarge in any way the NTBA'S liability but is intended solely to provide for indemnification of NLTRA Indemnitees from liability for damages or injuries to third persons or property arising from NTBA'S performance pursuant to this Agreement.
12. INSURANCE. NTBA shall file with NLTRA concurrently herewith a Certificate of Insurance, in companies acceptable to NLTRA, with a Best's Rating of no less than A-VII showing.
 - A. Worker's Compensation and Employer Liability Insurance.
 - (1). Worker's Compensation Insurance shall be provided as required by any applicable law or regulation. Employer's liability insurance shall be provided in amounts not less than one million dollars (\$1,000,000) each accident for bodily injury by accident, one million dollars (\$1,000,000) policy limit for

bodily injury by disease, and one million dollars (\$1,000,000) each employee for bodily injury by disease.

- (2). If there is an exposure of injury to NTBA'S employees under the U.S. Longshoremen's and Harbor Worker's Compensation Act, the Jones Act, or under laws, regulations, or statutes applicable to maritime employees, coverage shall be included for such injuries or claims.
- (3). Each Worker's Compensation policy shall be endorsed with the following specific language:
 - a. Cancellation Notice – "This policy shall not be changed without first giving thirty (30) days prior written notice and ten (10) days prior written notice of cancellation for non-payment of premium to the NLTRA".
 - b. Waiver of Subrogation – The workers' compensation policy shall be endorsed to state that the workers' compensation carrier waives its right of subrogation against the NLTRA, its directors, officers, employees, agents or volunteers, which might arise by reason of payment under such policy in connection with performance under this Agreement by the NTBA.
 - c. CONTRACTOR shall require all SUBCONTRACTORS to maintain adequate Workers' Compensation insurance. Certificates of Workers' Compensation shall be filed forthwith with the NLTRA upon demand.

B. General Liability Insurance.

- (1). Comprehensive General Liability or Commercial General Liability insurance covering all operations by or on behalf of NTBA, providing insurance for bodily injury liability and property damage liability for the limits of liability indicated below and including coverage for:
 - a. Contractual liability insuring the obligations assumed by NTBA in this Agreement.
- (2). One of the following forms is required:
 - a. Comprehensive General Liability;
 - b. Commercial General Liability (Occurrence); or
 - c. Commercial General Liability (Claims Made)
- (3). If NTBA carries a Comprehensive General Liability policy, the limits of liability shall not be less than a Combined Single Limit for bodily injury, property damage, and Personal Injury Liability of:
 - a. One million dollars (\$1,000,000) each occurrence
 - b. Two million dollars (\$2,000,000) aggregate
- (4). If NTBA carries a Commercial General Liability (Occurrence) policy:
 - a. The limits of liability shall not be less than:
 - One million dollars (\$1,000,000) each occurrence (combined single limit for bodily injury and property damage)
 - One million dollars (\$1,000,000) for Products-Completed Operations
 - b. Two million dollars (\$2,000,000) General Aggregate
 - c. If the policy does not have an endorsement providing that the General Aggregate Limit applies separately, or if defense costs are included in the aggregate limits, then the required aggregate limits shall be two million dollars (\$2,000,000).
- (5). Special Claims Made Policy Form Provisions:

NTBA shall not provide a Commercial General Liability (Claims Made) policy without the express prior written consent of NLTRA, which consent, if given, shall be subject to the following conditions:

- a. The limits of liability shall not be less than:
 - One million dollars (\$1,000,000) each occurrence (combined single limit for bodily injury and property damage)
 - One million dollars (\$1,000,000) aggregate for Products Completed Operations
 - Two million dollars (\$2,000,000) General Aggregate
- b. The insurance coverage provided by NTBA shall contain language providing coverage up to one (1) year following the completion of this Agreement in order to provide insurance coverage for the hold harmless provisions herein if the policy is a claims-made policy.

(6). Conformity of Coverages – If more than one policy is used to meet the required coverages, such as a separate umbrella policy, such policies shall be consistent with all other applicable policies used to meet these minimum requirements. For example, all policies shall be Occurrence Liability policies, or all shall be Claims Made Liability policies, if approved by the NLTRA as noted above. In no cases shall the types of policies be different.

(7). Endorsements. Each Comprehensive or Commercial General Liability policy shall be endorsed with the following specific language:

- a. "The NLTRA, its directors, officers, agents, employees, and volunteers are to be covered as insured for all liability arising out of the operations by or on behalf of the named insured in the performance of this Agreement."
- b. "The insurance provided by the NTBA, including any excess liability or umbrella form coverage, is primary coverage to the NLTRA with respect to any insurance or self-insurance programs maintained by the NLTRA and no insurance held or owned by the NLTRA shall be called upon to contribute to a loss."
- c. "This policy shall not be changed without first giving thirty (30) days prior written notice and ten (10) days prior written notice of cancellation for non-payment of premium to the NLTRA."

C. Automobile Liability Insurance. Automobile Liability insurance covering bodily injury and property damage in an amount no less than one million dollars (\$1,000,000) combined single limit for each occurrence.

(1). Covered vehicles shall include owned, non-owned, and hired automobiles/trucks.

D. Additional Requirements.

(1). Premium Payments – The insurance companies shall have no recourse against the NLTRA and funding agencies, its directors, officers, and employees or any of them for payment of any premiums or assessments under any policy issued by a mutual insurance company.

(2). Policy Deductibles – The NTBA shall be responsible for all deductibles in all

the NTBA's insurance policies. The maximum amount of allowable deductible for insurance coverage required herein shall be \$25,000.

- (3). CONSULTANT's Obligations – NTBA's indemnity and other obligations shall not be limited by the foregoing insurance requirements and shall survive the expiration of this Agreement.
- (4). Verification of Coverage – NTBA shall furnish the NLTRA with original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this clause. All certificates and endorsements are to be received and approved by the NLTRA before Services are provided. However, failure to obtain the required documents prior to the work beginning shall not waive the NTBA's obligation to provide them. The NLTRA reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.

E. Material Breach – Failure of the NTBA to maintain the insurance required by this Agreement, or to comply with any of the requirements of this section, shall constitute a material breach of the entire Agreement.

13. CONSULTANT NOT AGENT. Except as NLTRA may specify in writing, NTBA shall have no authority, express or implied, to act on behalf of NLTRA in any capacity as an agent. NTBA shall not have authority, express or implied, pursuant to this Agreement to bind NLTRA to any contractual obligation whatsoever.
14. ASSIGNMENT PROHIBITED. NTBA may not assign any right or obligation pursuant to this Agreement. Any attempted or purported assignment of any right or obligation pursuant to this Agreement shall be void and of no legal effect.
15. STANDARD OF PERFORMANCE. NTBA shall perform all Services required pursuant to this Agreement in the manner and according to the standards observed by a competent practitioner or business in which NTBA is engaged. All products of whatsoever nature which NTBA delivers to NLTRA pursuant to this Agreement shall be prepared in a workmanlike manner and shall conform to the standards or quality normally observed by a person practicing in NTBA's business. A violation of the standard of performance described in this paragraph shall constitute a material breach of the Agreement.
16. DESIGNATED REPRESENTATIVE. Tony Karwowski is the representative of the NLTRA and will administer this Agreement for the NLTRA. Alyssa Reilly, Executive Director is the authorized representative for the NTBA and will administer this Agreement for the NTBA. Changes in designated representatives shall occur only by advance written notice to the other Party.
17. NOTICE AND CORRESPONDENCE.
 - A) Notice and correspondence to NLTRA regarding this Agreement should be delivered to: Tony Karwowski
North Lake Tahoe Resort Association, Inc.
100 North Lake Blvd.
Tahoe City, CA 96145
 - B) Notice and correspondence to NTBA should be

delivered to: Alyssa Reilly, Executive Director
North Tahoe Business Association
PO Box 1023
Kings Beach, California 96143
Phone: (530) 546-9000

18. TERMINATION. Either Party shall have the right to terminate this Agreement upon thirty (30) days' notice by giving notice in writing of such termination to the other Party. In the event NLTRA gives notice of termination, NTBA shall immediately cease rendering Service upon receipt of such written notice, and the following shall apply:

- A) NTBA shall deliver copies of all writings prepared by it pursuant to this Agreement. The term "writings" shall be construed to mean and include: handwriting, typewriting, printing, photocopies, photographing, computer disks and every other means of recording upon any tangible things, and form of communication or representation, including letters, words, picture, sounds, or symbols, or combinations thereof.
- B) NLTRA shall have full ownership and control of all such writings or other communications delivered by NTBA pursuant to this Agreement.
- C) NLTRA shall pay NTBA the reasonable value of Services rendered by NTBA to the date of termination pursuant to this Agreement not to exceed the amount documented by NTBA and approved by NLTRA as work accomplished to date; provided, however, that in no event shall the NLTRA be liable for lost profits which might have been made by NTBA had NTBA completed the services required by this Agreement. In this regard, NTBA shall furnish to the NLTRA such financial information as in the judgment of the NLTRA is necessary to determine the reasonable value of the Services rendered by NTBA. In the event of a dispute as to the reasonable value of the Services rendered by NTBA, the decision of the NLTRA shall be final.

Acceptance of payment described in this paragraph shall constitute a complete accord and satisfaction as between the Parties. The foregoing is cumulative and does not affect any right or remedy, which NLTRA may have in law or equity.

19. OWNERSHIP OF INFORMATION. All professional and technical information developed under this Agreement and all work sheets, reports, and related data shall become the property of NLTRA and NTBA agrees to deliver reproducible copies of such documents to NLTRA on completion of the services hereunder. NTBA, by signing this Agreement, disclaims any copyright in the information published or produced in conjunction with this Agreement.

20. DISPUTE RESOLUTION. The Parties agree that in the event of a dispute or claim arising between them out of this Agreement or any resulting transaction they shall undertake the dispute resolution procedures set forth herein.

- a. Informal Dispute Resolution. In order to initiate the informal dispute resolution process, the CEO' Office of the aggrieved Party shall provide notice of the dispute or claim to the CEO's office of the other Party and request resolution of the dispute or claim pursuant to this dispute resolution procedure.

- i. Within five (5) days of receipt of notice of a dispute or claim by either Party, the parties' CEOs, or their representatives, shall meet to attempt to resolve the dispute.
- ii. In the event the CEOs fail to resolve the dispute to the satisfaction of the Parties, the unsatisfied Party shall, within five (5) days of the CEOs meeting, provide a written notice to the other Party requesting that a committee of each Party meet and attempt to resolve the dispute. The committees of each Party shall meet within five (5) days of receipt of the notice.
- iii. In the event the committees fail to resolve the dispute to the satisfaction of the Parties, the unsatisfied Party shall within five (5) days of the CEOs meeting, provide a written notice to the other Party requesting that a neutral mediator (agreed to by both committees) be engaged to attempt to resolve the dispute. The mediator shall use best efforts to meet within thirty (30) days of receipt of the notice, but no later than forty-five (45) days after receipt of the notice.

b. Formal Dispute Resolution. The Parties agree that any dispute or claim in law or equity arising between them out of this Agreement or any resulting transaction, which is not settled through the Informal Dispute Resolution procedures set forth above, shall be decided by neutral, binding arbitration and not by court action. The arbitration shall be conducted by a retired judge or justice, or an attorney with not less than five (5) years substantial experience with business law, unless the Parties mutually agree to a different arbitrator, who shall render an award in accordance with substantive California law. In all other respects, the arbitration shall be conducted in accordance with Part III, Title 9 of the California Code of Civil Procedure. Judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction. The Parties shall have the right to discovery in accordance with Code of Civil Procedure section 1283.05. The award may be vacated or corrected on appeal to a court of competent jurisdiction for any error in applying substantive California law. The arbitration shall take place in Tahoe City, unless the Parties agree to conduct it in a different location.

21. WAIVER. One or more waivers by one Party of any major or minor breach or default of any provision term, condition, or covenant of this Agreement shall not operate as a waiver of any subsequent breach or default by the other Party.

22. ENTIRETY OF AGREEMENT. This Agreement contains the entire agreement of NLTRA and NTBA with respect to the subject matter hereof, and no other agreement, statement or promise made by any Party, or to any employee, offer or agent of any Party which is not contained in this Agreement shall be binding or valid.

23. GOVERNING LAW. This Agreement is executed and intended to be performed in the State of California, and the laws of California shall govern its interpretation and effect. Venue for any litigation arising from this Agreement shall be the Superior Court for the County of Placer.

24. INTEREST OF NTBA. NTBA covenants that it presently has no interest and shall not acquire any interest, direct, or indirect, which would conflict in any manner or degree with the performance of its Services hereunder. NTBA further covenants that in the performance of this Agreement no person having any such interest shall be employed.

25. AMENDMENT. This Agreement may be amended at any time upon the mutual written agreement of the Parties.

Executed as of the day first above stated:

NORTH LAKE TAHOE RESORT ASSOCIATION (“NLTRA”)

By: _____
Tony Karwowski, CEO
North Lake Tahoe Resort Association

Date: _____

NORTH TAHOE BUSINESS ASSOCIATION (“NTBA”)

By: _____
Alyssa Reilly, Executive Director
North Tahoe Business Association

Date: _____

Exhibit A
North Tahoe Business Association Scope of Work

Scope of Work Overview

Tasks identified in the scope of work cover the NTBA District (Kings Beach, Carnelian Bay, and Tahoe Vista) and address three focus areas of the Main Street approach as defined and outlined in NTBA's 5-Year Strategic Plan, including:

1. Economic & Community Vitality

Purpose / Objectives

- Advocate for business sustainability, expansion, recruitment & infrastructure
- Serve business community as an information provider
- Support and connect businesses to each other and to information and resources that strengthen businesses and the community
- Work and collaborate with NLTRA on critical infrastructure, transportation, transit and housing challenges facing our region, and participate in key committees and other efforts utilizing the redirected TOT dollars.
- Work with a consultant starting in Q3 in partnership with NLTRA to find efficiencies and review each entity's scope of work that would not only benefit all organizations, but in turn benefit our business and local communities and districts. Use the findings to build a NLTRA/NTBA agreement for 2023/2024.

2. Events, Promotions, & Marketing (Pending public health restrictions)

Purpose / Objectives

- Attract visitors and residents to District to improve economic vitality
- Build awareness of District and NTBA-produced events
- Promote attributes with in-marketing advertising and marketing including social media
- Publicize and engage people in positive ways: on relevant local issues/topics impacting economic and social well-being
- Support Community Partners with Community Events (NTPUD, NLTRA, TCDA, others)

3. Community Design

Purpose / Objective

- Improve and visually enhance the district from an aesthetic and cleanliness perspective to attract visitors and promote a unique sense of place
- Participate in public meetings and provide feedback to NLTRA and Placer County North Lake Tahoe Executive Office on behalf of local business community
- Publicize and engage people in positive ways on relevant local issues/topics impacting economic and social well-being
- Covid-19 public health education and business recovery

4. TBID Implementation

Purpose/Objectives

- Provide support to NLTRA in the implementation of the TBID and within the business community
- Support community education of the TBID in North Lake Tahoe
- Collaborate with NLT Chamber to build support and educational programs for those TBID assessed businesses.
- Promote public involvement in TBID meetings & committees
- Each quarter share a list of TBID sponsored programs, projects, and events in your NTBA newsletter and promote on your social media channels. In addition, host TBID updates and informational sessions for NTBA members twice a year.

5. Collaboration with NLT Chamber and NLTRA(NTCA)

Purpose /Objectives

- Work with a consultant in partnership with NLTRA to find membership efficiencies, marketing, and communication collaborations through the Chamber.
- Work to identify support and collaboration opportunities within NLT regional special events and festivals
- Work together with NLTRA and Chamber to create a united front and partnership communication strategy to be forward facing to our community.
- Support NLTRA to connect with our district, business community and NTBA members for any/all projects that align with our mission and vision.
- Collaborate on projects such as (but not limited to) Community Yiftee Gift Card Program, Business Community Survey and interviews, and other projects that can benefit our business community.

The NTBA will focus on the tasks outlined below. These tasks implement the Main Street approach to support business and economic development in North Lake Tahoe. Tasks are organized by focus area. Cost to complete each task are also included.

Focus Area 1: Economic & Community Vitality

Task 1.1 – Participate in public meetings, provide feedback, and disseminate information to constituents about issues or projects affecting business and economic vitality within NTBA’s district

Overview

The NTBA will attend public meetings, provide input and comments, and disseminate information to constituents to educate and elicit engagement, and gather and provide feedback when requested and appropriate (consistent with NTBA’s Advocacy Policy) in regard to issues affecting economic and community vitality, including but not limited to:

- Successor Agency properties in Kings Beach and the Kings Beach Center
- Transportation, including TART Summer Park ‘n Ride, Kings Beach crosswalk pilot program, Transportation Demand Management, Kings Beach Western Approach and other potential opportunities should they become available such as progress towards safe connections from Crystal Bay and Tahoe Vista to the Kings Beach Commercial Core.
- Proposed new or increased taxes/assessments, including the potential Tourism Business Improvement District
- County-provided Benefit Assessment District services such as snow removal, trash pickup and streetscape maintenance
- Bikeshare program
- Achievable housing planning, programs, and projects
- Work with community partners to identify housing and transit solutions.

Implementation

NTBA will be participatory and responsive in meetings and processes and disseminate information to NTBA constituents through its marketing channels, Economic Vitality committee, Board meetings, and communications with local businesses. NTBA will also gather member feedback through surveys and submit comments on behalf of its Board of Directors including member survey results to the North Lake Tahoe County Executive Office, consistent with the NTBA Advocacy Policy.

Reporting/Measurement

NTBA will submit reports as outlined in the reporting schedule detailing activities and findings.

Task 1.2 – Support business development and growth by providing and promoting resources to current and future business owners in NTBA District

Overview

To stabilize and build resiliency in the business community, the NTBA will collaborate with Placer County, the Sierra Business Council, and the North Lake Tahoe Chamber of Commerce to promote business seminars, business consulting services, and other resources that may be available through the Placer County Business Resource Center and North Lake Tahoe Chamber.

Implementation

The NTBA will promote seminars, business consulting opportunities, and other business support initiatives through the NTBA e-Newsletter, social media, and online calendar and website blog posts. NTBA will attend Business Association & Chamber Collaborative (BACC) meetings, and through the BACC, NTBA will provide input related to seminar dates, times, locations, speakers and topics. An NTBA representative will attend the seminars. NTBA, in partnership with BACC, will support businesses via programming that encourages visitors and community to “Think Local” and support our local small business community. This can include but is not limited to shopping, dining, or other promotional campaigns.

Reporting

NTBA will submit reports as outlined in the reporting schedule detailing activities of NTBA’s involvement and accomplishments in the BACC and small business support.

Task 1.3 – Implement economic vitality and business attraction strategies within the Kings Beach Commercial Area

Overview

The NTBA, NLTRA and Placer County will collaboratively implement strategies to attract businesses to Kings Beach. The Business Advocacy Committee will stay engaged in projects that support economic vitality in the downtown core region. This committee will engage with partners at Placer County, NLTRA, NTBA, and interested developers.

Implementation

The strategies will consist of the following action steps in partnership with NLTRA and Placer County:

1. Identify vacant commercial space, work with commercial brokers and landowners to compile information on vacancies and provide data to LOIS/County, and market commercial vacancies through NTBA’s channels
2. Outreach to business and community members, and visitors, to identify gaps in business types.
3. Identifying and exploring steps to attract new businesses, and conduct outreach to potential developers, including but not limited to: providing input and assisting with public outreach on strategies, including reduced parking requirements, alternatives to frontage requirements, promoting County-led economic development incentive programs, etc.).
4. Stay current on all programs/projects that are planned for Kings Beach that can improve economic vitality of downtown Kings Beach.

Reporting/Measurement

NTBA will report activities and progress on these activities as outlined in the reporting schedule.

Task 1.4 – Support targeted professional development training aimed to equip business association leaders with the tools they need to lead results-oriented community revitalization

Overview

To support redevelopment of the North Lake Tahoe town centers, the NTBA will participate in educational opportunities that provide the tools and strategies needed to lead results-oriented revitalization efforts in downtown communities.

Implementation

NTBA will attend conferences, seminars, or classes or workshops that support the Main Street America program, focus on community development, and identify best practices and new ideas for downtown communities.

Reporting

The NTBA will summarize in reports as outlined in the reporting schedule of NTBA's participation in educational opportunities and describe how the skills learned will be applied in their ongoing work.

Focus Area 2: Events, Promotions & Marketing

Task 2.1 – Develop and execute summer and winter in-market marketing plans and annual media plan.

Overview

NTBA will promote NTBA's district including its events, attractions and businesses to support the district's economy and enhance visitors' experience. The marketing and media plans will outline strategies in support of these efforts. NTBA will also collaborate on in-market marketing campaigns by participating on NLTRA's In-Market Tourism Development Committee.

Implementation

NTBA shall develop and execute summer and winter marketing plan and an annual media schedule consistent with strategic plan goals, and shall submit the Annual 2022 Marketing and Media plan to the CEO office of NLTRA with the May monthly report.

Reporting/Measurements

Progress toward performance goals will be included in marketing plans in all reports: the Winter Marketing Plan will be submitted in the October monthly report, the Summer Marketing Plan will be submitted in the March monthly report, and the Annual Media Plan will be submitted in the May monthly report. Reports will include metrics reporting to include, website visits/growth YOY, electronic marketing efforts/results, and social media engagement.

Task 2.2 – Develop, market, and implement community events to attract visitors, build community awareness, and support economic vitality

Overview

The NTBA will develop and produce community events to achieve the following:

- Drive visitation, and local traffic to our events and business community
- Enhance visitor experience,
- Provide networking opportunities for members, and
- Support business

NTBA will develop and produce the following community events, in chronological order:

1. Music on the Beach 11-week concerts series, Fridays, July 2022 -September 2022 & June 2023
2. July 3rd Fireworks & Beach Party
3. Passport to Dining, Thursday, November 2, 2022
4. Kings Beach Snowfest Parade, Saturday, March 4, 2023

Timeline/Implementation

NTBA will ensure deadlines are met and all tasks are complete. Event planning will take place on a monthly basis.

Reporting/Measurements

- Provide event updates in quarterly reports including estimated/ticketed attendance for each event, and net revenue or loss of each event within 60 days of event end date.

Focus Area 3: Community Design

Task 3.1 – Develop and/or coordinate programs that enhance physical and visual assets in downtown areas within NTBA’s District to attract visitors, enhance visitor experience, and support community vibrancy

Overview

The NTBA will work with partner organizations and volunteers to support programs and projects that enhance physical and visual assets in downtown areas. Strategies will include the following:

- Kings Beach Streetlight Banner program,
- Kings Beach lighting program
 - Holiday Lighting Program
 - Adopt a pole program
 - Holiday Lighting contest
- Workforce housing planning, programs and projects
- Blight and overall town Clean Up
- Partnership with Clean Tahoe Organization
- Clean Team programs that encourage businesses to assist with trash pickup within the commercial core,
- Provide feedback to NLTRA and Placer County regarding services funded by the Kings Beach Benefit Assessment District

- Collaborate with community and agency partners to identify opportunities to increase public art throughout the district
- Kings Beach Mural Art Program

Implementation

Streetlight Banner Program – The NTBA will manage third-party requests for event streetlight banners and work with vendor to install and remove according to NTBA’s specifications. The NTBA will advertise the program by issuing two press releases annually, one in the spring and one in the fall, and communicate with its members about the opportunity. Thirty-nine streetlight banners will be on display throughout the contract period. The NTBA will continue implementing the Kings Beach roofline lighting program.

Main Street Litter Free Program – The NTBA will continue the program by communicating with and providing recognition to existing participants through window decals and online and social media exposure. By June 30, 2023 a minimum of four additional participants will be confirmed, bringing the total to 38 participants.

Kings Beach Lighting Program - 83 streetlight poles were lit in 2021 as a part of our adopt a pole program. 2022 we will be adding phase 2 - which is holiday lighting - switching the year round poles from white to multi-colored for the Holidays and through the new year - the poles will then go back to white for the rest of the year - this will be ongoing indefinitely.

Kings Beach Mural Art Program- working with our partnership with Arts for the Schools to paint 8-10 murals throughout Kings Beach, CA. We will be also hosting a Art Walk throughout town as the painting of these murals come to life - inviting the local community and visitors to see the murals as they come to life. Half of the murals will be done with a professional artist and our local youth working together - the other half will be only professional artists

NTBA is also working on revamping current murals and new large scale murals and locations throughout the commercial core in Kings Beach and Tahoe Vista.

NTBA is also working on revamping or getting a new “Welcome” sign down the 267 corridor.

NTBA will also be working in partnership with Placer County on the new 267 roundabout (Western Approach) and the roundabout art.

NTBA will host and organize two “Clean Up Days” on Saturday, September 30, 2022 and Saturday, June 3, 2023 consistent with community design focus area objectives.

Reporting/Measurement

NTBA will provide progress reports and event results to NLTRA via quarterly reports.

Focus Area 4: TBID Implementation

Task #4.1 – NTBA will continue to be an active partner during the TBID transition and support NLTRA’s efforts in implementation.

Overview

NTBA will assist the NLTRA in the TBID transition and work to ensure NTBA members are well informed on the benefits and value of the TBID for business and community members.

- Participate in NLTRA Board meetings, TBID committees and other key committees
- Host TBID updates and informational sessions for NTBA members twice a year

Reporting / Measurement

NTBA will include examples and activities performed in quarterly reports to NLTRA.

Focus Area 5: Collaboration with NLT Chamber

Task # 5.1 – NTBA will work closely with NLTRA CEO and staff to identify operational efficiencies.

Collaboration with NLT Chamber

Purpose /Objectives

- Identify business operation activities and functions that can become a shared resource to enable and realize improved operational efficiencies
- Work with NLT Chamber and NTBA on membership efficiencies and collaboration
- Work with NLT Chamber and NTBA on accounting efficiencies and collaboration
- Work with NLT Chamber and NTBA on marketing & communications efficiencies and collaboration
- Work to identify support and collaboration opportunities within NLT regional special events and festivals

Exhibit B
Payment Schedule

All payments require an invoice to the NLTRA CEO office, provided by NTBA and are to be submitted quarterly with invoices to include the following backup

1. Invoice with overview of NTBA's past quarter activities and summary of community services provided and any related costs to provide those services
2. Profit/Loss monthly financial report including expenses for each focus area and task
3. Quarterly Report with status of each task and categorized as defined in agreement

Payment Schedule

Payment #	Invoice Date	Payment Date	Invoice/Payment Amount
1	June 25 , 2022	June 27 , 2022	\$45,000
2	Oct. 15, 2022	Oct. 27, 2022	\$45,000
3	Jan. 15, 2023	Jan. 27, 2023	\$40,000
4	April 15, 2023	April 27, 2023	\$20,000

Payments on approved invoices to the NTBA will be made by check.

Exhibit C
Membership and Sponsorship Benefits

Through this Agreement, NTBA provides to NLTRA with the following member and event sponsorship benefits valued at \$3,200

Elite Member benefits:

- NTBA Online Business Directory listing including 60-word description, logo, contact info and URL link
- Opportunity to submit unlimited events and articles
- Opportunity to submit unlimited blog posts
- Ability to Utilize Expanded Marketing Benefits for a fee
- Up to 2 complimentary email broadcasts to NTBA database following NTBA's policy and reservation/submission guidelines
- Collateral Distribution at NTBA Information Counter
- Color Logo and URL link on NTBA website home page
- Color Logo and URL link on ~90% of NTBA website page sidebars
- Color Logo on footer of all e-Newsletters and member standalone email broadcasts
- Verbal recognition as Elite member at all NTBA-produced events

Value: \$1,000

Music on the Beach 2022/2023 sponsor benefits:

1. Color logo on:
 - a. The bottom of 3' x 10' banner at the at the Racoon Street roundabout; displayed (mid June – end August)
 - b. Bottom of posters (150 distributed throughout North Lake Tahoe a Truckee starting early June)
 - c. Handbills (3,000 distributed at local retailers and restaurants throughout North Lake Tahoe and Truckee starting early June)
 - d. Print advertisements in various regional publications
 - e. Logo and URL link on dedicated NTBA event webpage; live year-round
 - f. NTBA's online event calendar listings (9)
2. Listed on:
 - a. Two vertical banners displayed at each concert (11) on each side of stage
 - b. As sponsor in NTBA press release(s) about event

Value: \$700

Clean Up Days 2023 sponsor benefits:

1. Color logo included on:
 - a. All event marketing collateral and print advertising
 - b. Marketing and/or event banners to be displayed at the venue
2. Listed as a sponsor in NTBA press release(s) about event

Value: \$500

Passport to Dining 2022 sponsor benefits:

1. Color logo included on all event marketing collateral and print advertising
1. Verbal recognition as a sponsor a minimum of three (3) times

Value: \$500

Kings Beach Snowfest Parade 2023 sponsor benefits:

1. Prominent color logo on:
 - a. Sponsor Thank You banner carried in the parade and at announcing area
 - b. Event flyer
2. Listed as a Sponsor on two vertical banners at the announcing area
3. Complimentary parade entry fee
4. At least two (2) mentions/recognition by emcee from parade announcing stand

Value: \$500



MEMORANDUM

Date: December 7, 2022

TO: NLTRA Board of Directors

FROM: Kimberly Brown, NLTRA Director of Marketing and Community Relations

RE: 2022/2023 NTBA and TCDA Agreements

Action Requested:

Approval of the Tahoe City Downtown Association (TCDA) FY 2022/2023 Agreement and Scope of Work between NLTRA and the TCDA for \$150,000.

Approval of the North Tahoe Business Association (NTBA) FY 2022/2023 Agreement and Scope of Work between NLTRA and the NTBA for \$150,000.

Background:

In FY 21/22 NLTRA took over management of the economic development services agreement from Placer County and will continue to fund operations with both Business Associations in accordance with the 5-year agreement with Placer County. This is a 1-year agreement with NTBA and TCDA. The agreement includes:

- 1) Scope of Work (Exhibit A), 2) Payment Schedule (Exhibit B), 3) Membership and Sponsorship Benefits (Exhibit C)

The changes made in the agreement include:

- The addition of a monthly meeting between Kimberly Brown and Alyssa Riley for NTBA and a monthly meeting between Kimberly Brown and Katie Biggers for TCDA. The meeting will be utilized for consistent communication and to review accomplishments and Agreement KPI's. Additional NLTRA staff members or board members may be invited along with NTBA board members or TCDA board members.
- The reduction of reporting requirements from quarterly to bi-annually.
- We will partner with a consultant starting in Q3 to find efficiencies and review each entity's scope of work that would not only benefit all organizations, but in turn benefit our business and local communities. We will use the findings to build new agreements with the Business Associations for 2023/2024. We will also review membership efficiencies, marketing, and communication collaborations through the Chamber.

- Each quarter NTBA and TCDA will share a list of TBID sponsored programs, projects, and events in their newsletters and promote on social media channels. In addition, host TBID updates and informational sessions for NTBA and TCDA members twice a year.
- Collaborate on projects such as (but not limited to) Community Yiftee Gift Card Program, Business Community Survey and interviews, and other projects that can benefit our business community.

Fiscal Impact:

A \$300,000 expense in FY 2022/2023 budget.

**ECONOMIC DEVELOPMENT SERVICES AGREEMENT FOR BUSINESS
COMMUNITY DEVELOPMENT AND PROMOTIONAL SERVICES
BY AND BETWEEN
NORTH LAKE TAHOE RESORT ASSOCIATION, INC.
AND
TAHOE CITY DOWNTOWN ASSOCIATION**

This Economic Development Services Agreement For Business Community Development And Promotional Services ("Agreement") is made and entered into this agreement of December 8, 2022 by and between the North Lake Tahoe Resort Association, Inc., a California Nonprofit Public Benefit Corporation ("NLTRA") and Tahoe City Downtown Association a California Nonprofit Public Benefit Corporation ("TCDA") (hereinafter sometimes referred to individually as "Party" and collectively as "Parties") with respect to the following

RECITALS

WHEREAS, the NLTRA wishes to encourage and support the Tahoe City Downtown Association in its effort to implement a Main Street Program in the Tahoe City/North Lake Tahoe areas; and

WHEREAS, sufficient funds have been budgeted by the NLTRA to fund this Agreement.

NOW, THEREFORE, for and in consideration of the mutual promises and agreements herein contained, it is agreed by and between the Parties hereto as follows:

1. SERVICES. Subject to the terms and conditions set forth in this Agreement, TCDA shall provide the services described in Exhibit A, Scope of Work, incorporated herein by this reference ("Services"). TCDA shall provide said Services at the time, place, and in the manner specified in Exhibit A.
2. PAYMENT. NLTRA shall pay TCDA for Services rendered pursuant to this Agreement at the time and in the amount set forth in Exhibit B, incorporated herein by this reference. The payment specified in Exhibit B shall be the only payments made to TCDA for Services rendered pursuant to this Agreement. TCDA shall submit all billings for said Services to NLTRA in the manner specified in Exhibit B and this Agreement. Evaluations of invoices shall be consistent with the criteria established in this Agreement and associated Exhibits. The amount of the Agreement shall not exceed One-Hundred Fifty Thousand (\$150,000).
3. MEMBERSHIP AND SPONSORSHIP BENEFITS. As partial consideration for entering into this Agreement, TCDA shall provide NLTRA with member and event sponsorship benefits set forth in Exhibit C, Membership and Sponsorship Benefits, incorporated herein by this reference.
4. INVOICING PACKAGE. The TCDA shall submit quarterly invoices (hereon referred to as "invoices") to address the tasks listed in Exhibit A. These invoices shall be evaluated by

the following set of criteria:

- a. Inclusion of quarterly reports consistent with tasks and metrics identified in Exhibit A.
 - b. Submission of invoice per schedule and required backup as defined in Exhibit B.
 - c. Submission of Contract Compliance Summary Matrix in the form attached hereto as Exhibit D, incorporated herein by this reference.
 - d. Profit/Loss monthly financial report including expenses for each focus area and/or task.
5. MEETING AND REPORTING REQUIREMENTS. TCDA shall report the status of the Services it is providing pursuant to this Agreement to NLTRA as follows.
- a.
 - a. Monthly Meeting: The TCDA ED and NLTRA Director of Business and Community Relations will meet for an hour each month to collaborate, support, and communicate. The following is a sample agenda:
 - i. NLTRA support
 - ii. Event Overview - Promotion, marketing, and recap
 - iii. Chamber collaboration
 - iv. Business and community vitality
 - iv. Review metric highlights and variances
 - b. Semi-Annual NLTRA Mid-Year Report Staff TCDA Meetings. TCDA will present to NLTRA staff by February 15, 2023 an update on all Agreement Scope of Work tasks and targeted goals/objectives from the first (6) months of the fiscal year. In addition, By March 1, 2023 NLTRA and TCDA will set a mutually agreed upon date, time and venue location to meet in Spring 2023 to plan next fiscal year strategy and goals. Beginning four weeks prior to the meeting, the NLTRA and TCDA will compile the meeting agenda. NLTRA will distribute the agenda to its invited representatives and TCDA to its Board.
 - c. Annual Report & Presentation to the NLTRA Board of Directors. TCDA agree to prepare an annual report on past years accomplishments and submit no later than September 15th 2023, to the NLTRA CEO and assigned staff. In addition, TCDA may present at the NLTRA Board of Directors October Board meeting a PowerPoint presentation on TCDA's past year's accomplishments and goals/objectives for the next Fiscal year.
6. RECORDS. TCDA shall maintain at all times complete and detailed records with regard to the Services provided under this Agreement in a form acceptable to the NLTRA, according to generally accepted accounting and internal control principles, and NLTRA shall have the right to inspect such records at any reasonable time. Notwithstanding any other terms of this Agreement, no payments shall be made to TCDA until the NLTRA is satisfied that Services of such value have been rendered by the TCDA pursuant to this Agreement.
7. EFFECTIVE PERIOD. This Agreement shall be effective for the period of 12 months commencing July 1, 2022 and ending June 30, 2023 unless canceled by either Party

pursuant to the cancellation provisions herein. Renewal for any term will require a written amendment to this Agreement, signed by an authorized representative(s) of each Party.

8. INDEPENDENT CONTRACTOR. At all times during the term of this Agreement, employees of TCDA shall be independent contractors and at no time shall employees of the TCDA be employees of the NLTRA. NLTRA shall have no right to control TCDA's performance hereunder except only insofar as is necessary to assure that the NLTRA receives acceptable Services from TCDA pursuant to this Agreement. NLTRA shall not have the right to control the means by which TCDA accomplished Services rendered pursuant to this Agreement, and shall therefore, not be responsible for willful or negligent acts of TCDA.
9. LICENSES, PERMITS, ETC. TCDA represents and warrants to NLTRA that it has all licenses, permits, qualifications, and approvals of whatsoever nature, which are legally required for TCDA to practice its profession. TCDA represents and warrants to NLTRA that TCDA shall, at its sole cost and expense, obtain and keep in effect at all times during the term of this Agreement, any licenses, permits, and approvals which are legally required for TCDA to provide the Services at the time the Services are performed.
10. TIME. TCDA shall devote such time to the performance of Services pursuant to this Agreement as may be reasonably necessary for the satisfactory performance of TCDA's obligations pursuant to this Agreement. Neither Party shall be considered in default of this Agreement to the extent performance is prevented or delayed by any cause, present or future, which is beyond the reasonable control of the Party failing to timely perform.
11. HOLD HARMLESS AND INDEMNIFICATION AGREEMENT. The TCDA hereby agrees to protect, defend, indemnify, and hold NLTRA, its directors, officers, employees and volunteers (collectively "NLTRA Indemnitees") free and harmless from any and all losses, claims, liens, demands, and causes of action of every kind and character including, but not limited to, the amounts of judgments, penalties, interest, court costs, legal fees, and all other expenses incurred by NLTRA Indemnitees arising in favor of any Party, including claims, liens, debts, personal injuries, death, or damages to property (including employees or property of the NLTRA) and without limitation by enumeration, all other claims or demands of every character occurring or in any way incident to, in connection with or arising directly or indirectly out of this Agreement. TCDA agrees to investigate, handle, respond to, provide defense for, and defend any such claims, demand, or suit at the sole expense of the TCDA. TCDA also agrees to bear all other costs and expenses related thereto, even if the claim or claims alleged are groundless, false, or fraudulent. This provision is not intended to create any cause of action in favor of any third party against TCDA or the NLTRA Indemnitees or to enlarge in any way the TCDA'S liability but is intended solely to provide for indemnification of NLTRA Indemnitees from liability for damages or injuries to third persons or property arising from TCDA'S performance pursuant to this Agreement.
12. INSURANCE. TCDA shall file with NLTRA concurrently herewith a Certificate of Insurance, in companies acceptable to NLTRA, with a Best's Rating of no less than A-VII showing.
 - A. Worker's Compensation and Employer Liability Insurance.
 - (1). Worker's Compensation Insurance shall be provided as required by any applicable law or regulation. Employer's liability insurance shall be provided

in amounts not less than one million dollars (\$1,000,000) each accident for bodily injury by accident, one million dollars (\$1,000,000) policy limit for bodily injury by disease, and one million dollars (\$1,000,000) each employee for bodily injury by disease.

- (2). If there is an exposure of injury to TCDA'S employees under the U.S. Longshoremen's and Harbor Worker's Compensation Act, the Jones Act, or under laws, regulations, or statutes applicable to maritime employees, coverage shall be included for such injuries or claims.
- (3). Each Worker's Compensation policy shall be endorsed with the following specific language:
 - a. Cancellation Notice – "This policy shall not be changed without first giving thirty (30) days prior written notice and ten (10) days prior written notice of cancellation for non-payment of premium to the NLTRA".
 - b. Waiver of Subrogation – The workers' compensation policy shall be endorsed to state that the workers' compensation carrier waives its right of subrogation against the NLTRA, its directors, officers, employees, agents or volunteers, which might arise by reason of payment under such policy in connection with performance under this Agreement by the TCDA.
 - c. CONTRACTOR shall require all SUBCONTRACTORS to maintain adequate Workers' Compensation insurance. Certificates of Workers' Compensation shall be filed forthwith with the NLTRA upon demand.

B. General Liability Insurance.

- (1). Comprehensive General Liability or Commercial General Liability insurance covering all operations by or on behalf of TCDA, providing insurance for bodily injury liability and property damage liability for the limits of liability indicated below and including coverage for:
 - a. Contractual liability insuring the obligations assumed by TCDA in this Agreement.
- (2). One of the following forms is required:
 - a. Comprehensive General Liability;
 - b. Commercial General Liability (Occurrence); or
 - c. Commercial General Liability (Claims Made)
- (3). If TCDA carries a Comprehensive General Liability policy, the limits of liability shall not be less than a Combined Single Limit for bodily injury, property damage, and Personal Injury Liability of:
 - a. One million dollars (\$1,000,000) each occurrence
 - b. Two million dollars (\$2,000,000) aggregate
- (4). If TCDA carries a Commercial General Liability (Occurrence) policy:
 - a. The limits of liability shall not be less than:
 - One million dollars (\$1,000,000) each occurrence (combined single limit for bodily injury and property damage)
 - One million dollars (\$1,000,000) for Products-Completed Operations
 - b. Two million dollars (\$2,000,000) General Aggregate
 - c. If the policy does not have an endorsement providing that the General Aggregate Limit applies separately, or if defense costs are included in the aggregate limits, then the required aggregate limits shall be two million dollars (\$2,000,000).

- (5). Special Claims Made Policy Form Provisions:
 TCDA shall not provide a Commercial General Liability (Claims Made) policy without the express prior written consent of NLTRA, which consent, if given, shall be subject to the following conditions:
- a. The limits of liability shall not be less than:
 - One million dollars (\$1,000,000) each occurrence (combined single limit for bodily injury and property damage)
 - One million dollars (\$1,000,000) aggregate for Products Completed Operations
 - Two million dollars (\$2,000,000) General Aggregate
 - b. The insurance coverage provided by TCDA shall contain language providing coverage up to one (1) year following the completion of this Agreement in order to provide insurance coverage for the hold harmless provisions herein if the policy is a claims-made policy.
- (6). Conformity of Coverages – If more than one policy is used to meet the required coverages, such as a separate umbrella policy, such policies shall be consistent with all other applicable policies used to meet these minimum requirements. For example, all policies shall be Occurrence Liability policies, or all shall be Claims Made Liability policies, if approved by the NLTRA as noted above. In no cases shall the types of policies be different.
- (7). Endorsements. Each Comprehensive or Commercial General Liability policy shall be endorsed with the following specific language:
- a. “The NLTRA, its directors, officers, agents, employees, and volunteers are to be covered as insured for all liability arising out of the operations by or on behalf of the named insured in the performance of this Agreement.”
 - b. “The insurance provided by the TCDA, including any excess liability or umbrella form coverage, is primary coverage to the NLTRA with respect to any insurance or self-insurance programs maintained by the NLTRA and no insurance held or owned by the NLTRA shall be called upon to contribute to a loss.”
 - c. “This policy shall not be changed without first giving thirty (30) days prior written notice and ten (10) days prior written notice of cancellation for non-payment of premium to the NLTRA.”
- C. Automobile Liability Insurance. Automobile Liability insurance covering bodily injury and property damage in an amount no less than one million dollars (\$1,000,000) combined single limit for each occurrence.
- (1). Covered vehicles shall include owned, non-owned, and hired automobiles/trucks.
- D. Additional Requirements.
- (1). Premium Payments – The insurance companies shall have no recourse against the NLTRA and funding agencies, its directors, officers, and employees or any of them for payment of any premiums or assessments under any policy issued by a mutual insurance company.

- (2). Policy Deductibles – The TCDA shall be responsible for all deductibles in all the TCDA's insurance policies. The maximum amount of allowable deductible for insurance coverage required herein shall be \$25,000.
- (3). CONSULTANT's Obligations – TCDA's indemnity and other obligations shall not be limited by the foregoing insurance requirements and shall survive the expiration of this Agreement.
- (4). Verification of Coverage – TCDA shall furnish the NLTRA with original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this clause. All certificates and endorsements are to be received and approved by the NLTRA before Services are provided. However, failure to obtain the required documents prior to the work beginning shall not waive the TCDA's obligation to provide them. The NLTRA reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.

E. Material Breach – Failure of the TCDA to maintain the insurance required by this Agreement, or to comply with any of the requirements of this section, shall constitute a material breach of the entire Agreement.

13. CONSULTANT NOT AGENT. Except as NLTRA may specify in writing, TCDA shall have no authority, express or implied, to act on behalf of NLTRA in any capacity as an agent. TCDA shall not have authority, express or implied, pursuant to this Agreement to bind NLTRA to any contractual obligation whatsoever.

14. ASSIGNMENT PROHIBITED. TCDA may not assign any right or obligation pursuant to this Agreement. Any attempted or purported assignment of any right or obligation pursuant to this Agreement shall be void and of no legal effect.

15. STANDARD OF PERFORMANCE. TCDA shall perform all Services required pursuant to this Agreement in the manner and according to the standards observed by a competent practitioner or business in which TCDA is engaged. All products of whatsoever nature which TCDA delivers to NLTRA pursuant to this Agreement shall be prepared in a workmanlike manner and shall conform to the standards or quality normally observed by a person practicing in TCDA's business. A violation of the standard of performance described in this paragraph shall constitute a material breach of the Agreement.

16. DESIGNATED REPRESENTATIVE. Tony Karwowski is the representative of the NLTRA and will administer this Agreement for the NLTRA. Katie Biggers, Executive Director is the authorized representative for the TCDA and will administer this Agreement for the TCDA. Changes in designated representatives shall occur only by advance written notice to the other Party.

17. NOTICE AND CORRESPONDENCE.

- A) Notice and correspondence to NLTRA regarding this Agreement should be delivered to: Tony Karwowski
North Lake Tahoe Resort Association, Inc.
100 North Lake Blvd.
Tahoe City, CA 96145

- B) Notice and correspondence to TCDA should be delivered to: Katie Biggers, Executive Director
Tahoe City Downtown Association
P.O. Box 6744
Tahoe City, California 96145
Phone: (530) 583-3348 Fax: (530) 583-3098

18. TERMINATION. Either Party shall have the right to terminate this Agreement upon thirty (30) days' notice by giving notice in writing of such termination to the other Party. In the event NLTRA gives notice of termination, TCDA shall immediately cease rendering Service upon receipt of such written notice, and the following shall apply:

- A) TCDA shall deliver copies of all writings prepared by it pursuant to this Agreement. The term "writings" shall be construed to mean and include: handwriting, typewriting, printing, photocopies, photographing, computer disks and every other means of recording upon any tangible things, and form of communication or representation, including letters, words, picture, sounds, or symbols, or combinations thereof.
- B) NLTRA shall have full ownership and control of all such writings or other communications delivered by TCDA pursuant to this Agreement.
- C) NLTRA shall pay TCDA the reasonable value of Services rendered by TCDA to the date of termination pursuant to this Agreement not to exceed the amount documented by TCDA and approved by NLTRA as work accomplished to date; provided, however, that in no event shall the NLTRA be liable for lost profits which might have been made by TCDA had TCDA completed the services required by this Agreement. In this regard, TCDA shall furnish to the NLTRA such financial information as in the judgment of the NLTRA is necessary to determine the reasonable value of the Services rendered by TCDA. In the event of a dispute as to the reasonable value of the Services rendered by TCDA, the decision of the NLTRA shall be final.

Acceptance of payment described in this paragraph shall constitute a complete accord and satisfaction as between the Parties. The foregoing is cumulative and does not affect any right or remedy, which NLTRA may have in law or equity.

19. OWNERSHIP OF INFORMATION. All professional and technical information developed under this Agreement and all worksheets, reports, and related data shall become the property of NLTRA and TCDA agrees to deliver reproducible copies of such documents to NLTRA on completion of the services hereunder. TCDA, by signing this Agreement, disclaims any copyright in the information published or produced in conjunction with this Agreement.

20. DISPUTE RESOLUTION. The Parties agree that in the event of a dispute or claim arising between them out of this Agreement or any resulting transaction they shall undertake the dispute resolution procedures set forth herein.

- a. Informal Dispute Resolution. In order to initiate the informal dispute resolution process, the CEO' Office of the aggrieved Party shall provide notice of the dispute or claim to the CEO's office of the other Party and request resolution of the dispute or claim pursuant to this dispute resolution procedure.

- i. Within five (5) days of receipt of notice of a dispute or claim by either Party, the parties' CEOs, or their representatives, shall meet to attempt to resolve the dispute.
- ii. In the event the CEOs fail to resolve the dispute to the satisfaction of the Parties, the unsatisfied Party shall, within five (5) days of the CEOs meeting, provide a written notice to the other Party requesting that a committee of each Party meet and attempt to resolve the dispute. The committees of each Party shall meet within five (5) days of receipt of the notice.
- iii. In the event the committees fail to resolve the dispute to the satisfaction of the Parties, the unsatisfied Party shall within five (5) days of the CEOs meeting, provide a written notice to the other Party requesting that a neutral mediator (agreed to by both committees) be engaged to attempt to resolve the dispute. The mediator shall use best efforts to meet within thirty (30) days of receipt of the notice, but no later than forty-five (45) days after receipt of the notice.

b. Formal Dispute Resolution. The Parties agree that any dispute or claim in law or equity arising between them out of this Agreement or any resulting transaction, which is not settled through the Informal Dispute Resolution procedures set forth above, shall be decided by neutral, binding arbitration and not by court action. The arbitration shall be conducted by a retired judge or justice, or an attorney with not less than five (5) years substantial experience with business law, unless the Parties mutually agree to a different arbitrator, who shall render an award in accordance with substantive California law. In all other respects, the arbitration shall be conducted in accordance with Part III, Title 9 of the California Code of Civil Procedure. Judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction. The Parties shall have the right to discovery in accordance with Code of Civil Procedure section 1283.05. The award may be vacated or corrected on appeal to a court of competent jurisdiction for any error in applying substantive California law. The arbitration shall take place in Tahoe City, unless the Parties agree to conduct it in a different location.

21. WAIVER. One or more waivers by one Party of any major or minor breach or default of any provision term, condition, or covenant of this Agreement shall not operate as a waiver of any subsequent breach or default by the other Party.
22. ENTIRETY OF AGREEMENT. This Agreement contains the entire agreement of NLTRA and TCDA with respect to the subject matter hereof, and no other agreement, statement or promise made by any Party, or to any employee, offer or agent of any Party which is not contained in this Agreement shall be binding or valid.
23. GOVERNING LAW. This Agreement is executed and intended to be performed in the State of California, and the laws of California shall govern its interpretation and effect. Venue for any litigation arising from this Agreement shall be the Superior Court for the County of Placer.
24. INTEREST OF TCDA. TCDA covenants that it presently has no interest and shall not acquire any interest, direct, or indirect, which would conflict in any manner or degree with the performance of its Services hereunder. TCDA further covenants that in the performance of this Agreement no person having any such interest shall be employed.

25. AMENDMENT. This Agreement may be amended at any time upon the mutual written agreement of the Parties.

Executed as of the day first above stated:

NORTH LAKE TAHOE RESORT ASSOCIATION (“NLTRA”)

By: _____
Tony Karwowski, CEO/President
North Lake Tahoe Resort Association

Date: _____

TAHOE CITY DOWNTOWN ASSOCIATION (“TCDA”)

By: _____
Katie Biggers, Executive Director
Tahoe City Downtown Association

Date: _____

Tahoe City Downtown Association (TCDA) / Scope of Work

Exhibit A

Scope of Work

Tasks identified in the scope of work address key focus areas of the Main Street approach as defined and outlined in the TCDA's Strategic Plan, and other critical areas to support business community goals:

1. Economic & Community Vitality

Purpose / Objectives

- Serve as a catalyst for Economic Vitality and Innovation
- Facilitate and fundraise for Tahoe City beautification projects, flower baskets, and downtown lighting
- Utilize the Business Advocacy Committee to support existing businesses and encourage new business in Tahoe City
- Support and connect businesses to each other and to information and resources that strengthen businesses and the community
- Advocate for business sustainability, expansion, recruitment & infrastructure
- Work with a consultant starting in Q3 in partnership with NLTRA to find efficiencies and review each entity's scope of work that would not only benefit all organizations, but in turn benefit our business and local communities and districts. Use the findings to build a NLTRA/TCDA agreement for 2023/2024.

2. Events, Promotions & Marketing

Purpose / Objectives

- Attract visitors and residents to District to enhance the downtown experience and support the community
- Build awareness of District and TCDA-produced events
- Support Community Partners with Community Events (TCPUD, NLTRA, NTBA, others)
- Increase revenue for two events per year, (Tahoe City Food + Wine and Oktoberfest)
- Utilize events to brand Tahoe City as the best place to live, work, play, and visit

3. Community Issues

Purpose / Objectives

- Coordinate regionally on projects and initiatives
- Participate in public meetings and provide feedback to NLTRA, and Placer County Executive Office on behalf of local business community
- Publicize and engage people in positive ways on relevant local issues/topics impacting economic and social well-being

- Work and collaborate with NLTRA on critical infrastructure, transportation, transit and housing challenges facing our region, and participate in key committees and other efforts utilizing the redirected TOT dollars.
- Covid-19 public health education and business recovery

4. TBID Implementation

Purpose/Objectives

- Provide support to NLTRA in the implementation of the TBID and within the business community
- Support community education of the TBID in North Lake Tahoe and co host TBID updates and informational sessions for TCDA members twice a year.
- Collaborate with NLT Chamber to build support and educational programs for those TBID assessed businesses.
- Promote public involvement in TBID meetings & committees
- Each quarter share a list of TBID sponsored programs, projects, and events in your newsletters and promote on social media channels.

5. Collaboration with NLT Chamber

Purpose /Objectives

- Work with a consultant in partnership with NLTRA to find membership efficiencies, marketing, and communication collaborations through the Chamber.
- Work to identify support and collaboration opportunities within NLT regional special events and festivals
- Work together with NLTRA and Chamber to create a united front and partnership communication strategy to be forward facing to our community.
- Collaborate on projects such as (but not limited to) Community Yiftee Gift Card Program, Business Community Survey and interviews, and other projects that can benefit our business community.

The TCDA will focus on the tasks as outlined below. These tasks implement the Main Street approach to support business and economic development in North Lake Tahoe.

Focus Area 1: Economic & Community Vitality

Task #1.1- Develop and/or coordinate programs that enhance physical and visual assets in downtown areas within TCDA's District to attract visitors and support community vibrancy

Overview

The TCDA will work with partner organizations and community groups to support programs and projects that enhance physical and visual assets in downtown areas. TCDA will facilitate the fundraising, installation, and maintenance of the following:

- Tahoe City Flower Baskets (64 baskets)

- Tahoe City Downtown Lights (Over three miles)
- Tahoe City Streetlight Banners
- Public Art

Implementation

TCDA will engage local businesses on the importance of town-wide beautification projects in Tahoe City, fundraise for programs through events and sponsorship, and establish fundraising goals for each program. TCDA will seek funding via TBID to support and grow these programs. TCDA will install the flower baskets and maintain them all summer; install downtown lights before Christmas and maintain them until March; and recognize sponsors on the website and social media.

The TCDA will continue to manage the Streetlight Banner program and coordinate with TCPUD for banner installation and removal.

Reporting/Measurement

Progress reports results will be provided in bi-annual reports.

Task #1.2 – Support business development and growth by promoting resources for current and/or future business owners in TCDA district

Overview

To stabilize and build resiliency in the business community, the TCDA will collaborate with Placer County, the Sierra Business Council, and North Lake Tahoe Business Association and Chamber Collaborative (BACC) to promote business seminars, business consulting services, and other resources that may be available through the Placer County Business Resource Center, Sierra Small Business Development Center and North Lake Tahoe Chamber.

Implementation

TCDA will promote seminars, business consulting opportunities, and other business support initiatives in the TCDA district through the TCDA newsletter, social media, website posts, and word of mouth. TCDA will attend BACC meetings, and through the BACC, TCDA will provide input related to seminar dates, times, locations, speakers and topics, and a TCDA representative will attend the seminars. TCDA, in partnership with BACC, will support businesses via programming that encourages visitors and community to “Think Local” and support our local small business community. This can include but is not limited to shopping, dining or other promotional campaigns.

Reporting

The TCDA will summarize TCDA’s involvement and accomplishments in small business support in the bi-annual report.

Task 1.3 – Implement economic vitality and business attraction strategies within the TCDA district

Overview

The TCDA’s Business Advocacy Committee will collaboratively explore development and implementation strategies to attract business in the TCDA district. If successful, these strategies

may be applied to other communities in eastern Placer County.

The Business Advocacy Committee will stay engaged in projects that support economic vitality in the downtown core region. This committee will engage with partners at Placer County, NLTRA, TCPUD, and interested developers.

Implementation

The TCDA Business Advocacy Committee would collaborate with the NLTRA and the Placer County North Lake Tahoe Executive Office to explore identification of action steps, such as:

1. Identifying vacant commercial space and reporting to Placer County's economic development department, and market commercial vacancies through TCDA's channels
2. Outreach to business and community members, and visitors, to identify gaps in business type
3. Identifying and exploring steps to attract new business, and conduct outreach to potential developers
4. Stay current on all programs/projects that are planned for Tahoe City that can improve the economic vitality of downtown Tahoe City

TCDA staff and the TCDA Business Advocacy Committee will coordinate to complete this task.

Reporting/Measurement

The Business Advocacy Committee, in collaboration with NLTRA and Placer County, will explore development and implementation of this initiative beginning Summer 2021. Program results will also be included after implementation in bi-annual progress reports.

Task 1.4 – Support targeted professional development training aimed to equip business association leaders with the tools they need to lead results-oriented community revitalization

Overview

To support redevelopment of the North Lake Tahoe town centers, the TCDA will participate in educational opportunities that provide the tools and strategies needed to lead results-oriented revitalization efforts in downtown communities.

Implementation

TCDA will attend conferences, seminars, classes or workshops that support the Main Street America program, focus on community development, and identify best practices and new ideas for downtown communities.

Reporting

The TCDA will summarize in the bi-annual report TCDA's participation in educational opportunities and describe how the skills learned will be applied in their ongoing work.

Focus Area 2: Events, Promotions, and Marketing

Task #2.1 – Develop and execute in-market marketing plan and annual media plan (public health restrictions allowing)

Overview

TCDA will promote TCDA's district, including its events, attractions, and businesses, to support

the district's economy and enhance visitor experience. The marketing and media plans outline strategies in support of these efforts. TCDA will also collaborate on in-market marketing campaigns by participating on NLTRA's In-Market Tourism Development Committee.

Implementation

TCDA shall execute marketing and media plans consistent with the strategic plan goals, and shall submit the Annual 2023 Marketing and Media plan to the NLTRA.

Reporting/Measurements

TCDA will achieve performance goals included in the marketing and media plan, as described below:

- Increase monthly Blog Post on www.VisitTahoeCity.com click-through rate by 1% over the prior fiscal year
- Increase monthly E-Newsletter open rate to Email Database by 2% over the prior fiscal year
- Increase monthly Social Media engagement (likes, comments, shares) by 1% over the prior fiscal year

Progress will be described in bi-annual reports and invoices submitted on a quarterly basis.

Task #2.2- Develop, market, and implement community events to attract visitors, build community awareness, and support economic vitality

Overview

TCDA will develop and produce community events to achieve the following:

- Drive visitor and local traffic to our business community
- Enhance visitor experience
- Provide networking opportunities for members, and
- Support business.

TCDA will develop and produce the following community events:

Marquee Events

1. Tahoe City Food & Wine Classic & Grab Your Glass (June 9th and 10th 2023)
2. 4th of July Celebration/Drone Show (July 4th 2022)
3. Tahoe City Oktoberfest (September 23rd 2022)

Community Events

1. Tahoe City Solstice Festival (June 8th-June 18th, 2023)
2. Tahoe City Farmers Markets (Recurring Summer 2022/23)
3. Tahoe City Labor Day Sales (September 2nd - 4th 2022)
4. Tahoe City Halloween (October 31st, 2022)
5. Tahoe City Tree Lighting Ceremony & Small Business Saturday -Nov. 25th 2022
6. Tahoe City Member & Volunteer Party (November 2022)
7. Other partner events as they arise through partnership with NLTRA, TCPUD, NTBA, BACC, SnowFest! and others
8. Concerts at Commons Beach (12 events every Sunday June 18 - September 4th) - TCDA will work with the Concerts at Commons committee to assist with fundraising, event coordination,

promotion and administrative management of the series. Concerts dates are set by the committee, which TCDA has a seat on.

Implementation

TCDA will ensure deadlines are met and all tasks are complete.

Reporting/Measurements

- Provide event updates in bi-annual reports, including: estimated/ticketed attendance of each event and net revenue or loss of each event within 60 days of event end date
- Submit Labor Day drone receipts and expenses to Placer County, and NLTRA for reimbursement

Focus Area 3: Community Issues

Task #3.1 - Participate in public meetings, provide feedback, and disseminate information to constituents about issues or projects affecting business and economic vitality within TCDA's district

Overview

The TCDA will attend public meetings, provide input and comments, and disseminate information to constituents to educate and elicit engagement, and gather and provide feedback when requested and appropriate (consistent with its Board of Directors policy) on initiatives in the TCDA's district, including but not limited to:

- SR 89 Revitalization Project
- The Tourism Business Improvement District (TBID)
- Renewal on the sunseting TOT for eastern Placer County
- Bikeshare program
- Tahoe City Firehouse
- Workforce housing planning, transit programs, and projects
- North Tahoe Parking Study
- Tahoe City Mobility Study
- Arts & Culture

TCDA will be participatory and responsive in meetings and processes and disseminate information to TCDA constituents through TCDA's marketing channels, Business Advocacy committee, Board meetings, and communications with local businesses. TCDA will also gather member feedback as necessary through verbal feedback and surveys and submit comments on behalf of its Board of Directors, to the County North Lake Tahoe Executive Office, consistent with TCDA policy.

Reporting/Measurement

- TCDA will include activities and findings, as well as the Community Issue Matrix, in bi-annual reports.

Focus Area 4: TBID Implementation

Task #4.1 – TCDA will continue to be an active partner during the TBID transition and support NLTRA’s efforts in implementation.

Overview

TCDA will assist the NLTRA in the TBID transition and work to ensure TCDA members are well informed on the benefits and value of the TBID for business and community members.

- Participate in NLTRA Board meetings, TBID committees and other key committees
- Host TBID updates and informational sessions for TCDA members as needed
- Provide public comment on behalf of TCDA in support of the TBID when necessary
- Request TCDA Board Member support on advocacy statements in support of the TBID as needed
- Monthly updates to the TCDA Board of Directors, and TCDA Business Advocacy Committee on TBID
- Invite NLTRA CEO to attend board meetings, and attend NLTRA board meetings to stay up to date
- Share TBID updates (marketing, press releases, etc) with TCDA Members in newsletters.
- Continued to update TCDA members and TCDA Board Members on the TBID Committees and updates as questions arise.
- Work on a transition plan for assessed members vs. non- assessed members

Reporting / Measurement

TCDA will include examples and activities in bi-annual reports, NLTRA Staff sits on Board of Directors and Business Advocacy to witness monthly reports and share their own necessary TBID information.

Focus Area 5: Collaboration with NLT Chamber

Task # 5.1 – TCDA will work closely with NLTRA CEO and staff to identify operational efficiencies. Looking to create new opportunities for all our members, driving economic growth through collaboration and thereby building a stronger community. Maximize the collective capability of all organizations and staff to positively impact the growth, development and success of the region.

Collaboration with NLT Chamber

Purpose /Objectives

- Identify business operation activities and functions that can become a shared resource to enable and realize improved operational efficiencies
- Work with NLT Chamber and NTBA on membership efficiencies and collaboration
- Work with NLT Chamber and NTBA on recordkeeping efficiencies and collaboration
- Work with NLT Chamber and NTBA on marketing & communications efficiencies and collaboration

- Work to identify support and collaboration opportunities within NLT regional special events and festivals
- Work with NLT Chamber and NTBA on efficiencies (potential efficiencies below)
 - Creating a content calendar to avoid overlap and duplication of work
 - New business recruitment - if appropriate schedule a “Welcome to NLT” business package including welcome packet, newsletter & Social media spot, ribbon cutting etc.
 - Sharing social, newsletters, calendars, job postings (discuss when their newsletters vs ours go out, and share content ideas etc.)
 - Develop process to measure ROI for events in our specific regions
 - Create 1 new season video idea about each season of their areas
 - Workforce recruiting and retention - Weekly/Monthly Job Blogs/postings, do collaborative trainings for businesses on retention programs and incentive ideas
 - Adding to our BACC Agendas, so it doesn't all fall on Chamber (idea: each having 15 minutes per agenda item each meeting) - Rotate facilitating duties
 - Joining Breakfast Club planning meeting - each business assoc responsible for 2 agendas/year with committee approval
 - Launch Business/Chamber Ambassador programs to get more engagement from members at events etc. expand the chamber brand.
 - Introduce Small Business of the Month program - sit on selection committee
 - Assist in Community Awards planning, promotion and programming
 - TCDA to Implement a Young Professionals NLT
 - Collaborate on any business trainings and Mixers when they come back in person
 - Banner Programs in Kings Beach and Tahoe City could be streamlined
 - Visitor Center programming in Kings Beach could be assisted by the NTBA staff/BOD

Exhibit B : Payment Schedule

All payments require an invoice to the NLTRA office, provided by TCDA and are to be submitted with invoices to include the following backup:

1. Invoice with overview of TCDA's activities and summary of community services provided and any related costs to provide those services
2. Profit/Loss financial report including expenses for each focus area and task
3. Bi-annual Report with status of each task and categorized as defined in agreement

Payment Schedule

Payment #	Invoice Date	Payment Date	Invoice/Payment Amount
1	June 25, 2022	June 27, 2022	\$45,000
2	Oct. 15, 2022	Oct. 27, 2022	\$45,000
3	Jan. 15, 2023	Jan. 27, 2023	\$40,000
4	April 15, 2023	April 27, 2023	\$20,000

Payments on approved invoices to the TCDA will be made by check.

Exhibit C

Membership and Sponsorship Benefits

Through this Agreement, TCDA provides to NLTRA with the following member and event sponsorship benefits valued at \$5,000

Platinum Member benefits:

- Listing in our online Tahoe City business directory (including a 600-character description and map)
- 24/7 access to post special offers in our online Tahoe City business directory
- Monthly email about Tahoe City current news, events, and issues
- Business seminars and networking opportunities
- Discounted advertising with local media partners (print, TV, and radio)
- Blog articles and/or news listing opportunities on our website
- TCDA event calendar listing
- Participation in Shop Local North Tahoe Truckee Program
- TCDA Member decal sticker, to display proudly at your business!
- TCDA voting privileges and invitation to annual membership party
- Event participation and sponsorship opportunities
- “Member of the Month” feature in our TCDA monthly newsletter
- Featured “Business of the Month” highlighted on our TCDA website
- Special TCDA social media postings promoting your business
- “Business of the Week” opportunity at the Tahoe City Farmers Market
- Logo and business website link on the HOMEPAGE of VisitTahoeCity.org
- Verbal recognition at all TCDA signature events
- Promotional support of your special events through TCDA website and Facebook/Twitter/Instagram

Concerts at Commons Beach 2022/2023 sponsor benefits:

1. Color logo on:
 - a. Bottom of posters (150 distributed throughout North Lake Tahoe a Truckee starting early June)
 - b. Handbills (2,000 distributed at local retailers and restaurants throughout North Lake Tahoe and Truckee starting early June)
 - c. Print advertisements ran in publications distributed in North Lake Tahoe, South Lake Tahoe and Truckee
 - d. Dedicated Concerts at Commons Beach Website – <https://concertsatcommonsbeach.com/>
 - e. TCDA’s online event calendar listings
- a. Sponsor banner at each concert (12) on each side of stage
 - b. As sponsor in TCDA press release(s) about event

Value: \$1500

Oktoberfest 2022 Sponsorship Benefits

1. Color logo included on:
 - a. Oktoberfest Banners at Event
 - b. On Oktoberfest Webpage, posters, fliers, and local media ads
 - c. Event Email campaigns

Value: \$500

Food & Wine Classic 2023 Sponsorship Benefits

1. Logo on:
 - a. Promotional Bag
 - b. 8'x3' banner in downtown Tahoe City
 - c. Regional Print Advertising
 - d. Posters
 - e. Event Tasting Map
 - F. Food & Wine Classic Website www.tcfoodandwine.com
 - g. Event Email Campaigns
- Value: \$1500**



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: December 7, 2022

TO: NLTRA BOD

FROM: Tony Karwowski, CEO/President

RE: Appointment of board election committee

Action Requested

Requesting the NLTRA BOD approve 2023 election cycle committee as presented

Background

The NLTRA Bylaws require the Board of Directors appoint an Election Committee

Duties as required by Bylaws:

- Solicit qualified candidates for nomination
- Give notice of the election
- Conduct the election
- Appoint inspector of elections

Committee Makeup:

- 3-7 members
- At least one current member of the board (not up for election)
- At least one member not currently serving on the board (and not running for election)

Nominees:

- Jim Phelan
- Mike De Groff
- Alex Mourelatos

Fiscal Impact:

None



MEMORANDUM

Date: November 29, 2022

TO: North Lake Tahoe Board of Directors

FROM: Kirstin Guinn, Marketing Director

RE: 2023 Tourism Development Committee Open Seat Appointments

Action Requested:

Approval of three (3) new members to the Tourism Development Committee per a recommendation from the current Tourism Development Committee members.

Pool B: One (1) seat is open, expiring in December 2024

Pool C: Three (3) seats are open, expiring in December 2025

Information:

Staff issued a call for applicants in early November and received three letters of interest by the November 28, 2022 deadline. The following are the new applicants:

- Wade Machon, MJD Development
- Brandon "DJ" Ewan, Granlibakken Tahoe
- Katie Biggers, Tahoe City Development Association

At the November TDC meeting, the committee came to an agreement to recommend Wade Machon, Brandon Ewan, and Katie Biggers for the three open seats in Pool C. The committee considered applicant areas of expertise, expertise needs of the committee per the current configuration, and regional representation.

With one open seat remaining, we will be soliciting interest from candidates in Northstar, Kings Beach, and generally east of Tahoe Vista who have expertise in sales and small business. This candidate will fill the open seat in Pool B.

Attachments:

None



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: December 7, 2022

TO: NLTRA BOD

FROM: Tony Karwowski, CEO/President

RE: TOT – TBID Grant Framework Recommendations

Action Requested

Requesting the NLTRA BOD approve the proposed TBID/TOT grant framework as recommendation of approval to Placer County Board of Supervisors.

Background

Through development of the TBID and in accordance with the TBID MDP and the 5-year agreement with Placer County, the NLTRA is charged with developing a grant process to recommend TOT and TBID funds for projects and programs. Potential project finding includes but is not limited to projects in the areas of workforce housing, transportation, business advocacy and support, and tourism impact mitigation. Project and program grant requests are reviewed and recommended through the TOT, TBID Advisory, TBID Zone 1, and TOT committees. The proposed grant cycle framework is a culmination of work that solicited feedback and input from the TOT, TBID Advisory, TBID Zone 1, Ad Hoc, and CAP committees, with additional input from various regional non-profits, elected officials, grant applicants, and NLTRA board members. The NLTRA 5-year agreement with Placer County stipulates the TOT grant process shall be approved by Placer County. The proposed grant framework is designed to be used by all granting committees under NLTRA oversight including the TOT, TBID Advisory, TBID Zone 1 committees.

Fiscal Impact:

None

Attachments:

Grant program proposal presentation

North Lake Tahoe Resort Association Economic Sustainability and Community Vitality Investment Program

December 7, 2022



north lake tahoe

Meeting Agenda



Where we are today



Committee, NLTRA Board
and County Feedback



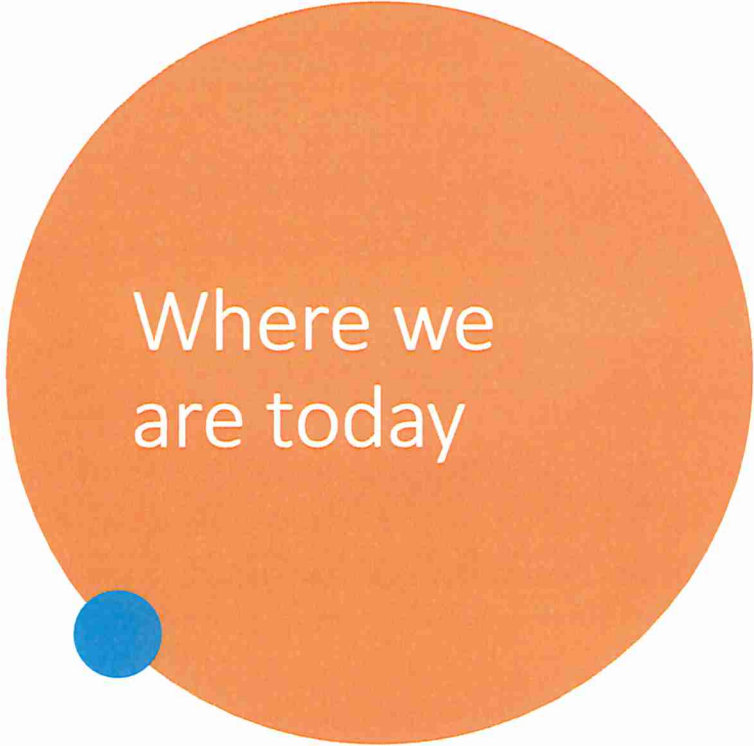
Updated Program Concept



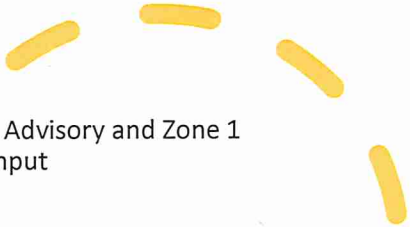
NLTRA Board Action



Next Steps



Where we are today

- 
- ✓ Completed a total of four meetings w/ TOT, TBID Advisory and Zone 1 committees to discuss grant process and solicit input
 - ✓ Compiled feedback + developed initial concept
 - ✓ Met w/ county staff + Supervisor Gustafson for feedback
 - ✓ Presented to CAP Committee and solicited input, 2x
 - ✓ Update to NLTRA BOD + Feedback on current concept (November 2, 2022)
 - ✓ Presented revised framework to committees for feedback
 - ✓ Shared updated framework with District 5 Supervisor
 - **Present to NLTRA BOD for adoption (December 7, 2022)**
 - Present TOT Committee component to Placer BOS for approval (January 24, 2023 – Tahoe Board meeting)
 - Program Rollout (January 2023)

Committee Input Regarding Proposed Framework

Key performance indicators should be established for each committee

Leveraging state and federal funds is important

Visible projects should be considered

A mix of short and long-term projects makes sense

Funds should be flexible across buckets, don't establish percentages across buckets

Add a fourth bucket for "reserve funds"

Refer to other agency metrics/adopt as key performance indicators for this program

Engage the broader community around priorities, not just businesses

Establish clear criteria for each bucket to ensure applicants understand how to engage with the program

Funds should not replace existing funding sources

NLTRA Board and Additional Committee Feedback



Economic Sustainability and Community Vitality Investment Program



Bucket 1	NLTRA Multi-Year Investment Sponsorship
Bucket 2	NLTRA Annual Grant Program
Bucket 3	Out of Cycle/Opportunity Investment Fund
Bucket 4	Reserve Funds (new addition per feedback)

Guiding Documents and Community Input

All programs will refer to the following for guidance and criteria around each program element:

- Community feedback from a regional survey on community priorities (Conducted by survey consultant)
- Additional community input from focus group sessions or virtual Town Halls
- NLTTBID Management District Plan priorities
- Measure A ballot language
- Placer County's Housing Work Plan/Housing Element
- Tourism Master Plan
- Placer County's Resort Triangle Transportation Plan (RTTP)
- The Tahoe Regional Planning Agency's Regional Transportation Plan

Example Survey Questions

1. Please rank the investment opportunity in priority order:

- Workforce housing
- Expanded transit service
- Maintenance of existing facilities
- Construction of trails and trailheads
- Expanded TART Connect service
- Bus on shoulder along 267 + 89 corridors

2. Which housing-focused initiative should you support over the next four years?

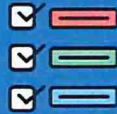
- Construct new workforce housing units
- Subsidizing rental units to assist locals to find housing
- Reducing barriers to building housing in NLT
- Invest in the creation of a housing-focused organization

3. Which issues most negatively impact North Lake Tahoe's quality of life?

- Inability to find housing for the workforce
- Traffic congestion
- Litter
- Aging infrastructure

Bucket #1 Workflow

Define Sponsorship Criteria -
(long-term, annual service,
recurring funding need.)



NLTRA - surveys businesses +
broader community on **priority
areas**

Request for Letters of
Interest

NLTRA staff vets
LOI/Routes to
appropriate committee

Zone 1

TBID
Advisory

TOT/CAP?
Committee

Bucket #2 Workflow

Define Grant Criteria - One-
time funding needs etc.

Conduct annual survey on
priorities

Customize RFP for grant
program

Release Grant RFP

NLTRA staff vets/routes
to appropriate
committee for
review/recommendation

EXAMPLE ONLY- Sponsorship Investment Opportunity List



Project Applicant	Project Name	Annual Budget	Measurable Result
Organization A	Housing project A	\$1,000,000	X number of new units
Organization B	TART Connect	\$1,000,000	X number of riders and X percent increase YOY
Organization C	Bus on Shoulder	\$500,000	Increased ridership, etc.
Organization D	Housing Impact Fee Program	\$500,000	X number of new units, X number of new proposed workforce housing projects
Organization E	Additional trash collection service	\$100,000	X number of reported incidents,
Organization F	Landing Locals	\$100,000	X number of employees housed, etc.

Committee Focus Area Comparison

CAP Committee \$4 million	TOT Committee \$4 million	Zone 1 \$888,000 Can't be used on Donner Summit	TBID Advisory \$1 million Can't be used on Donner Summit
Housing (new add)	Housing	Housing	Housing
Trails (service, shuttles, pedestrian infrastructure also included) and reducing traffic congestion (Measure A)	Transportation (trails + service, shuttles, pedestrian infrastructure) + Capital projects outlined in guiding docs (RTP etc.)	Transportation (shuttles, free TART service, park + ride)	Transportation (shuttles, free TART service, park + ride)
Trash/litter in public places/streets (new add)	NA	Tourism mitigation/could include trash mitigation	Tourism mitigation/could include trash mitigation
NA	NA	Business support + advocacy , economic development/tourism infrastructure, visitor services, marketing, promotions and special events.	Business support + advocacy , economic development/tourism infrastructure, visitor services, marketing, promotions and special events.
Wayfinding Signage	If tied to transportation	Tourism Infrastructure	Tourism Infrastructure
Cultural Centers (museums etc.)	NA	Tourism Infrastructure	Tourism Infrastructure
Maintenance of beaches, parks, trails and recreation areas	Maintenance (Could be added per Measure A)	Maintenance of public restrooms, trails and bike paths	Maintenance of public restrooms, trails and bike paths

Committee Coordination



OPPORTUNITY FOR JOINT
COMMITTEE MEETING IN
FEBRUARY 2023 (CAP, TOT,
ZONE 1, TBID ADVISORY)



MEETING CONTENT WILL
INCLUDE PRESENTATION ON
HOUSING TO GUIDE
COMMITTEE DECISION-
MAKING



COORDINATION WITH PLACER
COUNTY

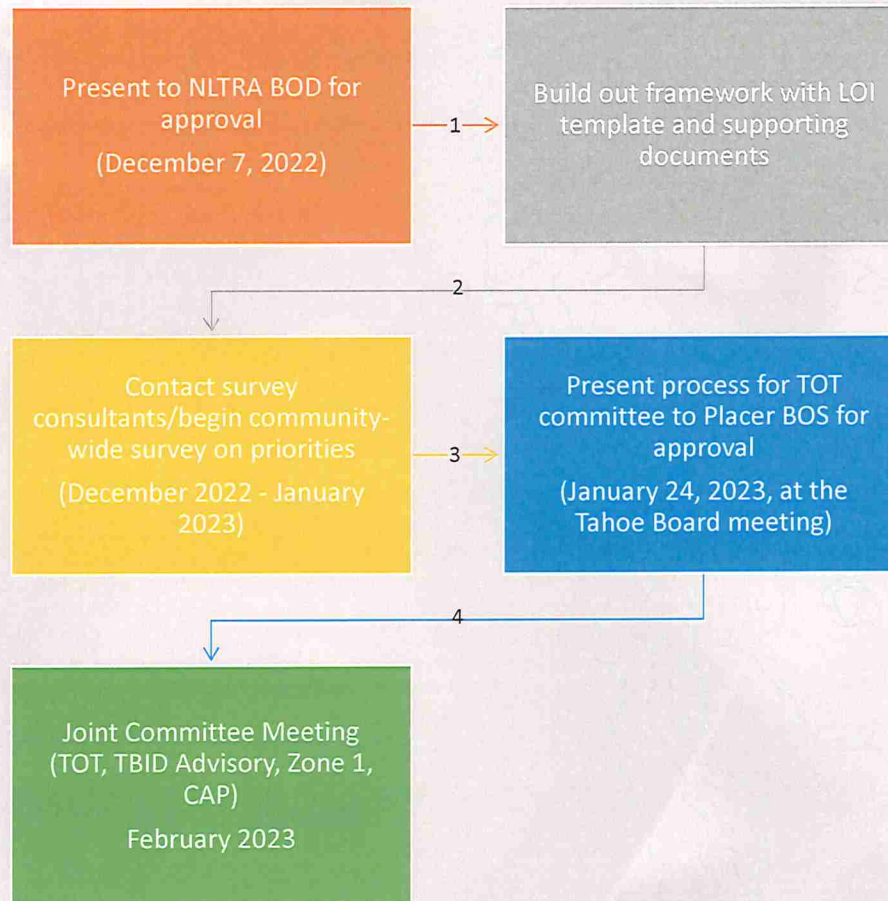


SURVEY RESULTS WILL ALSO
BE SHARED WITH
COMMITTEES



POTENTIAL COLLABORATION
ON SPONSORSHIP AND/OR
FALL GRANT CYCLE

Next Steps





Questions/Feedback



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: December 7, 2022

TO: NLTRA BOD

FROM: Tony Karwowski, CEO/President

RE: Review of FY 22/23 CAP committee project recommendations

Action Requested

Potential recommendation to Placer County Board of Supervisors of CAP recommended project funding.

Background

The CAP committee received 13 project funding proposals totaling \$8.06mm for the fall 22/23 grant cycle. All 13 of the projects were presented to the CAP committee, 9 of the 13 projects were trail construction, trail maintenance, trailhead development, or trail signage oriented. \$7.2mm in funds were available to fund proposals, consisting of \$5mm of collected TOT and \$2.2mm of unallocated TOT funds rolled over from the CAP committee FY21/22 grant cycle. The committee reviewed all 13 projects and disqualified two projects: pickleball courts and multi-use trail radar speed signs. Project applicant presentations occurred on 11/9, and after presentations each committee member ranked individual projects using the CAP scoring criteria. The committee met on 11/17 to review the amalgamated scoring results, deliberate funding projects, and formulate the committee funding recommendation.

To date through this grant cycle the committee guiding document has been the Tourism Master Plan. In June voters passed measure A, a renewal with no sunset of the 2% TOT tax that funds CAP committee grant recommendations in accordance with the Tourism Master Plan. Measure A also included language that allows the CAP committee to fund an increased range of projects including but not limited to workforce housing, reducing traffic congestion, trash/litter, and beach/trailhead/park/shoreline recreation area maintenance. The Placer County Board of Supervisors approved the measure A project categories to be added to CAP committee scope, but not in time for the fall FY 22/23 grant cycle. There was significant committee discussion on how much money the committee should not allocate in this cycle, in order to prioritize funding measure A project categories in the next grant cycle. Conversation mostly focused on prioritizing workforce housing in the next grant cycle. The committee recommended \$4.5mm of funding across 8 projects, leaving \$2.7mm of funds to roll over for the next grant cycle.

Attachments:

CAP scoring and funding spreadsheet, and individual project summaries.

CAP Committee Ranking and Recommendations

Project Name	Number of Ranking Sheets (Recusals)	Cumulative Project Ranking Total	Project Median	Project Average	Grant Request	CAP Committee Recommendation
Martis Valley Trail	10	1085	109	108.50	\$2,000,000	\$2,000,000
Flick Point II	11	1094	105	99.45	\$600,000	\$70,000
Cabin Creek Trailhead Amenities	11	1089	100	99.00	\$91,694	\$91,694
Sawtooth Trails	11	1067	99	96.95	\$157,983	\$157,983
TCPUD Multihog	10	948	98	94.80	\$118,059	\$0
North Tahoe Trail	11	1069	95	97.18	\$3,000,000	\$1,500,000
Tahoe City Downtown Access Improvements	11	1062	95	96.55	\$340,000	\$0
Donner Lake Rim Trail/MOET	11	1007	95	91.55	\$265,000	\$265,000
NTPUD Wayfinding/Destination Signage	10	1005	91	89.00	\$58,141	\$58,141
TCPUD Wayfinding	10	882	90	88.20	\$351,000	\$351,000
North Tahoe Regional Park Trail	10	794	82	77.90	\$1,075,000	\$0
Radar signs on trails	-	-	-	-	-	-
Pickleball Courts	-	-	-	-	-	-
				Total TOT Request	\$8,056,877	\$4,493,818
			Total available FY2021-22 TOT Funding		\$7,202,067	\$2,708,249

13 grant applications submitted for a total of \$8,168,953 (\$7,200,000 available)

Project Name: Martis Valley Trail
Applicant: Northstar Community Services District
TOT Request: \$2,000,000
Total Project Cost: \$16,000,000
Matching Funds: \$887,956
Project Type: Planning/Design and construction
Tier 1

Project Description: This funding would go towards completion of the Martis Valley Trail (MVT) from the Northstar Castle Peak parking lot to the Northstar Village. The MVT is an approximately 10-mile paved class 1 multiple-use trail through Martis Valley and the Northstar California resort and climbing to the ridgeline defining the Lake Tahoe Basin. The trail was recently completed from the Town of Truckee to the Northstar Castle Peak Parking Lots.

Project Name: Wayfinding Signage
Applicant: North Tahoe Public Utility District
TOT Request: \$58,141
Total Project Cost: \$167,941
Matching Funds: \$54,800
Project Type: Construction
Tier 2

Project Description: This project will replace the temporary banner hanging on the exterior of the north side of the building with a digital destination sign along Highway 28 at the entrance to the North Tahoe Event Center. This is continuation of the "Wayfinding and Destination Signage Project," previously approved by the CAP Committee for \$78,000 (\$55,000 for the North Tahoe Event Center Destination Sign) in 2019. Due to various issues, the Destination Sign portion of the original project was delayed and is now scheduled for construction in summer 2023.

Project Name: North Tahoe Recreational Trail and Access Improvements
Applicant: North Tahoe Public Utility District
TOT Request: \$1,075,000
Total Project Cost: \$1,359,000
Matching Funds: \$283,800
Project Type: Planning/Design and construction
Tier 1

Project Description: This project that will extend the Pam Emmerich Memorial Pinedrop Trail through the lower portion of the Regional Park in anticipation of connections to North Tahoe Trail. Additionally, this project will formalize pedestrian access to the Park's tennis and pickleball courts, the Ramada group picnic facility, and the upper fields from the lower parking lot via formalized pedestrian walkways, replacement stairways,

and two crosswalks from the new trail segment at the playgrounds and lower restrooms. Planning and design in 2023 and construction in 2024.

Project Name: North Tahoe Trail- Segment 1
Applicant: Placer County
TOT Request: \$3,000,000
Total Project Cost: \$6,000,000
Matching Funds: \$500,000
Project Type: Construction
Tier 1

Project Description: This would be for the segment 1 portion of the North Tahoe Trail. This segment is 2.5 miles and connects the North Tahoe Regional Park with Carnelian Bay Ave. Anticipated construction in late 2023/early 2024. Original estimate for this section was \$3m and due to escalating costs, it is now at \$6m. Environmental analysis for the trail is near completion.

Project Name: Flick Point II Multi-benefit Improvement Project
Applicant: Placer County
TOT Request: \$600,000
Total Project Cost: \$3,120,000
Matching Funds: \$350,000
Project Type: Planning and Design, Construction
Tier 1

Project Description: The Flick Point II Project is a multi-benefit project which features an approximately 2.25-mile non-motorized multi-use trail, along with watershed and ecosystem improvements on the western edge of the Carnelian Bay Community near Flick Point. The paved multi-use trail will connect to the existing Dollar Creek Shared-Use Trail, before proceeding through the restored Watson Creek SEZ, and continuing to the neighborhood west of Flick Point. Within the residential neighborhood, the installation of paved roadway surfaces, vehicular barriers, drainage conveyances, and stormwater treatment measures will address areas which act as sources of sediment and pollutants to Lake Tahoe. \$70,000 for planning and design to take place in 2023 and \$490,000 for construction which would be 2024/25

Project Name: Tahoe City Downtown Access Improvements
Applicant: Placer County
TOT Request: \$340,000
Total Project Cost: \$1,900,000
Matching Funds: \$185,000
Project Type: Planning and Design, Construction
Tier 2

Project Description: The Project encompasses improvements to circulation and parking in the northeastern portion of the Tahoe City downtown area. The area between the Cobblestone Center and the existing Grove St. public parking lot will be utilized for an expansion of the Grove St. parking lot and construction of pedestrian access improvements to the businesses and recreational amenities in the area. A public restroom could be added as well. Improved mobility, safety. \$30,000 for design and \$310k for construction. Planned construction for fall of 2023

Project Name: North Tahoe Community Wayfinding Signage

Applicant: Tahoe City Public Utility District

TOT Request: \$351,000

Total Project Cost: \$410,670

Matching Funds: \$59,670

Project Type: Construction

Tier 2

Project Description: This project includes the fabrication and installation of nine (9) new TCPUD facility wayfinding signs at five (5) recreation locations in accordance with the North Lake Tahoe Community Wayfinding Signage Standards: Tahoe City Community Center, Kilner Park, Aspen Street Parking lot, Lake Forest Campground/Boat Ramp. Installation planned summer 2023

Project Name: Multi-hog Blade/Blower Combo

Applicant: Tahoe City Public Utility District

TOT Request: \$118,059

Total Project Cost: \$163,911

Matching Funds: \$45,911

Project Type: Equipment purchase

Tier 1

Project Description: Purchase of a Multihog tractor enabled with a blower/blade combo which will allow the TCPUD to clear snow and debris from the trail system year-round. Purchase and begin using in 2023

Project Name: Radar Signs on Trails

Applicant: Tahoe City Public Utility District

TOT Request: \$77,000

Total Project Cost: \$85,748

Matching Funds: \$8,728

Project Type: Construction

Tier 1/2?

Project Description: This project includes the purchase of twenty (20) radar speed signs to be placed in high-speed zones throughout the TCPUD Class 1 Multi-Use Trail System. The radar speed signs will be used to promote trail safety by alerting users of excessive speed on various sections of the trail system. Installation in 2023.

Project Name: Donner Lake Rim Trail/Memorial Overland Emigrant Trail
Applicant: Truckee Donner Land Trust
TOT Request: \$265,000
Total Project Cost: \$265,000
Matching Funds: \$26,500
Project Type: construction
Tier 1

Project Description:

This is for additional planning and construction of a trail in eastern Placer County, estimated at 15-18 miles in length. The trail will be an earthen surface, non-motorized multi-use trail that begins in Donner Memorial State Park and connects to an existing section of previously built Memorial Overland Emigrant Trail (MOET). Once constructed, the new trail will serve dual purposes as portions of Placer County's MOET and Truckee Donner Land Trust's Donner Lake Rim Trail (DLRT). The shared alignment will be roughly 15 miles.

Project Name: Pickleball Courts
Applicant: Truckee Tahoe Pickleball
TOT Request: \$100,000
Total Project Cost: \$600,000
Matching Funds: \$75,000
Project Type: Construction
Tier 2

Project Description: The TOT request for this project would go towards building 16 pickleball courts at the River View Sports Park in Truckee on land donated by the Truckee-Donner Recreation and Park District.

Project Name: Sawtooth Area Sustainable Trails, Phase 2
Applicant: Truckee Trails Foundation
TOT Request: \$157,983
Total Project Cost: \$200,371
Matching Funds and In Kind: \$42,000
Project Type: construction
Tier 1

Project Description:

TTF aims to build an additional 7 miles of new non-motorized/Class 1 e-bike trails in the Sawtooth Zone (north of Tahoe, south of Truckee) in addition to decommissioning 3 miles of unsustainable and illegally built motorized trail. The new trails are as follows:

- Construct a 1.25-mile mountain bike/class 1 e-bike trail connecting the north end of Big Chief trail to the Middle Sawtooth Trailhead.

- Construct approximately 2.25 miles of trails to connect existing Placer County easements to the Sawtooth trail system, providing access to USFS land from adjacent neighborhoods.
- Construct approximately 1.5 miles of trail to access Phase 4 of the Truckee River Legacy Trail, providing access from various neighborhoods to downtown Truckee.
- Re-route approximately 2 miles of trail to increase sustainability and user enjoyment.

Project Name: Cabin Creek OHV/OSV Trailhead Development Project

Applicant: Truckee Trails Foundation

TOT Request: \$91,694

Total Project Cost: \$459,245

Matching Funds: \$365,031

Project Type: construction

Tier 1

Project Description:

This project will create parking and trailhead amenities for off-highway vehicle (OHV) and over-snow vehicle (OSV) users in the Cabin Creek road area at the south end of FSR01, west of highway 89 between Truckee and Tahoe City. The Cabin Creek OHV/OSV Trailhead Development Project, a new endeavor in conjunction with the Tahoe National Forest, will develop approximately 2 acres of paved trailhead parking for off-highway vehicle (OHV) and over-snow vehicle (OSV) parking, and install a double vault toilet. This project will also include construction and installation of trailhead and directional signage



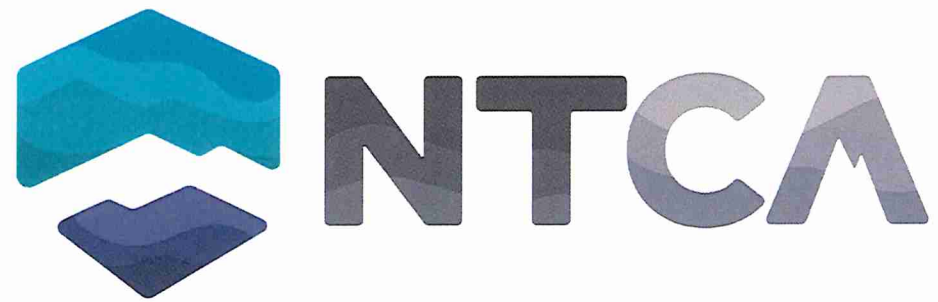
NTCA Brand Development | December 7, 2022

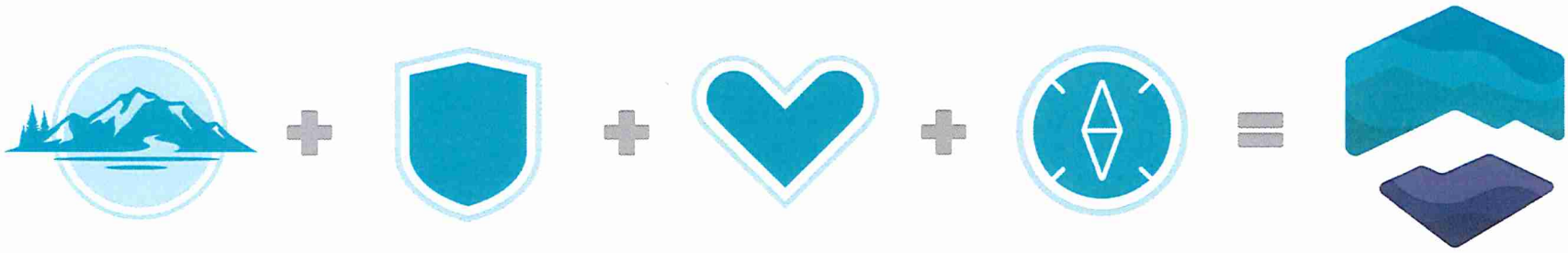
Overview

- Reviewed all of the recorded focus group sessions and documents from Coraggio Group
- Analyzed other brands in-market
- Developed a unique logo that speaks to the goals of the organization

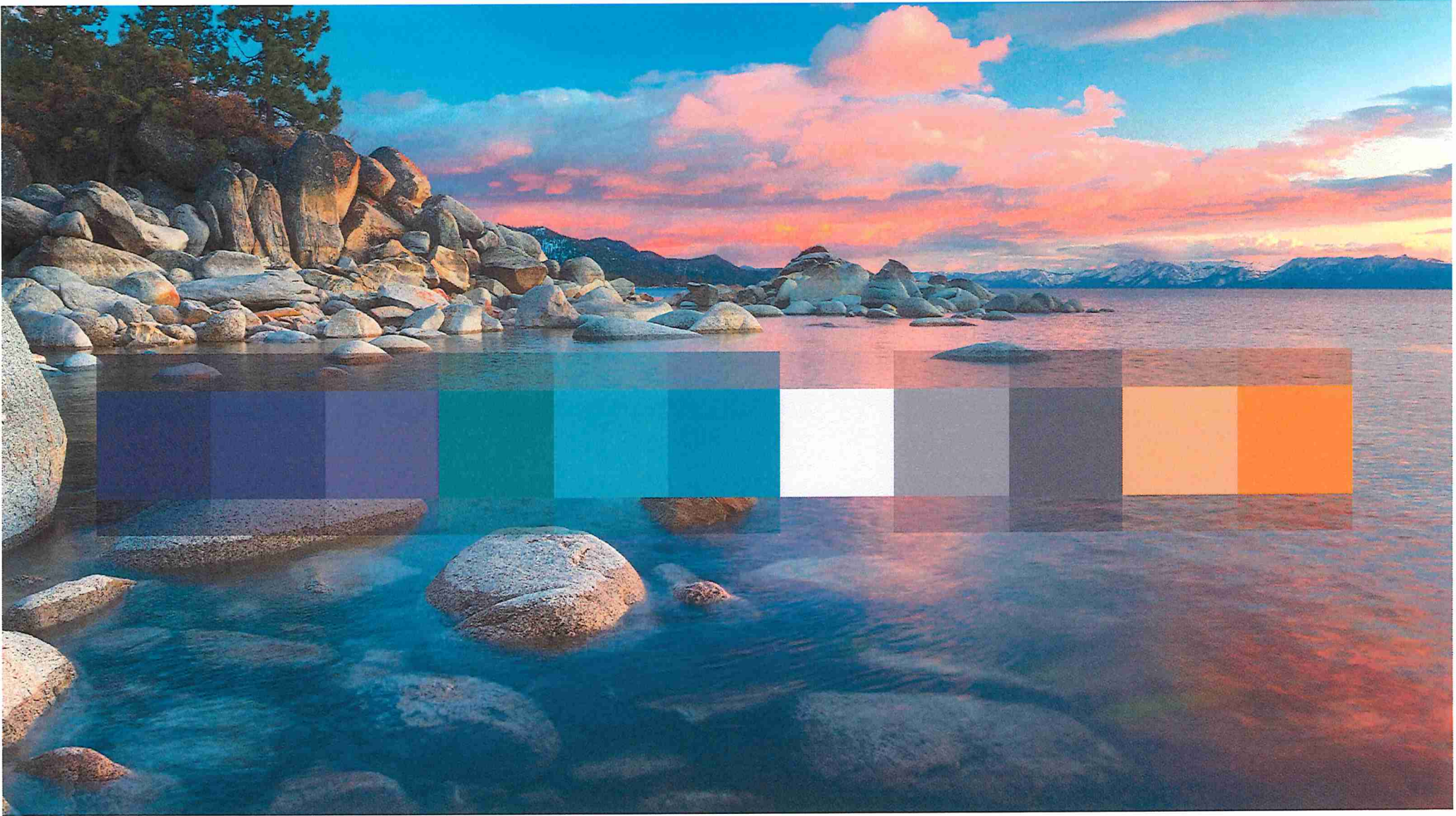


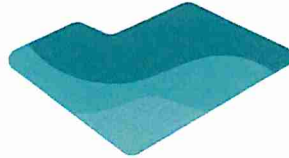
Logo Concept







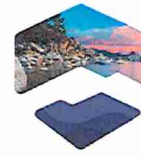




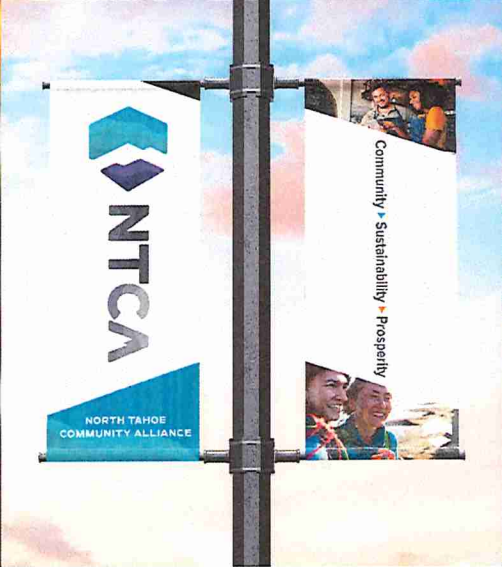
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A landscape photograph showing a house on the left, trees in the background, and a body of water on the right. A large, semi-transparent orange rectangle is overlaid on the center of the image, containing the text "Logo Landscape".

Logo Landscape



Logo Landscape



Timeline

- Today - visual brand
- December - work to complete brand platform incl mission, vision, promise, values, pillars, positioning
- Jan 11 board meeting - final brand platform & messaging strategy



Thank You!